

JANET WAGNER

ADDRESS 3463 Van Munching Hall
University of Maryland
College Park, MD 20742
(301) 405-2126

EDUCATION

1982 **Ph.D.** Kansas State University, Consumer Economics
1973 **M.S.** Cornell University, Human Ecology
1970 **B.S.** Cornell University, Design and Environmental Analysis

HONORS AND AWARDS

2004 Excellence Award, M.B.A. Consulting Program, R.H. Smith School of Business
2003 Excellence Award, M.B.A. Consulting Program, R.H. Smith School of Business
2003 Finalist, Excellence in Service Research Award, *Journal of Service Research*.
1998 Krowe Award for Outstanding Teaching, R.H. Smith School of Business
1991 Reviewer of the Year, Journal of Consumer Research
1991 Certificate of Teaching Excellence, University of Maryland Center for Teaching Excellence
1988 Outstanding Teacher Award, University of Maryland
1983 Honorable Mention, Ferber Award, Association for Consumer Research (ACR)

PROFESSIONAL EXPERIENCE

2002-Present Associate Chair, Marketing Faculty, Robert H. Smith School of Business, University of Maryland.
1983-Present Assistant/Associate Professor, Marketing Faculty, Robert H. Smith School of Business, University of Maryland.

PUBLICATIONS

Monographs

Bolton, R., A.K. Smith and J. Wagner, "A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery," Working Paper No. 98-100, February 1998, Marketing Science Institute, Boston, MA.

Krapfel, R., P.K. Kannan, V. Shankar, and J. Wagner, "Bakery Consumer Price Sensitivity, Special Report, April 1996, The Retailer's Bakery Association, Laurel, MD.

Garner, T. and J. Wagner, "Gift-Giving Behavior: An Economic Perspective," Bureau of Labor Statistics Working Paper No. 180, February 1988, U.S. Department of Labor, U.S. Government Printing Office, Washington, D.C.

Book Chapters

Kannan, P.K. and J. Wagner, "Initiatives for Building e-Loyalty: A Proposed Framework and Research Issues," in Michael J. Shaw, ed., E-Business Management: Integration of Web Technologies with Business Models, Kluwer Academic Publishers, 2002.

Wagner, J. "A Model of Aesthetic Value in the Servicescape," in A Handbook of Services Marketing & Management, Theresa Swartz and Dawn Iacobucci, eds., New York: Sage Publications, 2000, 65-88.

Wagner, J., "Aesthetic Value" in Consumer Value: A Framework for Research and Practice, Morris B. Holbrook, ed. London: Routledge, 1999, 126-146.

Refereed Articles Published:

Bolton, R., Smith, A.K. and J. Wagner, "Striking the Right Balance: Designing Service to Enhance Business-to-Business Relationships," Journal of Service Research, May 2003, 271-291.

Sheinin, D. and J. Wagner, "Pricing Store Brands Across Multiple Categories: The Impact of Category Risk and Retail Image," Journal of Product and Brand Management, 2003, No. 4, 201-214.

Wagner, J. and M. Mokhtari, "The Moderating Effect of Seasonality on Household Apparel Expenditure," The Journal of Consumer Affairs, Winter 2000, 314-329.

Smith, A.K., R. Bolton, and J. Wagner, "A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery," Journal of Marketing Research, September 1999, 356-372.

Kline, B. and J. Wagner, "Information Sources and Retail Buyer Decision-Making: the Effect of Product-Specific Buying Experience," Journal of Retailing, 70, Spring 1994, 75-88.

Garner, T. and J. Wagner, "Economic Dimensions of Household Gift-Giving," Journal of Consumer Research, 18, December 1991, 368-379.

Ettenson, R. and J. Wagner, "Chinese vs. U.S. Consumer Behavior: A Cross-Cultural Comparison of the Evaluation of Retail Stores," The International Journal of Consumer Marketing, 3, September 1991, 225-235.

Wagner, J. and H. Soberon-Ferrer, "The Effects of Hispanic and Afro-American Ethnicity on Consumer Expenditures," Social Science Journal, 27, April 1990, 181-198.

