

LINDA L. PRICE

Editor *Journal of Consumer Research*

Dick and Maggie Scarlett Chair of Business Administration,

Professor of Marketing University of Wyoming

Management and Marketing, College of Business, room 323

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EDUCATION

Ph.D. in Business Administration, University of Texas Austin

M.B.A. (concentration in marketing & finance), University of Wyoming

B.A. with Honors in International Studies, University of Wyoming

TEACHING INTERESTS:

Marketing Theory (PhD), Consumer Behavior, Qualitative/Mixed Methods (PhD, MBA, Undergraduate).

MBA and Undergraduate Courses: Services Marketing, Customer Engagement, Consumer Behavior, Brand Management, Market Research, and Integrated Brand Communications

RESEARCH INTERESTS:

Individual & Collective Identity, Consumer Practices, Customer Networks, Materiality, Adaptation, Customer Experience Management, Consumer Innovation, Multi-Method Inquiry

ACADEMIC EXPERIENCE:

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| 2020- | University of Wyoming, Laramie, Wyoming (Dick and Maggie Scarlett Chair, Professor of Marketing) |
| 2016-2019 | University of Oregon, Eugene, Oregon (Philip H. Knight Chair, Professor of Marketing) |
| 2013-2016 | University of Arizona, Tucson, Arizona (Underwood Family Professor of Marketing) |
| 2010-2013 | University of Arizona, Tucson, Arizona (Department Head, Professor of Marketing and Soldwedel Family Fellow) |
| 2005-2009 | University of Arizona, Tucson, Arizona (Professor of Marketing and Soldwedel Family Fellow) |
| 2003-2005 | University of Nebraska, Lincoln, Nebraska (Nathan J. Gold Distinguished University Professorship of Marketing and Chair) |
| 1999-2003 | University of Nebraska, Lincoln, Nebraska (Agribusiness Program Director and Professor of Marketing and Agribusiness) |
| 1997 | Odense University, Odense, Denmark (Visiting Professor of Marketing) |
| 1994-1998 | University of South Florida, Tampa, Florida (Professor of Marketing) |
| 1993 | University of California, Irvine, California (Visiting Associate Professor of Marketing) |
| 1987- 1994 | University of Colorado, Boulder, Colorado (Associate Professor of Marketing) |
| 1982-1987 | University of Pittsburgh, Pittsburgh, Pennsylvania (Assistant Professor of Marketing) |
| 1979-1981 | University of Texas at Austin, Austin, Texas (Instructor) |
| 1976-1978 | University of Wyoming, Laramie, Wyoming (Instructor) |

SELECT HONORS AND AWARDS:

2020	Mentorship and Service Award, <i>American Marketing Association</i> , sponsored by students of V Kumar (For Life-time Mentorship and Service to the Discipline)
2019	<i>Association for Consumer Research</i> Fellow (For Life-time Scholarly Contributions)
2019	<i>American Marketing Association</i> Fellow (For Life-time Scholarly Contributions)
2018-2021	Editor <i>Journal of Consumer Research</i>
2016	President, <i>American Marketing Association</i> Academic Council
2015	<i>American Marketing Association</i> Consumer Behavior SIG Lifetime Achievement Award
2014	President <i>Association for Consumer Research</i>
2013	<i>Academy of Marketing Science</i> Cutco/Vector Outstanding Marketing Educator of the Year (For Life-time Contributions to the Marketing Field)
2013-	Center for Services Leadership Research Faculty Member
2013	University of Wyoming, College of Business, Distinguished Alumni Award
2011/2012	University of Arizona Leadership Institute Cohort
2004	Seacrest Fellow, College of Business Administration, UNL
1980	<i>American Marketing Association</i> Doctoral Consortium Fellow

PUBLICATIONS: 23,000+ Google Scholar Citations, H Index 48, i10-index 81

PUBLICATIONS IN REFEREED JOURNALS:

“In Times of Trouble: A Framework for Understanding Consumers’ Responses to Threats,” Margaret C. Campbell, J. Jeffery Inman, Amna Karmani, Linda L. Price, *Journal of Consumer Research*, 2020, 47 (3), 311-326.

“Journeying Together: Aligning Retailer Roles with Collective Consumer Practices,” Tandy Chalmers Thomas, Amber M. Epp and Linda L. Price, *Journal of Retailing*, 2020, 96 (1), 9-24.

"Crossing Bridges: Assembling Culture into Brands and Brands into Consumers' Global Local Cultural Lives." Linda L. Price and Robin A. Coulter, *Journal of Consumer Psychology* 2019, 29 (3), 547-554.

“Consumer Journeys: Developing Consumer-Based Strategy,” Rebecca Hamilton and Linda L. Price, *Journal of the Academy of Marketing Science* 2019, 47 (2), 187-191

“Constraints and Possibilities in the Thrown Togetherness of Feeding the Family” Amber M. Epp and Linda L. Price, *European Journal of Marketing*, 2018, 52 (12), 2499-2511.

“The Fresh Start Mindset: Transforming Consumers’ Lives” Linda L. Price, Robin A. Coulter, Yuliya Strizhakova and Ainslie Schultz, *Journal of Consumer Research*, 2018, 45 (1): 21-48.

“Our Vision for the Journal of Consumer Research: It’s All About the Consumer,” Jeffrey J. Inman, Margaret C. Campbell, Amna Kirmani, and Linda L. Price, *Journal of Consumer Research*, 2018, 44 (5), 955-959.

“Consumer Ownership and Sharing: Introduction to the Issue,” Linda L. Price and Russell W. Belk, *Journal of the Association of Consumer Research*, 2016, 1 (2), 193-197.

REFEREED JOURNALS (Continued):

“Advertising as Unfavorable Self-Presentation: The Dirty Laundry Effect,” Tandy Chalmers Thomas, Rebecca K. Trump, and Linda L. Price, *Journal of Advertising*, 2015, 44 (1), 58-70.

“The Role of Brands and Mediating Technologies in Assembling Long-Distance Family Practices,” Amber M. Epp, Hope Jensen Schau, and Linda L. Price, *Journal of Marketing*, 2014, 78 (3), 81-101 (**Finalist 2019 Sheth Foundation/Journal of Marketing Award for long-term contributions to field of marketing**).

“When Differences Unite: Resource Dependence in Heterogeneous Consumption Communities,” Tandy Chalmers Thomas, Linda L. Price and Hope Jensen Schau, *Journal of Consumer Research*, 2013, 39 (5), 1010-1033. (**Named one of the top-cited papers in Business Journals for 2013**).

