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PERSONAL DATA

Family: Married (Kathy); three adult children (Andrew; Matthew; Jonathan).
Research Interests: Consumer processing of advertising and word-of-mouth information; issues relating to advertising and children; consumer socialization.
Teaching Interests: Marketing Research, Consumer Behavior, and Promotional Strategy.

ACADEMIC EMPLOYMENT

2015 - Present John and Connie Stafford Professor of Business.
2000 - 2019 Professor of Marketing (2000-Present); Chair, Departments of Management and Marketing 2000-2003; 2012-2015; John and Connie Stafford Faculty Fellow 2010-2015. Associate Dean of Graduate Programs and Research (2015-2019).
1993 - 2000 Associate Professor of Marketing and 3M Business Lab Faculty Scholar, Iowa State University.
1987 - 1989, Assistant Professor of Marketing, Iowa State University.
1990 - 1993
1989 - 1990 Assistant Professor of Business (Marketing), University of Vermont.
1983 - 1987 Graduate Teaching/Research Assistant, University of Nebraska-Lincoln.

EDUCATION

PhD University of Nebraska-Lincoln; Marketing; June 1987 (Sanford Grossbart, Chairman).
MBA University of Wisconsin-Madison; Operations Research and Marketing; December 1979.
BS Marquette University; Business Administration; Minor in Mathematics; May 1978.

INDUSTRY EXPERIENCE

1981-1983 Assistant Staff Manager - Marketing Research, Wisconsin Bell.
1980-1981 Assistant Staff Manager - Residence Products, Wisconsin Bell.

PUBLICATIONS

Journals

1. Vijayalakshmi, Akshaya, **Russell N. Laczniak** and E. Deanne Brocato (2019), "Understanding Parental Mediation of Violent Television Commercials," *Journal of Consumer Marketing*, forthcoming.
2. Walker, Douglas, Deanne Brocato, Les Carlson and **Russell N. Laczniak** (2018), "Parent's and Children's Violent Video Game Play: Does Co-Playing Help?" *Journal of Consumer Marketing*, 35 (6), 623-632.
3. Vijayalakshmi, Akshaya, Jenny Lin and **Russell N. Laczniak** (2018), "Managing Children's Internet Advertising Experiences: Parental Preferences for Regulation," *Journal of Consumer Affairs*, 52 (3), 592-622.
4. Kordrostami, Melika, Akshaya Vijayalakshmi and **Russell N. Laczniak** (2018), "Children's Media Consumption: Parental Concerns and Parental Mediation in Iran and the US," *Journal of Marketing Management*, 34 (9/10), 1-23.
5. Lin, Jenny, Samantha Cross, **Russell Laczniak** and Terry Childers (2018), "The Sniffing Effect: Olfactory Sensitivity and Olfactory Imagery in Advertising," *Journal of Advertising*, Vol. 47 (2), 97-111.
6. Muehling, Darrel D., Akshaya Vijayalakshmi and **Russell N. Laczniak** (2018), "The Effects of Tolerance of Negativity on Consumers' Responses to Comparative Attack Advertising," *Journal of Marketing Communications*, Vol. 24 (7), 703-719.
7. **Laczniak, Russell N.**, Douglas M. Walker, Les Carlson and E. Deanne Brocato (2017), "Parental Restrictive Mediation and Children's Violent Videogame Play: The Role of ESRB Ratings," *Journal of Public Policy & Marketing*, Vol. 36 (1), 70-78.
8. **Laczniak, Russell N.** (2016), "Comment: Advertising's Domain and Definition," *Journal of Advertising*, Vol. 45 (3), 351-352 (Invited paper).
9. Walker, Douglas M., **Russell N. Laczniak**, Les Carlson and E. Deanne Brocato (2016), "Parenting Orientations as Antecedents of Children's Violent Videogame Play," *Journal of Consumer Affairs*, Vol. 50 (2), 430-457. **Selected as finalist for Best Paper in Volume 50.**
10. Vijayalakshmi, Akshaya, Darrel D. Muehling and **Russell N. Laczniak** (2015), "An Investigation of the Attitude Resistance Process on Negatively Framed Comparative Ads," *Journal of Promotion Management*, Vol. 21 (6), 760-775.
11. **Laczniak, Russell N.** and Les Carlson (2015), "Children and Advertising," *Oxford Bibliographies in Communication*, New York: Oxford University Press, <http://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0102.xml?rskey=m2IBLI&result=1&q=Laczniak#firstMatch>. Updated in 2018, <http://www.oxfordbibliographies.com/abstract/document/obo-9780199756841/obo-9780199756841-0102.xml?rskey=eSP6Kj&result=7>
12. **Laczniak, Russell N.** (2015), "The *Journal of Advertising* and the Development of Advertising Theory: Reflections and Directions for Future Research," *Journal of Advertising*, Vol. 44 (4), 429-433 (Invited paper).

Journals (cont'd)

13. DeCarlo, Thomas E., **Russell N. Laczniak** and Thomas H. Leigh (2013), "Selling Financial Services Products: How Salesperson Compensation and Customer Knowledge Affect Suspicion and Purchase Outcomes," *Journal of the Academy of Marketing Science*, Vol. 41 (4), 418-435.
14. Muehling, Darrel D., **Russell N. Laczniak** and Kristine Ehrich (2013), "The Effects of Brand Usage on Consumers' Immediate and Delayed Responses to Positive and Negative Comparative Advertisements," *Journal of Current Issues and Research in Advertising*, Vol. 34 (2), 229-246.
15. Block, Lauren, Terry Childers, Brennan Davis, Jane Ebert, Sonya Grier, Shiriki Kumanyika, **Russell N. Laczniak**, Carol Motley, Laura Peracchio, Simone Pettigrew, Maura Scott, Mirjam van Ginkel Bieshaar, (2011), "From Nutrients to Nurturance: A Conceptual Introduction to Food Well-being," *Journal of Public Policy & Marketing*, Vol. 30 (1), 5-13. **Selected as the 2014 JPP&M/Kinnear Best Paper.**
16. Carlson, Les, **Russell N. Laczniak** and Chad Wertley (2011), "What We Know and What We Think We Know About Parental Style: Implications for Advertising and an Agenda for Future Research," *Journal of Advertising Research*, Vol. 51 (2), 427-435.
17. Brocato, E. Deanne, Douglas A. Gentile, **Russell N. Laczniak**, Julia A. Maier and Mindy F. Ji (2010), "Television Commercial Violence: Potential Effects on Children," *Journal of Advertising*, Vol. 39 (Winter), 95-107.
18. **Laczniak, Russell N.**, R. Kenneth Teas and Michael J. Barone (2008), "It All Depends on How You Define Persuasion: A Rejoinder to Lawrence Gibson's Commentary," *Marketing Research*, Vol. 20 (Spring), 43-44 (Invited paper).
19. **Laczniak, Russell N.**, Michael J. Barone and R. Kenneth Teas (2007), "On Determining Persuasion in a Copy Test Setting," *Marketing Research*, Vol. 19 (Winter), 30-36.
20. Ji, Mindy F. and **Russell N. Laczniak** (2007), "Advertisers' Implementation of the CARU Guidelines for Advertising Targeted at Children," *Journal of Current Issues and Research in Advertising*, Vol. 29 (Fall), 27-38.
21. DeCarlo, Thomas E., **Russell N. Laczniak**, Carol M. Motley and Sridhar Ramaswami (2007), "Influence of Image and Awareness on Consumer Responses to Negative Word-of-Mouth Communication about Retail Entities," *Journal of Marketing Theory and Practice*, Vol. 15, No. 1, 41-52.
22. Kempf, DeAnna S., **Russell N. Laczniak**, and Robert E. Smith (2006), "The Effects of Gender on the Processing of Advertising and Product Trial Information," *Marketing Letters*, Vol. 17 (1), 5-16.
23. Kempf, DeAnna S. and **Russell N. Laczniak** (2005), "The Effects of Brand Choice on Product Trial Evaluations," *Journal of Academy of Business and Economics*, 5 (1), 112-119.
24. Mallalieu, Lynnea, Kay M. Palan and **Russell N. Laczniak** (2005), "Examining Children's Cognitive Abilities in an Advertising Context: Differences in Breadth and Depth Across Age Groups," *Journal of Current Issues and Research in Advertising*, Vol. 27 (Spring), 53-64.
25. **Laczniak, Russell N.** and Kay Palan (2004), "Under the Influence: Targeted Advertising Pinpoints How Kids Sway Parents' Buying Decisions," *Marketing Research*, Vol. 16 (1), 34-39.

