

ZACHARY G. ARENS

Curriculum Vitae, February 2009

University of Maryland, Robert H. Smith School of Business
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Education

2007 – Present	Doctor of Philosophy in Marketing Expected 2012	University of Maryland College Park
2002 – 2004	Master of Science in Survey Methodology	University of Maryland College Park
1996 – 2000	Bachelor of Business Administration in Marketing Magna Cum Laude	James Madison University

Professional Experience

2005– 2007	Lead Methodologist for The Gallup Panel	The Gallup Organization, San Francisco, CA
2004 – 2005	Management Consultant	The Gallup Organization, Washington, D.C.
2000 – 2004	Data Analyst	The Gallup Organization, Washington, D.C.

Research Interests

Consumer Motivation	Goal activation and deactivation; nonconscious goal pursuit
Customer Metrics	The relationship between customer attitudes (satisfaction, perceptions of quality, and value) and firm performance

Publications

- Tourangeau, Roger, Frederick G. Conrad, Zachary Arens, Scott Fricker, Sunghee Lee, and Elisha Smith (2006), "Everyday Concepts and Classification Errors: Judgments of Disability and Residence," *Journal of Official Statistics*, 22 (3), 385-418.
- Arens, Zachary G. and Darby Miller-Steiger (2006), "Time in Sample: Searching for Conditioning Effects in a Consumer Panel," *Public Opinion Pros*, (August/September).

Conference Presentations

Arens, Zachary G., Janet Wagner, and Sabine Moeller (2008), "Driving Civic Engagement: The Effect of Attitude toward E-Government on Government-to-Citizen Relationships," *Frontiers in Service Conference*, University of Maryland, College Park.

Arens, Zachary G., Darby Miller-Steiger, and Jeffrey M. Jones (2007), "The Dynamics of Presidential Approval: Gross Versus Net Changes of Bush's Approval," *American Association for Public Opinion Research*, Anaheim, CA.

Arens, Zachary G. and Darby Miller-Steiger (2006), "RDD vs. RDD Recruited Panel: A Comparison," *American Association for Public Opinion Research*, Montreal, Quebec.

Arens, Zachary G. (2005), "Nonresponse Bias in Reliability and Validity Estimates for Attitude Items," *American Association for Public Opinion Research*, Miami Beach, FL.

Selected Research in Progress

Arens, Zachary G. and Roland T. Rust, "The Right Customer Metric for the Job" (First draft completed; collecting data)

Arens, Zachary G. and Rebecca Hamilton, "Would You Care for a Feature or a Benefit: Goal Characterization, Motivation and Product Evaluation" (First draft completed; collecting data)

Honors and Awards

2008 Marketing Science Institute Research Grant for "The Right Customer Metric for the Job"

2008 Robert H. Smith School Research Grant for "The Right Customer Metric for the Job"

2005 James W. Prothro Student Paper Award for "Nonresponse Bias in Reliability and Validity Estimates for Attitude Items"