“The Young Adult Market in Emerging Markets: Assessing Their Bi-Cultural Identity in a Global Marketplace,” Yuliya Strizhakova, Robin Coulter and Linda Price, *International Journal of Research in Marketing*, 2012, 29 (1) 43-54. Special issue on Global Brand Management.

“Branding in a Global Marketplace: The Mediating Effects of Quality and Self-Identity Brand Signals,” Yuliya Strizhakova, Robin Coulter and Linda Price, *International Journal of Research in Marketing*, 2011, 28 (4), 342-351.

“Designing Solutions Around Customer Network Identity Goals,” Amber M. Epp and Linda L. Price, *Journal of Marketing*, 2011, 75 (2), 36-54

“The Storied Life of Singularized Objects: Forces of Agency and Network Transformation” Amber M. Epp and Linda L. Price, *Journal of Consumer Research*, 2010, 36 (5), 820-837.

“How Product Trial Alters the Effects of Model Attractiveness: An Adapted Etic Approach in Romania,” Camelia C. Micu, Robin A. Coulter and Linda L. Price, *Journal of Advertising*, 2009, 38 (2), 69-81. **Republished as lead article** in a curated issue of *Journal of Advertising* on International Advertising, Guest Editor Carrie La Ferle, *Published September 2016*.

“Branded Products as a Passport to Global Citizenship: Perspectives from Developed and Developing Countries,” Yuliya Strizhakova, Robin A. Coulter and Linda L. Price *Journal of International Marketing*, 2008, 16 (4), 57-85.

“Family Identity: A Framework of Identity Interplay in Consumption Practices,” Amber M. Epp and Linda L. Price, *Journal of Consumer Research*, 2008, 35 (1), 50-70. **Sidney J. Levy Award**.

“The Meanings of Branded Products: A Cross-national Scale Development and Meaning Assessment,” Yuliya Strizhakova, Robin Coulter, and Linda L. Price, *International Journal for Research in Marketing*, 2008, 25 (2), 82-93. **Lead article in issue**.

“Market-Oriented Ethnography Revisited,” Eric J. Arnould and Linda L. Price, *Journal of Advertising Research*, 2006, 46 (3), 251-262. Special Issue on Qualitative Research.

REFEREED JOURNALS (Continued):

“The Evolution of Consumer Knowledge and Sources of Information: Hungary in Transition” Robin A. Coulter, Linda L. Price, Lawrence F. Feick and Camelia Micu, *Journal of the Academy of Marketing Science*, 2005, 33 (4), 604-619.

“Between Mothers and Markets: Ruptures and Continuities in Families’ Homemade Food Traditions,” Risto Moisio, Eric J. Arnould and Linda L. Price, *Journal of Consumer Culture*, 2004, 4 (3), 361-384.

“How Individuals’ Cherished Possessions become Families’ Inalienable Wealth,” Carolyn Folkman Curasi, Linda L. Price and Eric J. Arnould, *Journal of Consumer Research*, 2004, 31 (3), 609-622.

“The Origins of Product Involvement, Involvement with Branded Products and Brand Commitment: Women and Cosmetics in Post-Socialist Central Europe,” Robin A. Coulter, Linda L. Price and Lawrence F. Feick, *Journal of Consumer Research*, 2003, 30 (2), 151-169. **Lead Article in Issue**

“Understanding the Intergenerational Transmission of Cherished Possessions: Insights for Estate Planning, Trust Officers and Other End-of-Life Professionals,” Carolyn Fokman Curasi, Linda L. Price and Eric J. Arnould, *Journal of Financial Services Marketing*, 2003, 7 (4), 369-383.

"Changing Faces: Cosmetics Opinion Leadership Among Women in the New Hungary," Robin A. Coulter, Lawrence F. Feick and Linda L. Price, *European Journal of Marketing*, 2002, 36 (11/12), 1287-1308.

“Older Consumers' Disposition of Special Possessions," , Linda L. Price, Eric J. Arnould and Carolyn Folkman Curasi. *Journal of Consumer Research*, 27 (2), 179-201.

"Commercial Friendships: Service Provider-Client Relationships In Context," Linda L. Price and Eric J. Arnould, *Journal of Marketing*, 1999, 63 (4), 38-56. **Best Services Marketing paper 1999.**

“Making Magic Consumption: A Study of White Water River Rafting,” Eric J. Arnould, Linda L. Price and Cele Otnes, *Journal of Contemporary Ethnography*, 1999, 28 (1), 33-68

“Communicative Staging of the Wilderness Servicescape,” Eric J. Arnould, Linda L. Price and Patrick Tierney, *Service Industries Journal*, 1998, 18(3), 90-115.

"Going to Extremes: Managing Service Encounters and Assessing Provider Performance," Linda L. Price, Eric J. Arnould and Patrick Tierney, *Journal of Marketing*, 1995, 59 (2), 83-97.

“Everyday Market Helping Behavior, “, Linda L. Price, Lawrence F. Feick and Audrey Guskey-Federouch, *Journal of Public Policy and Marketing*, 1995, 14 (2), 255-66.

"Consumers in the Transition to A Market Economy: Hungary 1990-1992," *International Marketing Review*, Lawrence F. Feick, Robin Higie Coulter and Linda L. Price (October 1995)

"Service Provider Influence on Consumers' Emotional Response to Service Encounters," *International Journal of Service Industry Management*, Linda L. Price, Eric J. Arnould and Sheila L. Deibler, (Vol. 6, no. 3 1995) 34-63

PUBLICATIONS IN REFERRED JOURNALS (Continued):