Journals (cont'd)

26. Teas, R. Kenneth and **Russell N. Laczniak** (2004), "Measurement Process Context Effects in Empirical Tests of Causal Models," *Journal of Business Research*, Vol. 57 (February), 162-174.
27. Yoh, Eunah, Mary Lynn Damhorst, Stephen G. Sapp and **Russell N. Laczniak** (2003), "Consumer Adoption of the Internet: The Case of Apparel Shopping," *Psychology & Marketing*, Vol. 20 (12), 1095-1118.
28. DeCarlo, Thomas E., **Russell N. Laczniak** and Sridhar N. Ramaswami (2003), "A Consumer Response Model for Negative Word-of-Mouth Communication," *Advances in Psychology Research*, Vol. 23, 95-116.
29. **Laczniak, Russell N.** and R. Kenneth Teas (2002), "Context Effects in the Measurement of Attitude Toward the Advertisement," *Journal of Current Issues and Research in Advertising*, Vol. 24 (Spring), 11-24.
30. Kempf, DeAnna S. and **Russell N. Laczniak** (2001), "Advertising's Influence on Subsequent Product Trial Processing," *Journal of Advertising*, Vol. 30 (3), 27-38.
31. McElroy, James C., Paula C. Morrow and **Russell N. Laczniak** (2001), "External Organizational Commitment," *Human Resource Management Review*, Vol. 11, 237-256.
32. Carlson, Les, **Russell N. Laczniak** and Ann Walsh (2001), "Socializing Children about Television: An Intergenerational Study," *Journal of the Academy of Marketing Science*, Vol. 29 (3), 276-288.
33. **Laczniak, Russell N.**, Thomas E. DeCarlo and Sridhar Ramaswami (2001), "Consumers' Responses to Negative Word-of-Mouth Communication: An Attribution Theory Perspective," *Journal of Consumer Psychology*, Vol. 11 (1), 57-73.
34. **Laczniak, Russell N.** and R. Kenneth Teas (2001), "An Examination of Measurement Context Effects in Empirically Based Advertising Research," *Journal of Marketing Communications*, Vol. 7 (2), 65-87.
35. DeCarlo, Thomas E., **Russell N. Laczniak**, Kari A. Azevedo and Sridhar N. Ramaswami (2000), "A Note on the Log-Linear Analysis of Multiple Response Attribution Data," *Marketing Letters*, Vol. 11 (4), 349-361.
36. **Laczniak, Russell N.**, Les Carlson and Ann Walsh (1999), "Exploring the Antecedents of Mothers' Attitudes Toward the FCC's Policy Statement Regarding Toy-Based Programming," *Journal of Marketing Theory and Practice*, Vol. 7 (4), 59-69.
37. **Laczniak, Russell N.**, Les Carlson and Ann Walsh (1999), "Antecedents of Mothers' Attitudes Toward the FTC's Rule for 900-Number Advertising Directed at Children," *Journal of Current Issues and Research in Advertising*, Vol. 21 (Fall), 49-58.
38. **Laczniak, Russell N.**, DeAnna S. Kempf and Darrel D. Muehling (1999), "Advertising Message Involvement: The Role of Enduring and Situational Factors," *Journal of Current Issues and Research in Advertising*, Vol. 21 (1) 51-61.
39. Walsh, Ann, **Russell N. Laczniak** and Les Carlson (1998), "Mothers' Preferences for Regulating Children's Television," *Journal of Advertising*, Vol. 27 (3), 23-36.

Journals (cont'd)

40. **Laczniak, Russell N.**, Thomas E. DeCarlo and Carol M. Motley (1996), "Retail Equity Perceptions and Consumers' Processing of Negative Word-of-Mouth Communication," *Journal of Marketing Theory and Practice*, Vol. 4 (Fall), 37-48.
41. Carlson, Les, Stephen J. Grove, **Russell N. Laczniak** and Norman Kangun (1996), "Does Environmental Advertising Reflect Integrated Marketing Communication? An Empirical Investigation," *Journal of Business Research*, Vol. 37, 225-232.
42. Muehling, Darrel D. and **Russell N. Laczniak** (1996), "The Effects of Fine-Print Disclaimer Type and Involvement on Brand Attitude Formation," *Journal of Marketing Communications*, Vol. 2 (2), 67-82.
43. Yoon, Kak, **Russell N. Laczniak**, Darrel D. Muehling and Bonnie Reece (1995), "A Revised Model of Advertising Processing: Extending the Dual Mediation Hypothesis," *Journal of Current Issues and Research in Advertising*, Vol. 17 (2), 53-68.
44. **Laczniak, Russell N.**, Darrel D. Muehling and Les Carlson (1995), "An Investigation of Mothers' Attitudes Toward 900-Number Advertising Directed at Children," *Journal of Public Policy and Marketing*, Vol. 14 (1), 108-116.
45. **Laczniak, Russell N.**, Les Carlson and Darrel D. Muehling (1995), "A Consumer Socialization Explanation of Parental Concern with Toy-Based Programs," *Journal of Marketing Theory and Practice*, Vol. 3 (1), 57-67.
46. Carlson, Les, **Russell N. Laczniak** and Darrel D. Muehling (1994), "Understanding Parental Concern about Toy-Based Programming: New Insights from Socialization Theory," *Journal of Current Issues and Research in Advertising*, Vol. 16, (2), 59-72.
47. Carlson, Les, Ann Walsh, **Russell N. Laczniak** and Sanford Grossbart, (1994), "Family Communication Patterns and Marketplace Motivations, Attitudes and Behaviors," *Journal of Consumer Affairs*, Vol. 28 (1), 25-53.
48. **Laczniak, Russell N.** and Darrel D. Muehling (1993), "The Relationship Between Experimental Manipulation and Tests of Theory in an Advertising Message Involvement Context," *Journal of Advertising*, Vol. 22 (3), 59-74.
49. **Laczniak, Russell N.** and Darrel D. Muehling (1993), "Toward a Better Understanding of Advertising Message Involvement in Ad Processing," *Psychology and Marketing*, Vol. 10 (4), 301-319.
50. Muehling, Darrel D., **Russell N. Laczniak** and J. Craig Andrews (1993), "Defining, Operationalizing, and Using Involvement in Advertising Research: A Review," *Journal of Current Issues and Research in Advertising*, Vol. 15 (Spring), 21-58.
51. Muehling, Darrel D., Les Carlson and **Russell N. Laczniak** (1992), "Parental Perceptions of Toy-Based Programs: An Exploratory Analysis," *Journal of Public Policy and Marketing*, Vol. 11 (1), 63-71.
52. Muehling, Darrel D. and **Russell N. Laczniak** (1992), "An Examination of the Factors Mediating and Moderating Advertising's Effect on Brand Attitude Formation," *Journal of Current Issues and Research in Advertising*, Vol. 14 (1), 23-34.

Journals (cont'd)

53. Muehling, Darrel D., **Russell N. Laczniak** and Jeffrey J. Stoltman (1991), "The Moderating Effects of Ad Message Involvement: A Reassessment," *Journal of Advertising*, Vol. 20 (2), 29-38. **Selected as best paper for Volume 20 of the JA.**
54. Johnson, Jean L. and **Russell N. Laczniak** (1990), "Antecedents of Dissatisfaction in Advertiser-Agency Relationships: A Model of Decision Making and Communication Patterns," *Current Issues and Research in Advertising*, Vol. 13, 45-59.
55. **Laczniak, Russell N.** and Sanford Grossbart (1990), "An Empirical Assessment of Assumptions Underlying the Reasonable Consumer Element in Deceptive Advertising Policy," *Journal of Public Policy and Marketing*, Vol. 9, 85-99.
56. **Laczniak, Russell N.** and Darrel D. Muehling (1990), "The Delayed Effects of Advertising Moderated by Involvement," *Journal of Business Research*, Vol. 20, 263-277.
57. **Laczniak, Russell N.** and Les Carlson (1989), "Examining the Influence of Attitude-Toward-the-Ad on Brand Attitudes," *Journal of Business Research*, Vol. 19, 303-311.
58. **Laczniak, Russell N.,** Darrel D. Muehling and Sanford Grossbart (1989), "Manipulating Message Involvement in Advertising Research," *Journal of Advertising*, Vol. 18 (2), 28-38. **Selected as a finalist for the best paper competition for Volume 18 of the JA.**
59. Muehling, Darrel D. and **Russell N. Laczniak** (1988), "Advertising's Immediate and Delayed Influence on Brand Attitudes: Considerations Across Message Involvement Levels," *Journal of Advertising*, Vol. 17 (4), 23-34.
60. Gill, James D., Sanford Grossbart and **Russell N. Laczniak** (1988), "Influence of Involvement, Commitment and Familiarity on Beliefs and Attitudes of Viewers Exposed to Alternative Ad Claim Strategies," *Journal of Advertising*, Vol. 17 (2), 33-43. **Selected as a finalist for the best paper competition for Volume 17 of the JA.**

Book Chapters

1. Brocato, E. Deanne, Douglas A. Gentile, **Russell N. Laczniak**, Julia A. Maier and Mindy F. Ji (2014), "Television Commercial Violence: Potential Effects on Children," in Nora J. Rifon, Marla B. Royne and Les Carlson (eds.), *Advertising and Violence: Concepts and Controversies*, Armonk, NY: M.E. Sharpe, 161-178. Chapter reprinted from 2010 *Journal of Advertising* article of same name.
2. **Laczniak, Russell N.** and Les Carlson (2012), "A Theory of Advertising to Children," in Esther Thorson and Shelly L. Rodgers (eds.), *Advertising Theory*, New York: Routledge Communication Series, 135-148.
3. Walsh, Ann, **Russell N. Laczniak** and Les Carlson (1999), "Mothers' Preferences for Regulating Children's Television," in M. Carole Macklin, and Les Carlson (eds.), *Advertising to Children: Concepts and Controversies*, Thousand Oaks, CA: Sage Publications, 117-142. Chapter reprinted from 1998 *Journal of Advertising* article of same name.

Proceedings

1. Palan, Kay M. and **Russell N. Laczniak** (2001), "The Relationship Between Advertising Exposure and Children's Influence Strategies," in *2001 AMA Winter Educators' Conference Proceedings*, Vol. 12, eds. Ram Krishnan and Madhu Viswanathan, Chicago: American Marketing Association, 28-36.
2. Kempf, DeAnna S., Kay M. Palan and **Russell N. Laczniak** (1997), "Gender Differences in Information Processing Confidence in an Advertising Context," in *Advances in Consumer Research XXIV*, Debbie MacInnis and Merrie Brucks (eds.), 443-449.
3. Dorsch, Michael J., **Russell N. Laczniak** and Les Carlson (1993), "The Effect of Buyer-Seller Communication Style Compatibility on Retail Selling Effectiveness," in *Proceedings of the 1993 Symposium on Patronage Behavior and Retail Strategy: The Cutting Edge III*, William R. Darden and Robert F. Lusch (eds.), 181-190.
4. Stoltman, Jeffrey J., Fred W. Morgan, James Gentry and **Russell N. Laczniak** (1992), "The Many Facets of Consumer Knowledge," in *Marketing Theory and Applications Volume III: Proceedings of the 1992 American Marketing Association Winter Educators' Conference*, Chris T. Allen and Thomas Madden (eds.), 422-429. **Selected as "Best Paper" for the Consumer Behavior Track of the conference.**
5. Dorsch, Michael J., **Russell N. Laczniak** and William R. Darden (1992), "The Role of Interpersonal Influence Strategy, Communication Style, and Communication Content on Retail Selling Effectiveness," in *Proceedings of the 1991 Symposium on Patronage Behavior and Retail Strategy: The Cutting Edge II*, William R. Darden, Robert F. Lusch and J. Barry Mason (eds.), 113-132.
6. **Laczniak, Russell N.**, Darrel D. Muehling and Les Carlson (1991), "Effects of Motivation and Ability on Ad-Induced Cognitive Processing," in *Proceedings of the 1991 Conference of the American Academy of Advertising*, Rebecca H. Holman (ed.), 81-87.
7. Rittenburg, Terri L. and **Russell N. Laczniak** (1990), "Future Research in Television Advertising: The Commercial Break, Not the Commercial," in *Proceedings of the 1990 Conference of the American Academy of Advertising*, Patricia A. Stout (ed.), 87-92.
8. McAlexander, James H., **Russell N. Laczniak** and Janeen E. Olsen (1990), "Pictorial Representation of Vacation Destinations in Travel Ads: Communicating Through Visual Symbols," in *Proceedings of the 1990 Conference of the American Academy of Advertising*, Patricia A. Stout (ed.), 137-142.
9. Muehling, Darrel D. and **Russell N. Laczniak** (1990), "Improving Student Involvement in the Classroom: Some Suggestions for Marketing Educators," *Advances in Marketing: Proceedings of the Southwest Marketing Association Conference*, Peter J. Gordon and Bert J. Kellerman (eds.), 219-224.
10. **Laczniak, Russell N.**, Terri L. Rittenburg and William W. Curtis, (1989) "Correspondence Study in Marketing: Definition, Limitations and A Proposal for Greater Student Interaction," in American Marketing Association's *Microcomputers in the Marketing Curriculum -- Conference Proceedings*, Robert F. Dyer (ed.), 353-365.
11. **Laczniak, Russell N.** and Les Carlson, (1989) "A Further Examination of the Influence of Attitude-Toward-the-Ad on Brand Attitudes" in *Advances in Marketing: Proceedings of the Southwestern Marketing Association Conference*, Peter J. Gordon and Bert J. Kellerman (eds.), 133-139. **Selected as "Distinguished Paper" for the Marketing Track of the 1989 SWFAD Conference.**