- "Introduction to Special Issue on Interpersonal Influence In Marketing," *Journal of Business Research*, Cathy Hartman and Linda L. Price (1995).
- "Exploration in Product Usage: A Model of Use Innovativeness," *Psychology and Marketing*, Nancy M. Ridgway and Linda L. Price, Vol. 11 (January/February 1994) 69-84.
- "River Magic: Extraordinary Experience and Hedonic Aspects of Service Encounters," *Journal of Consumer Research*, Eric J. Arnould and Linda L. Price, (June, 1993), 24-46.
- "An Investigation Into the Social Context of Early Adoption Behavior," *Journal of Consumer Research*, Robert J. Fisher and Linda L. Price, (December, 1992) 477-486.
- "An Agency Perspective on New Product Champions" *Organization Science*, Michael W. Lawless and Linda L. Price, Vol. 3 (August, 1992), 342-355.
- "The Relationship Between International Travel Motivations and Cultural Receptivity," *Journal of Leisure Research*, Robert J. Fisher and Linda L. Price, 23, no.3, (1991), 193-208.
- "Differentiating Between Cognitive and Sensory Innovativeness: Concepts, Measurement and Implications," *Journal of Business Research*, Meera P. Venkatraman and Linda L. Price, 20, (1990), 293-315,
- "A Consumer-Based Approach for Choosing Between Information and Protection Policy Remedies," *Journal of Public Policy and Marketing*, Christine Moorman and Linda L. Price, 8, (1989), 181-203.
- "Preference Heterogeneity and Coorientation As Determinants of Referent Influence in the Choice of Service Providers," *Journal of Business Research*, 19, (November, 1989), 227-242, Linda L. Price, Lawrence F. Feick and Robin A. Higie.
- "Information Sensitive Consumers and Market Information," *Journal of Consumer Affairs*, Linda L. Price, Lawrence F. Feick and Robin A. Higie, 21 (Winter, 1987), 328-341
- "The Market Maven: A Diffuser of Marketplace Information," *Journal of Marketing*, Lawrence F. Feick and Linda L. Price, 51 (January, 1987), 83-97
- "The Role of Imagery in Information Processing: Review and Extensions," *Journal of Consumer Research*, Deborah J. MacInnis and Linda L. Price. 13 (March, 1987), 473-491
- "Types and Amounts of Word-of-Mouth Communications About Retailers," *Journal of Retailing*, Robin A. Higie, Lawrence F. Feick and Linda L. Price, 63 (Fall, 1987), 260-278.
- "Analysis of the Characteristics of Individual Investors in Real Estate Securities and Income Producing Property," *Journal of the American Real Estate and Urban Economics Association*, Rajendra K. Srivastava, Hans R. Isakson, Linda Price and Thomas H. McInish, (Fall, 1984), 521-541.
- "Information Costs and Portfolio Selection," *Journal of Banking and Finance*, Rajendra K. Srivastava, Thomas H. McInish, and Linda L. Price (Fall, 1984), 417-429

BOOKS AND BOOK CHAPTERS:

“Consumer Culture Theory: A Front-row Seat at the Sidelines,” Linda L. Price in *Handbook of Consumer Culture*, edited by Olga Kravets, Pauline Maclaran, Steve Miles and Alladi Venkatesh, Sage Publications (2018), 179-193.

“Marketing's Quest for Environmental Sustainability: Persistent Challenges and New Perspectives,” Mohr, Jakki, Linda Price, and Aric Rindfleisch in *Review of Marketing Research*, Volume 13, January 2016, 29-59. **Winner Naresh K. Malhotra Award for 2020**

“Loyalty and Brands in Consumers’ Assembled Lives,” Linda L. Price in *Strong Brands, Strong Relationships* edited by Susan Fournier, Michael Breazeale and Jill Avery, Taylor and Francis, Routledge Press, June 2015, 13-27. Lead Chapter.

“The Heterogeneous and Open-Ended Project of Assembling Family,” Linda L. Price and Amber M. Epp in *Assembling Consumption* edited by Robin Canniford and Domen Bajde, Routledge Press, October 2015, 71-88.

Research in Consumer Behavior, Vol. XV, edited by Linda L. Price, Russell B. Belk and Lisa Peñaloza, Emerald Press (2013)

“Connected Consumers: How Consumption Practices Survive Distance,” Amber M. Epp, Hope Jensen Schau and Linda L. Price and, working paper 11-109, *Marketing Science Institute*, 2012.

“Family Stuff: Materiality and Identity,” Linda L. Price in *Identity and Consumption* edited by Russell Belk and Ayalla Ruvio, 2012, 302-312.

Asia Pacific Advances in Consumer Research, Vol. 8, edited by Zhihong Yi, Renming, Jing Jian Xiao, June Cotte, and Linda Price, Summer 2011.

Family Time in Consumer Culture: Implications for Transformative Public Policy,” Amber M. Epp and Linda L. Price, *Transformative Consumer Research*, edited by Cornelia (Connie) Pechmann and Julie Ozanne, 2011.

“Chapter 7: The Aging Consumer and Intergenerational Transmission of Cherished Possessions,” *The Aging Consumer: Perspectives from Psychology and Economics*, edited by Aimee Drolet, Norbert Schwarz, and Carolyn Yoon, Routledge Press 2010, Carolyn Folkman Curasi, Linda L. Price and Eric J. Arnould.

Advances in Consumer Research, Vol. 33, edited by Cornelia (Connie) Pechmann and Linda L. Price, (2006)

“Context Matters: Selecting Research Contexts for Theoretical and Managerial Insights,” *Handbook of Qualitative Research Methods in Marketing*, edited by Russell Belk, Sage Publications (December 2006), Linda L. Price, Eric J. Arnould, Risto Moisio.

“Toward a Cultural Resource-Based Theory of the Customer,” in *The Service Dominant Logic of Marketing: Dialog, Debate and Directions*, edited by Robert Lusch and Stephen Vargo, (2005), Eric J. Arnould, Linda L. Price and Avinash Mahlshe.

Consumers, Irwin/McGraw-Hill, Eric J. Arnould, Linda L. Price and George Zinkhan.(2002), revised, 2nd edition (2004).

BOOKS AND BOOK CHAPTERS (Continued):

Inalienable Wealth in North American Households, in *Values and Valuables: From the Sacred to the Symbolic*, eds. Cynthia Werner and Duran Bell, Walnut Creek, CA: Altamira, (2004), Eric J. Arnould, Carolyn Folkman Curasi, and Linda L. Price, 209-230.

“Ritual Desire and Ritual Development: An Examination of Family Heirlooms in Contemporary North American Households”, in *Contemporary Consumption Rituals: A Research Anthology*, eds. Cele Otnes and Tina Lowrey, Mahwah, NJ: Lawrence Erlbaum Press, (2004), Carolyn Folkman Curasi, Eric J. Arnould, and Linda L. Price, 237-268.

“Authenticating Acts and Authoritative Performances: Questing for Self and Community in Postmodernity, *Dimensions of Consumers Motives, Goals, and Desires: Emerging Perspectives and Applications for a New Century*, eds. S. Ratneshwar, David Glen Mick and Cynthia Huffman, New York and London: Routledge, (2000), Eric J. Arnould and Linda L. Price.

“The Wilderness Servicescape”, *Servicescapes: The Concept Of Place In Contemporary Markets*, John F. Sherry, Jr., ed., NTC Publications, (1998) Eric J. Arnould, Linda L. Price and Patrick Tierney.

“Conducting the Choir: Representing Multimethod Consumer Research”, *Representing Consumers*, Barbara B. Stern, ed., London and New York: Routledge, (1998) Linda L. Price and Eric J. Arnould.