Proceedings (cont'd)

12. Grossbart, Sanford, James D. Gill and **Russell N. Laczniak** (1987), "Influence of Brand Commitment and Claim Strategy on Consumer Attitudes," in *Advances in Consumer Research XIV*, Melanie Wallendorf and Paul Anderson (eds.), Provo, UT: Association for Consumer Research, 510-513.
13. **Laczniak, Russell N.**, William W. Curtis, Terri L. Rittenburg and John Schlacter (1986), "CAI in Marketing Pedagogy: A Review and Application to a Correspondence Course," in *1986 AMA Winter Educators' Conference Proceedings*, Joseph Gultinan and Dale Achabal (eds.), Chicago, IL: American Marketing Association, 145-148.

Presented Papers (other than those listed as "Proceedings")

1. Kordrostami, Melika and **Russell N. Laczniak** (2018), "Female Power Portrayals in Advertising," presented at *American Academy of Advertising Conference* (Abstract published).
2. Moore, Kelly, Douglas M. Walker and **Russell N. Laczniak** (2018), "Restrained Eaters and the Affordable Care Act: An Eye-Tracking Perspective," presented at *Marketing and Public Policy Conference* (Abstract will be published).
3. Kordrostami, Melika and **Russell N. Laczniak** (2018), "Female Power Portrayals in Ads: Underlying Dimensions," presented at *American Academy of Advertising Conference* (Abstract published).
4. **Laczniak, Russell N.** (2017), "Children's Violent Video Games: Parental Influence and Public Policy Recommendations," presented at the *International Marketing Ethics and Corporate Social Responsibility: An Academic Symposium* (Abstract published).
5. Su, Lishan, Sekar Raju and **Russell N. Laczniak** (2017), "Understanding Psychological Contract Breach in Customer-Form Relationships," presented at *Recent Advances in Retailing and Consumer Science Conference* (Abstract published).
6. Vijayalakshmi, Akshaya, Jenny Lin and **Russell N. Laczniak** (2016), "Look Mom, That's an Ad but It's Useful: Parental Mediation of Internet Advertising and Children's Persuasive Knowledge," presented at *American Academy of Advertising Conference* (Abstract published).
7. Vijayalakshmi, Akshaya and **Russell N. Laczniak** (2015), "When Violence becomes Acceptable: The Case of Violent Humorous Commercials" presented at *Marketing and Public Policy Conference* (Abstract published).
8. **Laczniak, Russell**, Douglas M. Walker, Les Carlson and E. Deanne Brocato (2015), "Parental Mediation and Children's Violent Video Game Play: The Role of ESRB Ratings," presented at *Marketing and Public Policy Conference* (Abstract published).
9. Vijayalakshmi, Akshaya, Darrel D. Muehling and **Russell N. Laczniak** (2015), "Measuring Consumers' Responses to Negative Advertising: The Tolerance of Negativity Scale," presented at *American Academy of Advertising Conference* (Abstract published).
10. Cross, Samantha, Jenny Lin, **Russell N. Laczniak** and Terry Childers (2015), "Sniff, Sniff: This Ad Smells Better: Olfactory Imagery and Individual Differences in Sense of Smell," presented at *American Academy of Advertising Conference* (Abstract published).

Presented Papers (other than those listed as “Proceedings” – cont’d)

11. Vijayalakshmi, Akshaya and **Russell N. Laczniak** (2014), “Parents’ Perceptions and Management of Violent Commercials during Children’s TV Viewing,” presented at *American Academy of Advertising Conference* (Abstract published).
12. **Laczniak, Russell N.**, Douglas M. Walker, Les Carlson and E. Deanne Brocato (2014), “Parental Influences on Children’s Playing of Violent Videogames,” presented at *American Academy of Advertising Conference* (Abstract published).
13. Vijayalakshmi, Akshaya, **Russell N. Laczniak** and Darrel D. Muehling (2013), “Tolerance of Negativity: An Individual Difference that Influences Consumers’ Responses to Negatively Framed Comparative Ads,” presented at *American Marketing Association Summer Educators’ Conference* (Abstract published).
14. Su, Lishan, **Russell N. Laczniak**, and Sekar Raju (2013), “The Role of Gratitude and Guilt in Service Failure and Recovery,” presented at *American Marketing Association Winter Educators’ Conference* (Abstract published).
15. **Laczniak, Russell N.**, Kristine Ehrich, Darrel D. Muehling and Akshaya Vijayalakshmi (2012), “An Investigation of the Attitude Resistance Process on Negatively Framed Comparative Ads,” presented at *American Marketing Association Summer Educators’ Conference* (Abstract published).
16. **Laczniak, Russell N.**, Kristine Ehrich, Darrel D. Muehling and Akshaya Vijayalakshmi (2011), “The Influence of Negatively Framed Comparative Ads on Users and Non-Users of the Comparative Referent: Attitude Resistance,” presented at *American Academy of Advertising Conference* (Abstract published).
17. **Laczniak, Russell N.**, E. Deanne Brocato, Douglas A. Gentile, Julia A. Maier and Mindy F. Ji (2010), “Effects of Commercial Violence on Children,” presented at *American Marketing Association Summer Educators’ Conference* (Abstract published).
18. **Laczniak, Russell N.**, E. Deanne Brocato, and Les Carlson (2010), “Understanding Parents’ and Children’s Perceptions of Violent Video Games,” presented at *Marketing & Public Policy Conference* (Abstract published).
19. **Laczniak, Russell N.** and Les Carlson (2010), “Toward a Theory of Advertising to Children,” presented at *American Academy of Advertising Conference* (Abstract published).
20. Smarandescu, Laura, **Russell N. Laczniak** and Randall Rose (2009), “Does Mood Affect Comparison: The Role of Mood in Processing Comparative Advertising Claims,” presented at *Annual Conference of the Society for Personality and Social Psychology* (Abstract published).
21. **Laczniak, Russell N.**, E. Deanne Brocato, Douglas A. Gentile, Julia A. Maier and Mindy F. Ji (2009), “Television Commercial Violence: Potential Effects on Children,” presented at *Consumer Culture & the Ethical Treatment of Children Conference* (Abstract published).
22. **Laczniak, Russell N.** (2009), “Children’s Advertising Literacy,” presented at *Consumer Culture & the Ethical Treatment of Children Conference* (Abstract published).