“Magical Romance: Commercial Rafting Adventures, *Romancing The Market*, Stephen Brown, Anne Marie Doherty and Bill Clarke eds., London: Routledge, (1998) Eric J. Arnould, Linda L. Price and Cele Otnes.

“‘River Magic’: Hedonic Consumption and the Extended Service Encounter,” *Contemporary Services Marketing: A Reader*, Mark Gabbott and Gillian Hogg, Eds., Dryden Press (1996). Eric J. Arnould and Linda L. Price, reprint of 1993 *Journal of Consumer Research* article.

“A New Life In The Sun: Providing Quality of Life for Older Consumers,” *Adding Value*, (Winter 1996), Linda L. Price and Carolyn F. Curasi, 4-5.

"Neglected Moments: Managing the Service Encounter for Added Value," *Adding Value*, (Winter 1995), Eric J. Arnould and Linda L. Price, 4-6.

"Consumer Search and Decision Problems In a Transitional Economy: Hungary 1989- 1992" *Marketing Science Institute*, (August, 1993), Report Number 93-113, Lawrence F. Feick, Robin A. Higie and Linda L. Price.

“The Market Maven: A Best Prospect for Targeting Marketing Communications,” *Managing*, February 1986, 10-14, Lawrence F. Feick and Linda L. Price.

"Brain Wave Analyses of Consumer Responses to Advertising," *Advertising and Consumer Psychology*, Vol. III, Chapter 2, Jerry Olson and Keith Sentis (eds.), 1986. New York: Praeger, 17-34, Linda L. Price, Roland Rust and V. Kumar.

"EEG Response to Advertisements in Print and Broadcast Media," *Marketing Science Institute*, Working Paper No. 85-111, December, 1985, Roland Rust, Linda L. Price, and V. Kumar.

"The Influence of Prior Usage Experience on Customer Choice Under Uncertainty," in *Analytic Approaches to Product and Marketing Planning*, Rajendra Srivastava and Allen Shocker (eds.), 1982, 118-129

PUBLICATIONS: REFEREED CONFERENCE PROCEEDINGS (Published special session summaries not included)

"ACR Fellows Address: The Fellowship and The Quest," *Advances in Consumer Research*," Linda L. Price, presented Fall 2019.

"Presidential Address: Obliquity, Wonderment and The Grand Adventure of Doing Consumer Research," *Advances in Consumer Research*, Linda L. Price, presented Fall 2014.

"Glocal Youth And Their Relationships With Global And Local Brands In Emerging Markets," American Marketing Association Winter Educators' Proceedings, Yuliya Strizhakova, Robin A. Coulter, and Linda L. Price. February 2010.

"Effects of Belief in the Global Myth on Branding Discourse in the U.S. and Russia," *Advances in Consumer Research*, Published as an abstract, Yuliya Strizhakova, Robin A. Coulter, and Linda L. Price, presented Fall 2009.

"Creating and Enacting Family through Consumption," *European Advances in Consumer Research*, Vol. 6, Linda L. Price and Amber M. Epp.

"Finding Families: Family Identity in Consumption Venues," *Advances in Consumer Research*, Vol. 32, 2005, 9-13, Linda L. Price and Amber M. Epp.

"Changing Product Knowledge and Choice Confidence in Transitional Economies," Global Marketing, Conference Summary Report No. xx, Cambridge, MA: Marketing Science Institute, 2003, Robin Coulter, Linda Price, and Lawrence Feick.

"Applying the Wheel of Consumption to Contexts of Use: The Case of the Disposition of Cherished Possessions," Innovative Market Research for Breakthrough Product Design, Conference Summary Report No. 99-113, Cambridge, MA: Marketing Science Institute, 25-26, 1999, Eric J. Arnould and Linda L. Price.

"Special Session Summary, Recreating the Past for the Present and Future: Transgenerational Reproduction and Transfer of Consumption Meanings", *Proceedings of the Association for Consumer Research*, Denver, CO. October 1997

"Magic in the Marketing Age", *Proceedings Of The Marketing Illuminations Spectacular*, Stephen Brown, Anne Marie Doherty, Bill Clark, eds., Ulster, UK: University of Ulster, 167-178, Eric J. Arnould, Cele Otnes and Linda L. Price

"Wilderness Servicescape" *Management of Services: A Multidisciplinary Approach*, 4th International Research Seminar in Service Management, Institut d'Administration des Entreprises, Universite d'Aix-Marseille III, Aix-en-Provence, France, 1996, Linda L. Price, Eric J. Arnould and Patrick Tierney.

"Service Provider Influence on Consumers' Emotional Responses to Service Encounters," *Management of Services: A Multidisciplinary Approach*, 3rd International Research Seminar in Service Management, Institut d'Administration des Entreprises, Universite d'Aix-Marseille III, Aix-en-Provence, France, 1994, 581-607, Eric J. Arnould, Linda L. Price and Sheila L. Deibler.

PUBLICATIONS: REFEREED CONFERENCE PROCEEDINGS (continued):

"Consumer Resistance: An Overview," *Advances in Consumer Research*, Leigh McAlister and Michael L. Rothschild (Eds.), Vol. 20, 1993, 123-128, Lisa Penaloza and Linda L. Price.

"Leaving it All Behind: Service Loyalties in Transition," *Advances in Consumer Research*, Leigh McAlister and Michael L. Rothschild (Eds.), Vol. 20, 1993, 656-661, Robin A. Higie, Linda L. Price, and Julie Fitzmaurice.

"Consumer Information and Product Acquisition Problems and Solutions in Hungary: A Propositional Inventory," *Association for Consumer Research International Summer Conference*, Lawrence F. Feick, Robin A. Higie, and Linda L. Price, (Fall 1992).

"Creativity Under Pressure: The Importance of Consumption Situations On Consumer Product Use," *AMA Educators' Conference Proceedings*, 1991, Nancy M. Ridgway and Linda L. Price.

"The Effects of Receiver Enduring and Situational Involvement On Routes To Persuasion and Reactions to Persuasive Communications," *Advances in Consumer Research*, Rebecca Holbrook and Michael Solomon (eds.), Vol. 18, 1991, Robin A. Higie, Lawrence F. Feick, and Linda L. Price.

"An Exploratory Study of the Effect of Imagery Processing and Consumer Experience on Expectations and Satisfaction," *Advances in Consumer Research*, Marvin E. Goldberg, Gerald Gorn and Richard W. Pollay (eds.), Vol. 17, 1990, 41-47, Deborah J. MacInnis and Linda L. Price.