Presented Papers (other than those listed as “Proceedings” – cont’d)

23. Block, Lauren, Terry Childers, Brennan Davis, Jane Ebert, Sonya Grier, Shiriki Kumanyika, **Russell N. Laczniak**, Jane Machin, Carol Motley, Laura Peracchio, Simone Pettigrew, Maura Scott, Mirjam van Ginkel Bieshaar, (2009), “The Concept of Food Well-Being,” presented at the 2nd *Transformative Consumer Research Conference*.
24. Ji, Mindy F. and **Russell N. Laczniak** (2006), “Advertisers’ Implementation of the CARU Guidelines for Advertising Targeted at Children,” presented at *American Academy of Advertising Conference* (Abstract published).
25. **Laczniak, Russell N.**, Thomas E. DeCarlo and Sridhar Ramaswami (2006), “Processing Negative Information from a Blog: A Dual Processing Model,” presented at *American Marketing Association Winter Educators’ Conference* (Abstract published).
26. Mallalieu, Lynnea, Kay M. Palan, and **Russell N. Laczniak** (2003), “Examining Children’s Cognitive Abilities in an Advertising Context: Difference in Breadth and Depth Across Age Groups,” presented at *Association for Consumer Research Conference* (long abstract).
27. Allen, Benjamin, **Russell N. Laczniak**, John McDonald and Thomas E. DeCarlo (2001), “Iowa State University Business Analysis Laboratory: A Successful Experiment Linking Theory with Practice,” presented at *AACSB Annual Meeting*.
28. Grossbart, Sanford, Stephanie McConnell Hughes, Cara Okleshen, Les Carlson, **Russell N. Laczniak**, and Darrel D. Muehling (2001), “Parents, Children, and the Internet: Socialization Perspectives,” presented at *American Marketing Association Winter Educators’ Conference*, (Abstract published).
29. Yoh, Eunah, Mary Lynn Damhorst, Stephen G. Sapp and **Russell N. Laczniak** (2000), “Modeling Apparel Shopping via the Internet: Reasoned Action, Consumer Characteristics, and the Innovation Adoption Process,” presented at *European Institute of Retailing and Services Studies Annual Meeting*, (Abstract published).
30. DeCarlo, Thomas E., **Russell N. Laczniak** and Sridhar Ramaswami (1999), “Toward an Understanding of Consumers’ Processing of Negative Word-of-Mouth Communication: An Integrated Model,” presented at *American Marketing Association Summer Educators’ Conference* (Abstract published).
31. Carlson, Les, **Russell N. Laczniak** and Ann Walsh (1998), “Parental Style and the Socialization of Children About Television: Children’s Perceptions,” presented at *American Marketing Association Summer Educators’ Conference* (Abstract published).
32. Kempf, DeAnna S., **Russell N. Laczniak** and Robert Smith (1998), “The Effects of Gender on Perceptions of Product Trial: An Extension of the Selectivity Hypothesis,” presented at *American Marketing Association Summer Educators’ Conference* (Abstract published).
33. Carlson, Les, **Russell N. Laczniak**, and Ann Walsh (1998), “Children’s 900-Number Advertising: Antecedents of Mothers’ Attitudes Toward the FTC’s Disclosure Statement,” presented at *American Academy of Advertising Conference* (Abstract published).
34. Kempf, DeAnna S. and **Russell N. Laczniak** (1998), “Advertising’s Influence on Consumers’ Perceptions of Product Trial as an Information Source,” presented at *American Academy of Advertising Conference* (Abstract published).

Presented Papers (other than those listed as “Proceedings” – cont’d)

35. Palan, Kay M. and **Russell N. Laczniak** (1997), “The Relationship Between Advertising Exposure and Children’s Influence Strategies While Shopping: A Conceptualized Model,” presented at *Association for Consumer Research Conference* (Abstract published)
36. **Laczniak, Russell N.**, Les Carlson and Ann Walsh (1997), “Toward an Understanding of Mothers’ Attitudes About the FCC’s Policy Statement Regarding Toy-Based Programming,” presented at *American Marketing Association Summer Educators’ Conference* (Abstract published).
37. Ramaswami, Sridhar, **Russell N. Laczniak** and Thomas E. DeCarlo (1997), “Diagnosticity of Word-of-Mouth Information: A Test of Its Antecedents,” presented at *American Marketing Association Summer Educators’ Conference* (Abstract published).
38. Thomas E. DeCarlo, **Russell N. Laczniak** and Keri A. Henry (1997), “Log-Linear Analysis of Attribution Data: The Case of Multiple Responses,” presented at *American Marketing Association Summer Educators’ Conference* (Abstract published).
39. **Laczniak, Russell N.**, DeAnna S. Kempf and Darrel D. Muehling (1997), “Advertising Message Involvement: An Interaction of Situational and Enduring Factors?” presented at *American Academy of Advertising Conference* (Abstract published).
40. **Laczniak, Russell N.**, Les Carlson and Ann Walsh (1996), “Should Children's Television Programming be Regulated? Mothers' Perceptions and Preferences,” presented at *American Marketing Association Summer Educators' Conference* (Abstract published). **Selected as "Best Paper" for the "Macromarketing, Marketing History and Public Policy" Track of the conference.**
41. **Laczniak, Russell N.**, Thomas E. DeCarlo and Carol M. Motley (1996), “The Influence of Consumers’ Retail Equity Perceptions on Attributional Processing of Negative Word-of-Mouth Communications: A Pilot Study,” presented at *American Marketing Association Winter Educators’ Conference* (Abstract published).
42. **Laczniak, Russell N.**, Thomas E. DeCarlo and Carol M. Motley (1995), “The Influence of Retail Equity Perceptions on Consumers' Processing of Negative Word-of-Mouth Communication: An Attributional Perspective,” presented at *Symposium on Patronage Behavior and Retail Strategy: The Cutting Edge IV*, (Abstract published).
43. Muehling, Darrel D., G. Spencer Black and **Russell N. Laczniak** (1995), “The Effects of Informative and Restrictive Fine-Print Disclaimers on Brand Attitude Formation,” presented at *American Academy of Advertising Conference* (Abstract published).
44. Carlson, Les, Stephen J. Grove and **Russell N. Laczniak** (1995), “The Stagnation of Green Advertising: An Integrated Marketing Communication Analysis,” presented at *American Academy of Advertising Conference* (Abstract published).
45. DeCarlo, Thomas E., **Russell N. Laczniak** and Sridhar Ramaswami (1994), “The Influence of Customer-Based Brand Equity Perceptions on Responses to Negative Word-of-Mouth Communications: An Attributional Perspective,” presented at *American Marketing Association Summer Educators' Conference* (Abstract published).