"Consumer Evaluation of Franchise Extension Products: A Categorization Processing Perspective," *Advances in Consumer Research*, Marvin E. Goldberg, Gerald Gorn and Richard W. Pollay (eds.), Vol. 17, 1990, 120-127, Cathy L. Hartman, Linda L. Price and Calvin P. Duncan.

"Couponing Behavior of the Market Maven: Profile of a Super Couponer," *Advances in Consumer Research*, Michael J. Houston (ed.) Vol. 15, 1989, 354-359, Linda L. Price, Lawrence F. Feick and Audrey Guskey-Federouch).

"People Who Use People: Looking at Opinion Leadership from the Other Side," *Advances in Consumer Research*, Richard J. Lutz, (ed.), Vol. 13, 1986, 301-305, Lawrence F. Feick, Linda L. Price and Robin A. Higie.

"A Re-Examination of Communication Channel Usage by Adopter Categories," *Advances in Consumer Research*, Richard J. Lutz (ed.) Vol. 13, 1986, 409-413 Linda L. Price, Lawrence F. Feick and Daniel Smith

"Are People Always Risk Averse? Contextual Effects of Choice Under Uncertainty," *AMA Educators' Conference Proceedings*, Robert Lusch, Gary Ford, Gary Frazier, Roy Howell, Charles Ingene, Michael Reilly and Ronald Stumpfl (eds.) 1985, 93-97, Linda L. Price, Rajendra K. Srivastava and Sridhar Ramaswami.

PUBLICATIONS: REFEREED CONFERENCE PROCEEDINGS (continued):

"The Role of Interpersonal Sources in External Search: An Informational Perspective," *Advances in Consumer Research*, Thomas C. Kinnear (Ed.), Ann Arbor, MI: Association for Consumer Research. Vol. 11, 1984, 250-253, Linda L. Price and Lawrence F. Feick.

"The Sociology and Psychology of Comfort Zones," *AMA Winter Educators' Proceedings*, Paul Anderson and Michael Ryan, (eds.) Vol. 2, 1984, 39-43, Gerald Zaltman and Linda L. Price.

"Thoughts on Search: Breaking Free of the Purchase Paradigm," *AMA Winter Educators' Proceedings*, Paul Anderson and Michael Ryan, (eds.) Vol. 2, 1984, 179-183, Lawrence F. Feick and Linda L. Price.

"Use Innovativeness and Technology Integration: An Exploration of Personal Computers," *AMA Educators' Conference Proceedings*, Russell Belk, Robert Peterson, Gerald Albaum, Morris Holbrook, Roger Kerin, Naresh Malholtra, and Peter Wright (eds.) 1984, 83-87, Nancy M. Ridgway and Linda L. Price.

"Development of a Scale to Measure Use Innovativeness," in *Advances in Consumer Research*, Alice Tybout and Richard Bagozzi (eds.), Vol. 10, 1983, 679-684, Linda L. Price and Nancy M. Ridgway.

"The Effects of Respondent Identification in a Mail Survey," in *AMA Educators' Conference Proceedings*, Bruce J. Walker (ed.), 1982, 410-413, Nancy M. Ridgway and Linda L. Price

"Use Innovativeness, Vicarious Exploration and Purchase Exploration: Three Facets of Consumer Varied Behavior," in *AMA Educators' Conference Proceedings*, Bruce J. Walker (ed.), (1982), 56-60, Linda L. Price and Nancy M. Ridgway.

PUBLICATIONS: REVIEW ARTICLES

"Qualitative Research as Commercial Practice," review of *Qualitative Market Research Principles and Practice*, eds. Gill Ereaut, Mike Imms and Martin Callingham (vols. 1-7), Sage Publications 2002, *Journal of Marketing Research*, 2004, Linda L. Price

Surviving in a Material World: The Lived Experience of People in Poverty, Ronald Paul Hill, University of Notre Dame Press 2001, *Journal of Public Policy and Marketing*, 23 (Spring), 2004, 99-100, Linda L. Price

CURRENT WORKING PAPERS AND WORK UNDER REVIEW

"The Practice of Repair," David Matthew Godfrey, Linda L. Price and Robert F. Lusch, under 4th review *Journal of Consumer Research*. Versions presented in Refereed Special Sessions at *Consumer Culture Theory Conference* Summer, 2016, *Winter AMA* 2017 and *ACR* 2017.

"Practice Recovery: Remaking a Performance Under Changed Circumstances," Kivalina E. Grove and Linda L. Price, under review *Journal of Consumer Research*, November 2020. Refereed special session presentation at *AMA Winter* 2019, Refereed special session *ACR*, Oct. 2019.

"How Marketing Tools Prompt Internal Actor Activism and Wayfinding in Pursuit of Sustainable Innovation" Jakki Mohr, Linda L. Price and Aric Rindfleisch, Working Paper Marketing Science Institute September 2019 (funded by **Marketing Science Institute Research Innovation Competition Award**, presented 2015 MSI Trustees Spring Meeting), under revision for resubmission December 2020, *Journal of Marketing*.

CURRENT WORKING PAPERS AND WORK UNDER REVIEW (continued)

“Trickster Consumers and the Ideology of Passionate Consumption,” Nathan B. Warren and Linda L. Price, Working Paper, University of Oregon, under revision for resubmission *Journal of Consumer Research*, October, 2020. Presented as a Refereed poster at *AMA Winter 2018 & Consumer Culture Theory Summer 2019*; Refereed special session *Association for Consumer Research*, October 2018, Refereed special session *Association for Consumer Research*, October 2019.

“‘Fresh Start’ Versus Environmental Messaging: Implications For Product Recycling, Reuse And Remanufacturing,” Yuliya Strizhakova, Robin A. Coulter and Linda L. Price, targeted for submission to *Journal of Marketing*, January 2021.

“The Global Consumer Relevance of the Fresh Start Mindset,” Yuliya Strizhakova, Robin A. Coulter and Linda L. Price, **Research funded by CIBER**, University of Connecticut, minor revisions requested, *Journal of International Marketing*, October 2020, Referred session ACR 2020.

“The Role of Portals in Consumer Transformation,” Basil Arnould Price and Linda L. Price, presented at *Consumer Culture Theory Conference*, summer 2018, Refereed special session presentation at *Association for Consumer Research*, October 2018, Lightening Talk *Center for Services Leadership Conference*, October 2018, Targeted for submission to *Journal of Marketing*, January 2021.

“Family Consumption Experiences Across Generations,” Tandy Chalmers Thomas, and Linda L. Price, targeted for submission to *Journal of Consumer Research* Fall 2019. Refereed special session presentation *Consumer Culture Theory Conference*, summer 2016, Refereed special session presentation at *Association for Consumer Research*, October 2018, Targeted for *Journal of Consumer Research*.

CURRENT DATA COLLECTION & ANALYSIS

“Bounty Hunters: Distributed Repair on Sharing Platforms,” Kivalina E. Grove, D. Matthew Godfrey, and Linda L. Price. Data collection and analysis in process.

“Disrupted Mobility Practices During a Pandemic and Environmental Implications,” Interdisciplinary Resilience Grant, University of Oregon. Data collection and analysis in process.

“Digital Technology Practices in Wilderness Settings: Fraught Meanings and Altered Material Competences,” Nathan B. Warren and Linda L. Price. Data collection and analysis in process.

“The Untold Story of Consumers’ Experience and Management of Depletion,” June Cotte, Linda L. Price and Robin A. Coulter, **Research funded by SSHRC**. Date collection and analysis in process.

“Socio-materiality and the Practice of Hope Among Syrian Refugees in Spaces of Long-Term Displacement,” Zeynep Baktır, Hounaida A. El Jurdi and Linda L. Price, Refereed poster presented at *Consumer Culture Theory Conference* Summer, 2016, and Referred special session presentation *Consumer Culture Theory Conference* Summer 2017. Data analysis and write-up in process.

SELECT RECENT ACADEMIC PRESENTATIONS: INVITED SPEAKER

“Consumer Relevant Research for Our Times,” Plenary presentation, China Marketing International Conference, Shanghai, July 2018, Inaugural Distinguished Lecture Series, HEC Montreal, September 2018, *Association for Consumer Research*, October 2018.

“Better Marketing for a Better World,” Plenary Panel, American Marketing Association Summer Meetings, August 2018.

“Cutting a Theoretical Path Through a Data Forest,” Plenary presentation, RMIT Qualitative Workshop, Melbourne, Australia, December 2017.

“Choosing to be a Consumer Researcher: My Take on Research and Publishing,” Plenary presentation, *ANZMAC Doctoral Symposium*, RMIT, Melbourne, Australia, December 2017.

“The Fresh Start Mindset: Transforming Consumers’ Lives,” DC Marketing Colloquium, George Mason University, October 2017, Washington D.C., Grenoble University Visiting Scholar November 2017, Grenoble, France, RMIT, Melbourne, Australia, University of Wyoming April 2018.

“Adventure Narratives for Our Foreign Planet,” *Qualitative Data Analysis Workshop*, July 2017, Long Beach, CA; plenary panel, ANZMAC, RMIT, Melbourne, Australia, December 2017.

“Ten Guides for Playing With and Nurturing Your Ideas,” AMA Sheth Doctoral Consortium, June 2017, University of Iowa

“Consumer Journeys” presented at Winter AMA, February 2017, Orlando, FL and *AMA Sheth Doctoral Consortium* June 2016, Notre Dame University.

“Managing Collaborations: Moving My Yamaha Piano,” presented at Winter AMA, February 2017, Orlando, FL

“Crafting a Career” plenary presentation at *ACR Doctoral Symposium* October 2016, Berlin, Germany

“Managing Mid-Career,” special workshop presentation *ACR*, October 2016, Berlin, Germany

“Consumption and the Open-ended Project of Becoming Family,” Plenary Talk, *Children Teens and Consumption Conference 7*, Aalborg, Denmark, April 2016 and CCT 2014

“Loyalty and Brands in Consumers Assembled Lives,” Dyess Lecture, Texas Christian University, March 2016 and Marketing Science Institute Conference Behavioral Economics and Beyond, Duke University, March 2015.

“The Fresh Start Mindset: Believing Fresh Starts Are Possible Changes How Consumers Live Their Lives,” Invited Speaker, BEEP Seminar, Creighton University, March 2016.

“Telling Stories,” WU Vienna University of Economics and Business, October 2015

“Theory “After the Fact”: What I really meant when I said that,” *Bilkent Seminar on Consumption, Markets and Culture Theorizing*, Ankara, Turkey, June 2015.

SELECT RECENT ACADEMIC PRESENTATIONS: INVITED SPEAKER (Continued):

“The Role of Theory in a Big, Deep, Fast Data Driven World,” *Academy of Marketing Science* plenary session, Denver, Co. May 2015, Plenary talk Asia Pacific ACR, Hong Kong, China June 2015.

“Consumer Fresh Starts,” (York University, January 2014, Brock University, January 2015)

“Fluid Consumer Identity in a Complex, Global World,” plenary panel, ACR 2013, Chicago, IL (October), RMIT, Melbourne, Australia (November 2013) and WSU, Pullman, WA (December 2013)

“Thinking Theoretically,” AMA 2013 Sheth Doctoral Consortium, Ann Arbor, MI (June)

“Research as a Leisure Pursuit,” AMS 2013 Award Luncheon, Monterey, CA (May)

“Research Integrity,” panel speaker, plenary session, ACR 2012, Vancouver, BC Canada (October)

“Building Bridges,” panel, ACR Doctoral Symposium, ACR 2012, Vancouver, BC Canada (October)

“Finding the Joy in Research,” plenary speaker, 2nd *Bi-Annual World Congress Doctoral Consortium*, Reims, France, July 2011.

“Do Research That Matters,” plenary speaker, 1st *Sheth Emerging Scholars Consortium*, Reims, France, July 2011.

PROFESSIONAL ACTIVITIES:

2018-2020	Editor <i>Journal of Consumer Research</i>
2020-2022	ERB <i>Journal of Public Policy and Marketing</i>
2019-2021	ERB <i>Academy of Marketing Science Review</i>
2018-2021	Advisory Board, <i>Journal of Services Research</i>
2017	Chair, <i>AMA Fellows</i> Nomination Committee
2017	<i>AMA</i> Intellectual Agenda Task Force
2016-2017	President, <i>AMA Academic Council</i>
2015-2017	Member, <i>ACR Fellows</i> Nomination Committee
2015	Co-Chair, <i>Inaugural Academy of Marketing Science Doctoral Consortium</i> , Denver, CO
2015	President-Elect Delegate <i>American Marketing Association Academic Council</i>
2015-2018	<i>AE Journal of the Academy of Marketing Science</i>
2014-2018	<i>JACR</i> Policy Board
2014	President, <i>Association for Consumer Research</i>
2014-2020	Sheth Foundation Board
2014-2017	<i>Journal of Consumer Research</i> Editorial Review Board
2013-2016	Advisory Board, College of Business, University of Wyoming
2013-2017	<i>Academy of Marketing Science</i> Board of Governors
2013	President Elect, <i>Association for Consumer Research</i>
2013	Co-chair <i>Consumer Culture Theory</i> Conference, Tucson, AZ “Building Communities Across Borders”
2012-2018	<i>AMA</i> Advisory Council
2012	Program Committee for <i>Association for Consumer Research</i> North America Meetings
2012	Program Committee for <i>Asia-Pacific ACR</i> Conference
2012	Member of ACR Task Force to Examine Introducing a New Journal
2011	Member of ACR Task Force to Examine Challenges and Opportunities