Presented Papers (other than those listed as “Proceedings” – cont’d)

46. **Laczniak, Russell N.**, James H. McAlexander and Janeen E. Olsen (1994), “Consumers' Processing of Pictorial Elements in Print Ads: An Exploratory Analysis,” presented at *American Academy of Advertising Conference* (Abstract published).
47. **Laczniak, Russell N.**, Darrel D. Muehling and Les Carlson (1994), “An Exploratory Investigation of Mothers' Attitudes Toward 900-Number Advertising Directed at Children,” presented at *American Academy of Advertising Conference* (Abstract published).
48. Carlson, Les, **Russell N. Laczniak** and Darrel D. Muehling (1993), “Parental Socialization Types and Concern About Toy-Based Programs,” presented at *American Academy of Advertising Conference* (Abstract published).
49. Carlson, Les, **Russell N. Laczniak** and Darrel D. Muehling, “Antecedents of Mothers' Perceptions of Toy-Based Programs: An Empirical Investigation (1992),” presented at *American Marketing Association Summer Educators' Conference* (Abstract published).
50. **Laczniak, Russell N.**, Les Carlson and Darrel D. Muehling (1992), “Mothers' Perceptions and Attitudes Toward Toy-Based Programs: An Empirical Investigation,” presented at *American Academy of Advertising Conference* (Abstract published).
51. Rittenburg, Terri L. and **Russell N. Laczniak** (1992), “Cognitive Scripts for Commercial Breaks: Some Preliminary Results,” presented at *American Academy of Advertising Conference* (Abstract published).
52. Muehling, Darrel D., Les Carlson and **Russell N. Laczniak** (1991), “A Parental Perspective of Issues Surrounding Toy-Based Programming,” presented at *American Marketing Association Summer Educators' Conference* (Abstract published).
53. Carlson, Les, **Russell N. Laczniak** and Sanford Grossbart (1990), “Toward a Basis for Formation of Differential Marketplace Perceptions and Orientations,” presented at *Southwest Marketing Association Conference* (Abstract published).
54. Kangun, Norman, James R. Brown and **Russell N. Laczniak** (1986), “Formalizing Extended Channels for Used Durable Goods: Some Suggestions,” presented at *Macromarketing Seminar*.
55. Stoltman, Jeffrey J., **Russell N. Laczniak** and Darrel D. Muehling (1985), “The Influence of Purchase Situations on Consumer Behavior,” presented at *American Marketing Association Summer Educators' Conference* (Abstract published).

RESEARCH IN PROGRESS

with Akshaya Vijayalakshmi and Jenny Lin, “Understanding Parental Influence on Children’s Responses to Internet Ads,” (submitted to *Journal of Advertising* – third round).

with Melika Kordrostami, “Female Sexual Power Portrayals in Ads,” (submitted to *Journal of Marketing Management* – first round).

with Robert Overstreet and David Cantor, “How Location and Severity of a Potential Supply Chain Disruption Impact Retailer Reputation and Consumer Intentions to Switch to a Competitor,” (submitted to *Journal of Operations Management* – first round).

EDITORIAL REVIEW BOARDS

Journal of Public Policy & Marketing (2006 – present)
Journal of Advertising – Senior Advisory Board (2007 – present)
International Journal of Advertising (2009 – present)
Journal of Consumer Marketing (2013 – present)

DISCIPLINE-ORIENTED SERVICE ACTIVITIES

Editor, *Journal of Advertising* (term: January 1, 2003 - December 31, 2006).

American Academy of Advertising, **President**, 2001; **President Elect**, 2000; **Treasurer**, 1998-1999.

American Academy of Advertising, Publications Committee, 1995-1998; 2014-2017; **Chair**, 1999; 2016; Research Committee, 1993-1994; **Chair** 2014; Nominating Committee, 2001-2004; Finance Committee 2008-2013.

Conference Co-Chair (with Les Carlson), 2002 American Marketing Association Marketing & Public Policy Conference, Atlanta, Georgia.

Track Chair, 2015 American Marketing Association Summer Educators' Conference, Advertising and Marketing Communications Track.

Track Chair, 2012 American Marketing Association Summer Educators' Conference, Advertising and Marketing Communications Track.

Track Chair, 2010 American Marketing Association Summer Educators' Conference, Advertising and Marketing Communications Track.

Track Chair, 2006 Academy of Marketing Science, Advertising and Marketing Promotions Track.

Track Chair, 2002 Academy of Marketing Science Conference, Marketing Management Track.

Reviewer, *Journal of Advertising*, 1992-Present.

Reviewer, *Journal of Marketing Theory and Practice*, 1994-Present.

Reviewer, *Journal of Consumer Research*, 2006-Present.

Reviewer, *American Marketing Association Public Policy Conference*, 1990; 2000-Present.

Reviewer, *American Academy of Advertising Conference*, 1989-1991; 1993-2010.

Reviewer, *American Marketing Association Winter Educators' Conference*, 1991; 1995; 1996; 1999-2004; 2006-2007.

Reviewer, *American Marketing Association Summer Educators' Conference* 1990; 1995-2000; 2002-2006

Reviewer, *Journal of American Medical Association*, 1997-2005.

Reviewer, *Journal of Business Research*, 1995-1997; 2002.

DISCIPLINE-ORIENTED SERVICE ACTIVITIES (cont'd)

Reviewer, *Family Business Review*, 1994-1996.

Reviewer, *World Marketing Congress Conference*, 1993-1995.

Reviewer, *Academy of Marketing Science Conference*, 1994.

Reviewer, *International Academy of Business Disciplines Conference*, 1994.

Reviewer, *AMA Microcomputers in Marketing Education Conference*, 1991.

Reviewer, *Southwestern Marketing Association Conference*, 1989.

Reviewer, *Southeastern DSI Conference - Marketing Division*, 1987.

Discussion Leader/Chair, *American Academy of Advertising Conference*, 1991; 1994; 1995; 1998; 2002; 2003; 2005.

Discussant, *American Marketing Association Summer Educators' Conference*, 1989; 1990; 1997; 2003.

Discussant, *American Marketing Association Winter Educators' Conference*, 2000.

Session Chair, *American Marketing Association Summer Educators' Conference*, 2013.

Session Chair, *Association for Consumer Research Conference*, 1989.

UNIVERSITY-ORIENTED SERVICE ACTIVITIES

Iowa State University, Trademark Advisory Committee, Member (2004-2016).

Iowa State University, Chairs' Council, Member (2012-2014)

Iowa State University, Committee on Undergraduate Education, Member (2012-2013).

Iowa State Daily Publication Board, Member (2004-2012).

Iowa State University, College of Business, Faculty Executive Committee, **Chair** (2012).

Iowa State University, College of Business, Faculty Development Committee, Member (2007-2011).

Iowa State University, College of Business, Curriculum Committee, Member (1990-1993; 2003-2007; 2011).

Iowa State University, Marketing Department, Promotion and Tenure Committee (1994-1999; 2004-2011). **Chair** (1995).

Iowa State University, College of Business, Promotion and Tenure Committee, Member (1998-1999; 2003-2004; 2009-2011).

UNIVERSITY-ORIENTED SERVICE ACTIVITIES (cont'd)

Iowa State University, College of Business, Department of Marketing, Faculty Search Committee, **Co-Chair** (1988; 1992; 2008).

Iowa State University, College of Business, Ad Hoc Committee on Core Curriculum Redevelopment, **Co-Chair** (1993-1994); **Chair** (2002-2003).