PROFESSIONAL ACTIVITIES (Continued):

- 2011 Invited Panel member for developing Big Ideas, Marketing Science Institute, 50th Anniversary Competition
- 2011-2014 Elected Member at Large, *Consumer Culture Theory Association*
- 2011 Co-Chair *Asia-Pacific ACR* Beijing, China
- 2011 Executive AE for *Association for Consumer Research North America Meetings*
- 2011 Member of Program Committee for *Consumer Culture Theory Conference*
- 2010-2010 Member of Editorial Board *AMS Review*
- 2008-2015 Member of Program Committee for *European Association for Consumer Research Journal of Consumer Research Policy Board*, representing American Association of Family & Consumer Sciences
- 2009 Member of Program Committee for *Association for Consumer Research*
- 2009 Member of Program Committee for *Consumer Culture Theory Conference*
- 2008-2008 Member of Editorial Board *Journal of Marketing*
- 2008 AE for *Association for Consumer Research North America Meetings*
- 2008 Track Chair, ACR Gender Conference
- 2008 Co-Organizer MSI conference on Innovation and Co-Creation
- 2007-2007 Member of Editorial Board *International Journal of Research in Marketing*
- 2007 Member of Program Committee for *Association for Consumer Research*
- 2006 Member of Program Committee for *European Association for Consumer Research*
- 2005-2010 Member of Advisory Board for *Transformative Consumer Research Initiative*
- 2005 Co-Chair, Association for Consumer Research Meetings, San Antonio, TX
- 2004 Co-Chair, Doctoral Symposium, *Association for Consumer Research*
- 2003-2008 Member of Editorial Board, *Journal of the Academy of Marketing Science*
- 2003-2008 Member of Editorial Board, *Journal of Services Research*
- 2003 Member of Program Committee for *Association for Consumer Research*
- 2001 Member of Program Committee for *Association for Consumer Research*
- 1999-2008 Member of Editorial Board *Journal of Consumer Research*
- 1999-2001 Member of Editorial Board *Journal of Marketing* (3 year term)
- 1997-2000 Member of Editorial Board *Journal of Public Policy and Marketing* (3 year term)
- 1998 Member of Program Committee for *Association for Consumer Research*
- 1995-1997 Member of Editorial Board *Journal of Public Policy and Marketing* (3 year term)
- 1995 Member of Program Committee for Association for Consumer Research
- 1995 Co-Chair for SIG track, AMA Summer Educators' Meetings.
- 1994-1997 Associate Editor *Journal of Leisure Sciences* (3-year term)
- 1994 Guest Co-Editor for Special Issue of *Journal of Business Research*
- 1990-1994 Member of Editorial Board *Journal of Marketing*
- 1988 Member of Program Committee for *Association for Consumer Research*.
- 1987-1997 Member of Editorial Board *Journal of Business Research*
- 1984-1985 Board of Directors, *American Marketing Association*, Pittsburgh Chapter

ADDITIONAL HONORS AND AWARDS:

- 2021 Invited Faculty, *AMA Sheth Foundation Doctoral Consortium*, University of Indiana
- 2020 Invited Faculty, *AMA Sheth Foundation Doctoral Consortium*, University of Indiana (Cancelled due to COVID)
- 2019 Invited Senior Scholar, Global Responsible Research Summit, RRBM Initiative (<http://www.RRBM.network>)
- 2019 Visiting scholar, Harvard Business School, April

ADDITIONAL HONORS AND AWARDS (Continued):

- 2019 Visiting scholar, University of Glasgow, May
2019 Visiting scholar, Southern Denmark University, May
2019 Plenary Speaker, Theory Forum Workshop, *Academy of Marketing Science*, May
2019 Invited faculty, *AMA Sheth Foundation Doctoral Consortium*, NYU
2019 Plenary Panel, Women in Marketing, Preconference Symposium, AMA Winter
2018 Invited Faculty, *ACR PhD Symposium*
2018 Plenary Panel, *Gender Conference*, Dallas, TX
2018 Distinguished Speaker Series, HEC Montreal, Montreal, Canada
2018 Plenary Speaker, *China Marketing International Conference*, Shanghai, China
2017 Plenary Speaker, *ANZMAC 2017*, Melbourne, Australia
2017 Visiting Scholar, Grenoble Graduate School of Management (IAE), Grenoble, FR
2017 Plenary Speaker, DC Research Colloquium, George Mason University
2017 Plenary Speaker, *Qualitative Data Analysis Workshop*, Long Beach, CA
2017 Invited faculty, *AMA Sheth Foundation Doctoral Consortium*, University of Iowa
2016 Invited faculty, *ACR PhD Symposium*
2016 Invited faculty, *AMA Sheth Foundation Doctoral Consortium*, Notre Dame
2015 Invited faculty, *ACR PhD Symposium*
2015 Plenary Speaker, *ACR Asia Pacific 2015*, Hong Kong
2015 Invited faculty, *AMA Sheth Foundation Doctoral Consortium*, London Business School
2014 Invited faculty, *AMA Sheth Foundation Doctoral Consortium*, Northwestern University.
2013 Visiting Scholar, *RMIT*, Melbourne, Australia
2013 Invited faculty, *AMA Sheth Foundation Doctoral Consortium*, Ann Arbor, MI
2013 Invited faculty, *Society Consumer Psychology*, San Antonio, TX
2012 Wachovia distinguished scholar, Florida State University
2012 Stellner Proseminar Scholar, University of Illinois
2011 Invited faculty, plenary speaker, *AMS Global Doctoral Consortium*, Reims, FR
2011 Invited faculty, plenary speaker, *AMS Global Young Faculty Consortium*, Reims FR
2010 Distinguished International Scholar, University of Bath, Bath, UK.
2010 Invited faculty, *AMA Sheth Foundation Doctoral Consortium*
2009 Invited faculty, *ACR doctoral symposium*
2009 Plenary speaker, *AMS First Biennial Doctoral Consortium*
2009 Invited faculty, *AMA Sheth foundation doctoral consortium*
2008 Invited faculty, *AMA Sheth foundation doctoral consortium*
2007 Craig and Lauri Forte Award, Department of Marketing, UA
2007 Invited faculty, *ACR doctoral symposium*
2007 Invited faculty, *AMA Sheth foundation doctoral consortium*
2006 Invited faculty, *ACR doctoral symposium*
2005 Invited faculty, *AMA Sheth Foundation doctoral consortium*
2004 Invited faculty *AMA Sheth Foundation doctoral consortium*
2004 Plenary speaker *Ph.D. Project in Marketing*
2003 William Evans Visiting Fellow, University of Otago, New Zealand
1998 Research and Creative Scholarship Award, University of South Florida
1996 Research and Creative Scholarship Award, University of South Florida
1995-96 Researcher of the Year Award, College of Business, University of South Florida
1990 College of Business Summer Research Grant, University of Colorado
1986 Provost's Research Development Fund Grant, University of Pittsburgh
1986 Graduate School of Business Research Grant, University of Pittsburgh

1984	Graduate School of Business Research Grant, University of Pittsburgh
1983	Graduate School of Business Research Grant, University of Pittsburgh
1979-1982	Graduate School of Business Fellowship, University of Texas
1981	<i>American Marketing Association Doctoral Consortium</i> Fellow
1971-74	Academic Scholarship (Competitive Debate), University of Wyoming

SELECT UNIVERSITY AND COLLEGE SERVICE

2020-2023	Next Generation University Studies Program, University of Wyoming
2020-2021	UW Chairs Task Force, University of Wyoming
2020-2021	COBAB Faculty Research Task Force, College of Business, University of Wyoming
2018-2019	College Promotion and Tenure Committee, Lundquist College of Business
2017-2018	College Promotion and Tenure Committee, Lundquist College of Business
2017-2018	University Research Integrity Inquiry Committee, University of Oregon
2016-2017	Research Culture Task Force, Lundquist College
2016-2017	Department Promotion and Tenure Committee, College Promotion and Tenure Committee for Promotions to Full, Lundquist College of Business
2015-2016	College Promotion and Tenure Committee, University of Arizona
2011-2016	University Honors Committee, University of Arizona
2011-2012	University of Arizona Leadership Institute Cohort
2010-2013	Marketing Department Head
2009-2010	University Promotion and Tenure Committee
2006-2010	Marketing Doctoral Program Chair, Eller College Graduate and Research Committee
2004-2005	University Outstanding Department Chairs, University Distinguished Chairs Committees
2003-2005	Chair Marketing Department, Executive Committee College of Business, UNL
2000-2001	Chancellor's Speakers Bureau, University of Nebraska
2002-2003	Executive Graduate Council, University of Nebraska System
1999-2003	UNL Graduate Council, Distinguished Chairs Committee CBA
1999-2003	CBA Agribusiness Program Director, Joint Agribusiness Committee, University of Nebraska
1988-1990	Marketing Division Doctoral Program Director, University of Colorado

Dissertation Committees Chair or Co-Chair

Year	Student Name	Current Position
2022	Kivalina Grove	4 th year PhD Student, University of Oregon
2017	Ainslie Schultz	Assistant Professor, Providence College
2015	Sangeetha Venkataramani	Marketing Director, SynCardia Systems, Inc.
2009	Tandy Chalmers	Associate Professor, Queens University
2008	Amber Epp	Associate Professor, University of Wisconsin Madison
2002	Ahmet Ekici	Associate Professor, Bilkent University
1998	Carolyn F. Curasi	Associate Professor, Georgia State University
1993	Kathy Frazer Winsted	Associate Professor, Pace University
1991	Cathy Hartman	Professor, Utah State University (retired)
1990	Robert Fisher	Professor, University of Alberta
1990	Audrey Federouch Guskay	Associate Professor, Duquesne University
1987	Robin Higie Coulter	Professor and Department Head, University of Connecticut
1985	Meera Venkatraman	Professor, Suffolk University

GRANTS AND FUNDED RESEARCH:

	TITLE	ROLE	AGENCY
2019-21	Active Mobility Practices	Co-Investigator	Resilience Grant, UO
2017-18	The Fresh Start Mindset and Brand Strategy	Co-Investigator	CIBER, Univ. of CT
2016-21	Consumers' Experience of Depletion	Co-Investigator	SSHRC
2011	Sustainability & Innovation: Biomimicry	Co-Investigator	MSI
2011	Online Certificate Program in Marketing & Innovation in a Connected World	Principal Investigator	UA Initiative Outreach
2010	Online Certificate Program in Social Media Marketing Management	Principal Investigator	UA Initiative outreach
2010	Connected Consumers: Technologies as Platforms for Family Identity	Co-Investigator	MSI
2008	Global, Local Brands & Sustainability Practices (renewed 2010)	Co-Investigator	CIBER Univ. of CT
2003	Rethinking Branding	Co-Investigator	CIBER, Univ. of CT
2003	Idealized Images in Advertising	Co-Investigator	Ethics Center, CBA UNL
2002	Dynamism and Continuity on Nebraska Century Farms	Principal Investigator	USDA
2000	Needs Assessment: Executive Agribusiness MBA Program	Principal Investigator	Extension Education
2000	Assessing Consumer Meanings Related to GMO Food & Labels	Principal Investigator	Research Division, UNL
1999	Market Evaluation for Selected Timber	Project Team	SNRS at UNL
1999	Governor's Trade Mission: MBA Curriculum Proposal	Co-Project Director	NN21
1999	Branding Nebraska Corn	Co-Project Director	Nebraska Corn Board
1999	Information Source Usage in Hungary	Co-Investigator	IBC Univ. of Pittsburgh
1997	A Multi-Method Exploration Older Consumers' Vulnerability	Principal Investigator	Institute on Aging, Univ. South Florida
1996	Older Consumers' Disposition of Possessions	Principal Investigator	Institute on Aging, Univ. South Florida
1991	Interpersonal Information Source Usage in Hungary	Co-Investigator	IBC University of Pittsburgh, MSI
1989	Stimulating WOM Through Community Hospitality	Research Assoc. Program Evaluation	Dept. of Leisure Recreation, Univ. of Colorado
1984	The Role of Interpersonal Sources Information Exchange	Co-Investigator	Newsweek
1982	The Relationship Between Use Innovativeness & Product Use	Co-Investigator	Proctor & Gamble

GRANTS AND FUNDED RESEARCH: (Continued)

	TITLE	ROLE	AGENCY
1981	The Relationship Between Use Innovativeness & Personal Computer User Satisfaction	Co-Investigator	Bonham Fund Univ. of Texas
1981	Individual Investor Perceptions of Risk and Market Structure	Research Assistant	IC ² Univ. of Texas
1981	EEG to Analyze Ad Response	Research Assistant	Univ. of Texas