Iowa State University, Faculty Senate Academic Affairs Council, Member (1993-1996).

Iowa State University, Faculty Senator (1993-1996).

Iowa State University, Instructor in College of Business' *Grow 2000* Continuing Education Program (1992-1994).

Iowa State University, College of Business, Department of Management, Marketing, and Transportation and Logistics, Department Chair Search Committee, Member (1993-1994).

Iowa State University, Faculty Adviser - Marketing Club (1988-1989; 1992-1993).

Iowa State University, Faculty Senate Curriculum Committee, Member (1990-1991).

Iowa State University representative to Ames Chamber of Commerce Education Council (1988-1989).

Iowa State University, College of Business, Academic Standards Committee, Member (1987-1988).

OTHER SERVICE/INSTRUCTION ACTIVITIES

Visiting Scholar, University of Houston, Department of Marketing, March 2008.

Instructor, CIMBA (Asolo, Italy), MBA -- Marketing Management, February 2008.

Visiting Scholar, Clemson University, Department of Marketing, October 1991; March 1994; November 2006.

Distinguished Speaker, Villanova University, Center for Marketing and Public Policy Research, February 2005.

External Reviewer, Marketing Department Program Review – University of Northern Iowa, February 2003.

Visiting Scholar, Catholic University at Mons (Belgium), Department of Marketing, Summer 1994.

COURSES TAUGHT

Principles of Marketing (Undergraduate)

Promotional Strategy (Undergraduate)

Consumer Behavior (Graduate and Undergraduate)

Marketing Research (Graduate and Undergraduate)

Marketing Management (Graduate)

Ph.D. Seminar in Consumer Behavior (Graduate)

DOCTORAL COMMITTEES

Patterson, Heather (in progress), Ph.D. Dissertation, Department of Marketing, Iowa State University (Committee Member).

Martin-Ruiz, Veronica (in progress), Ph.D. Dissertation, Department of Marketing, Iowa State University (Committee Member).

McCrohan, Diane (in progress), Ph.D. Dissertation, AEHSM Department, Iowa State University (Committee Member).

Shane-Nichols, Amy Jo (in progress), Ph.D. Dissertation, AEHSM Department, Iowa State University (Committee Member).

Dorie, Amy (2017), Ph.D. Dissertation, AEHSM Department, Iowa State University (Committee Member).

Kordrostami, Melika (2017), Ph.D. Dissertation, Department of Marketing, Iowa State University (**Committee Chair**) – Current Placement: California State University – San Bernardino.

Hu, Hillary (2016), Ph.D. Dissertation, Department of Neuroscience, Iowa State University (Committee Member).

Shin, Eonyou (2016), Ph.D. Dissertation, Department of Apparel, Educational Studies, and Hospitality Management, Iowa State University (Committee Member).

Kim, Eojina (2016), Ph.D. Dissertation, Department of Apparel, Educational Studies, and Hospitality Management, Iowa State University (Committee Member).

Vijayalakshmi, Akshaya (2015), Ph.D. Dissertation, Department of Marketing, Iowa State University (**Committee Chair**) – Current Placement: Indian Institute of Management.

Moore, Kelly (2014), Ph.D. Dissertation, Department of Marketing, Iowa State University (**Committee Co-Chair**) – Current Placement: Duquesne University.

Luse, Andy (2014), Ph.D. Dissertation, Department of Supply Chain Management and Information Systems, Iowa State University (Committee Member).

Didi, Sonali (2014), Ph.D. Dissertation, Department of Apparel, Educational Studies, and Hospitality Management, Iowa State University (Committee Member).

Su, Lishan (2014), Ph.D. Dissertation, Department of Marketing, Iowa State University (**Committee Chair**) – Current Placement: Kansas State University.

Lin, Jenny (2014), Ph.D. Dissertation, Department of Marketing, Iowa State University (Committee Member).

Quadri, Donna L. (2012), Ph.D. Dissertation, Department of Apparel, Educational Studies, and Hospitality Management, Iowa State University (Committee Member).

Tajuddin, Rosita (2011), Ph.D. Dissertation, Department of Apparel, Educational Studies, and Hospitality Management, Iowa State University (Committee Member).

DOCTORAL COMMITTEES (cont'd)

Kang, Juhee (2011), Ph.D. Dissertation, Department of Apparel, Educational Studies, and Hospitality Management, Iowa State University (Committee Member).

Colvin, Helen (2008), Ph.D. Dissertation, Human and Computer Interaction Area, Iowa State University (Committee Member).

Alexander, Marcus (2008), Ph.D. Dissertation, Human and Computer Interaction Area, Iowa State University (Committee Member).

Carlson, Mickey (2006), Ph.D. Dissertation, Marketing Department, Union University (Committee Member).

Sly, David (2003), Ph.D. Dissertation, Department of Industrial and Manufacturing Systems Engineering, Iowa State University (Committee Member).

Joung, Hyun-Mee (2001), Ph.D. Dissertation, Department of Textiles and Clothing, Iowa State University (Committee Member).

Yoh, Eunah (1999), Ph.D. Dissertation, Department of Textiles and Clothing, Iowa State University (Committee Member).

Paige, Rosalind (1999), Ph.D. Dissertation, Department of Textiles and Clothing, Iowa State University (Committee Member).

Kim, Hye-Shin (1995), Ph.D. Dissertation, Department of Textiles and Clothing, Iowa State University (Committee Member).

MASTERS' COMMITTEES

Varner, Christine (2018), Creative Component, Seed Technology and Business, Iowa State University (Committee Member).

Davis, Kenneth (2018), Creative Component, Seed Technology and Business, Iowa State University (Committee Member).

Cao, Riheng (2017), Creative Component, Department of Supply Chain Management and Information Systems, Iowa State University (Committee Member).

Franklin, Japeth (2017), Creative Component, Seed Technology and Business, Iowa State University (Committee Member).

Rich, Renee (2016), Creative Component, Department of Statistics, Iowa State University (Committee Member).

Zangger, Joshua (2016), Creative Component, Seed Technology and Business, Iowa State University (Committee Member).

Yao, Guoxing (2012), Creative Component, Department of Supply Chain Management and Information Systems, Iowa State University (Committee Member).

MASTERS' COMMITTEES (cont'd)

Cho, Sung Teck (2011), Creative Component, Department of Supply Chain Management and Information Systems, Iowa State University (Committee Member).

Farahbakhsh, Maryam (2011), Creative Component, Department of Hospitality Management, Iowa State University (Committee Member).

Yang, Yen-Yao (2011), Masters' Thesis, Department of Supply Chain Management and Information Systems, Iowa State University (Committee Member).

Sheng, Olivier (2010), Master's Thesis, Department of Apparel, Educational Studies, and Hospitality Management, Iowa State University (Committee Member).

Smith, Jenette (2010), Master's Thesis, Department of Apparel, Educational Studies, and Hospitality Management, Iowa State University (Committee Member).

Colbert, Meisha (2008), Masters' Creative Component, Interdisciplinary Graduate Studies, Iowa State University (**Committee Chair**).

Rivera, Gilberto (2007), Masters' Creative Component, Interdisciplinary Graduate Studies, Iowa State University (**Committee Chair**).

Phillips, Lindsay S. (2005), Masters' Thesis, Department of Journalism and Mass Communication, Iowa State University (Committee Member).

Jones, Clinton (2004), Masters' Thesis, Department of Marketing, Iowa State University (**Committee Chair**).

Goshorn, Daniel (1998), Master's Thesis, College of Business, Iowa State University (Committee Member).

Chen, Anita (1997), Master's Thesis, Department of Journalism and Mass Communication, Iowa State University (Committee Member).

Anderson, David (1996), Master's Degree Creative Component, College of Business, Iowa State University (Committee Member).

Hagedorn, Rodney (1996), Master's Thesis, Department of Marketing, Iowa State University (Committee Member).

Holt, Pamela (1996), Master's Thesis, Department of Textiles and Clothing, Iowa State University (Committee Member).

Norton, David (1996), Master's Degree Creative Component, College of Business, Iowa State University (**Committee Chair**).

Rohrer, Jennifer (1996), Master's Thesis, Department of Sociology, Iowa State University (Committee Member).

Boulden, Michael (1995), Master's Thesis, Department of Marketing, Iowa State University (**Committee Chair**).

MASTERS' COMMITTEES (cont'd)

Chen, Chien-Ming Eric (1995), Master's Thesis, Department of Marketing, Iowa State University
(**Committee Chair**).

Harner, Traci (1995), Master's Thesis, Department of Marketing, Iowa State University (**Committee Chair**).

Liu, Tachen (1995), Master's Thesis, Department of Journalism and Mass Communication, Iowa State
University (Committee Member).

Carlsen, Mark (1993), Master's Thesis, Departments of Architecture and Business Administration, Iowa State
University (Committee Member).

Chen, Hung-yuan (1993), Master's Thesis, Department of Journalism and Mass Communication, Iowa State
University (Committee Member).

Fiori, Nancy (1993), Master's Thesis, Department of Journalism and Mass Communication, Iowa State
University (Committee Member).

Lo, Ya-Fen (1993), Master's Thesis, Department of Journalism and Mass Communication, Iowa State
University (Committee Member).

Park, Je Hyung (1993), Master's Thesis, Department of Hotel, Restaurant and Institution Management, Iowa
State University (Committee Member).

Ruiz, Ivelisse (1993), Master's Thesis, Department of Journalism and Mass Communication, Iowa State
University (Committee Member).

Chance, Susannah (1992), Master's Degree Creative Component, College of Business, Iowa State University
(Committee Member).

Thomas, Gregory S. (1992), Master's Degree Creative Component, College of Business, Iowa State
University (Committee Member).

Willbeck, Christine (1992), Master's Thesis, Department of Marketing, Iowa State University (**Committee
Chair**).

Jarboe, Darrin (1989), Master's Degree Creative Component, College of Business, Iowa State University
(Committee Member).

HONORS

Recipient, 2018 “Best Reviewer,” *International Journal of Advertising*.

Appointed, 2015, “John and Connie Stafford Professor of Business,” College of Business, Iowa State University.

Recipient, 2015, “Ivan L. Preston Outstanding Lifetime Contribution to Research Award,” American Academy of Advertising.

Recipient (with Lauren Block, Terry Childers, Brennan Davis, Jane Ebert, Sonya Grier, Shiriki Kumanyika, Carol Motley, Laura Peracchio, Simone Pettigrew, Maura Scott, Mirjam van Ginkel Bieshaar), 2014 “*JPP&M/Kinnear Best Paper*.”

Recipient, 2009, “Senior Faculty Teaching Award,” College of Business, Iowa State University.

Recipient, 2004, “Regents Faculty Excellence Award,” State of Iowa.

Recipient of Summer Research Grant, College of Business Administration, Iowa State University (1991; 1994; 1996; 2004).

Recipient, 2000, “Research Award,” College of Business, Iowa State University.

Recipient, 1999, “Faculty Citation,” Iowa State University Alumni Association.

Recipient, 1998, “Big XII Faculty Fellowship.”

Recipient, 1997, “Business Impact Award,” College of Business, Iowa State University.

Recipient (with Les Carlson and Ann Walsh), “Best Paper Award,” *1996 American Marketing Association Summer Educators' Conference*.

Selected as EC/US Cooperation Project Visiting Scholar, Catholic University at Mons, Belgium, May 1994.

Recipient (with Jeffrey Stoltman, Fred Morgan and James Gentry), “Best Paper Award,” *1992 American Marketing Association Winter Educators' Conference*.

Recipient (with Darrel D. Muehling and Jeffrey Stoltman), “Best Paper Award,” *Journal of Advertising*, 1991 (Volume 20).

Recipient (with Les Carlson), “Distinguished Paper Award,” *1989 Southwestern Marketing Conference*.

Recipient, Excellence in Teaching Award, presented by the University of Vermont Chapter of the Mortar Board National Honor Society (Fall 1989).

Award for Excellence in Teaching by a Graduate Student, Marketing Department, University of Nebraska, 1986-1987.

HONORS

Award for Excellence in Research by a Graduate Student, Marketing Department, University of Nebraska, 1985-1986.

1986 Distinguished Course Award, National University Continuing Education Association. Received for writing the interactive computer component for *Marketing*, an independent study course authored by William W. Curtis.

GRANT ACTIVITIES

“3M Iowa State University Business, Education and Engineering (BEE) Lab Proposal,” submitted April 1995 to 3M Corporation; approved October 1996 (Amount awarded, \$811,681.00). Renewed October 1998 (Amount awarded, \$300,000).

“Consumer Adoption of Internet Technology for Apparel Shopping,” submitted November 1997 to Iowa State University (Research Grant for the Study of Science, Technology and Society), with Mary Lynn Damhorst, Stephen G. Sapp and Eunah Yoh (Amount awarded, \$5,000.00)

“The Relationship between Advertising Exposure and Children’s Influence Strategies,” submitted October 1997 to Iowa State University (Special Research Initiation Grant), with Kay M. Palan (Amount awarded, \$8,512.50).

“Effects of Violent Content in TV Advertisements on Children,” to Iowa State University (Special Research Initiation Grant) October 2005, with Mindy F. Ji and Douglas Gentile (Amount awarded, \$11,850).

“Market Research Experiential Learning Project that Increases Our Understanding of Prospective Student Attitudes toward Agriculture,” submitted to Cargill Inc. October 2004, with Deland Myers and Thomas Polito (Amount awarded, \$15,000).

MEMBERSHIPS

American Academy of Advertising

American Marketing Association

Association for Consumer Research

Academy of Marketing Science

CONSULTING

Agren Co., Research and Marketing Communications’ Planning, Spring 2007 – 2009.

Holiday Rambler, Customer Satisfaction Study, Fall 1998; Spring 2000.

Vermont Trial Lawyers Association, Perception Study, Fall 1996-Spring 1997.

PepsiCo, Foods Division, Customer Satisfaction Benchmarking Study, Fall 1996.

State of Iowa Attorney General’s Office, Deceptive Advertising Study, Winter 1991.

REFERENCES

David Spalding
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University of Alabama at Birmingham
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