Wagner, J., R. Ettenson, and J. Parrish, "Vendor Selection Among Retail Buyers: A Comparison by Merchandise Division," Journal of Retailing, 65, Spring 1989, 58-79.

Wagner, J. and L. Lucero-Campins, "Social Class: A Multivariate Analysis of Its Effect on Expenditures for Household Services," Journal of Consumer Studies and Home Economics, 12, December 1988, 373-387.

Ettenson, R., J. Wagner, and G. Gaeth, "The Effect of Country of Origin and the 'Made in the U.S.A. Campaign,'" Journal of Retailing, 64, Spring 1988, 85-100.

Wagner, J., "Expenditures for Household Textiles and Textile Home Furnishings: An Engel Curve Analysis," Home Economics Research Journal, 15, September 1986, 21-31.

Ettenson, R. and J. Wagner, "Retail Buyers' Salability Judgments: A Comparison of Information Use Across Three Levels of Experience," Journal of Retailing, 62, Spring 1986, 41-63.

Wagner, Janet and Sherman Hanna, "The Effectiveness of Family Life Cycle Variables in Consumer Expenditure Research," Journal of Consumer Research, 10, December 1983, 281-291 (Honorable Mention, Ferber Award for Outstanding Doctoral Dissertation Research).

Publications in Conference Proceedings (Refereed)

Wagner, J. Sivakuraman, B., and Amy K. Smith, "The Role of Perceived Value in Marketing Relationships," Proceedings of the A.M.A. Winter Educator's Conference, Austin, TX, 2002.

Wagner, J. and G. Rydstrom, "Satisfaction, Trust and Commitment in Consumers' Relationships with Online Retailers," in European Advances in Consumer Research, Vol. III, Andrea Groeppel-Klein and Franz-Rudolf Esch (eds.), Vol. 5, June 2001.

Chuchinprakarn, N., T. Greer and J. Wagner, "The Moderating Effect of Religious Orientation on Consumer Donation Decisions," in Asia-Pacific Advances in Consumer Research, Vol. III, Kineta Hong and Kent B. Monroe (eds.), Hong Kong, June 1998, 155-161.

Dorsett, A., Durand, R. and J. Wagner, "The Interactive Effects of Social Class and Ethnicity on Consumer Expenditures for Apparel," in Proceedings of the A.M.A. Winter Educator's Conference, Austin, TX., 1998.

Eckman, M. and J. Wagner, "Judging the Attractiveness of Product Design: The Effect of Product Attributes and Consumer Characteristics," in Advances in Consumer Research, Vol. XXI, Chris Allen and Deborah Roedder-John (eds.), 1994, Provo, Utah: Association for Consumer Research, 560-564.

Wagner, J. and T. Garner, "Consumer Expenditures in Major Gift Categories," in Advances in Consumer Research, Vol. XX, Leigh McAllister (ed.), 1993, Provo, Utah: Association for Consumer Research, 515-519.

Wagner, J., "Conjoint Analysis and Research on Consumer Preferences," in Book of Papers, International Conference of the American Association of Textile Chemists and Colorists, 1990, Research Triangle, NC, 251-253.

Wagner, J., R. Ettenson and S. Verrier, "The Effect of Donor-Recipient Involvement on Consumer Gift Decisions," in Advances in Consumer Research, Vol. XVII, Marvin E. Goldberg, Gerald Gorn, and Richard W. Pollay (eds.), 1990, Provo, Utah: Association for Consumer Research, 683-689.

Wagner, J., "The Consumer Expenditure Survey Series: Applications in Academic Research," American Council on Consumer Interests Proceedings, Karen P. Schnittgrund (ed.), Fort Worth, TX, March 27-30, 1985, 291-293.

PAPERS PRESENTED

Refereed

Mathwick, C., R. M. Unni, and J. Wagner, "Co-Producing the e-Servicescape: Drivers and Outcomes of the Customization Experience," *Frontiers in Service Conference*, Miami, FL, 2004.

Viana, D., A.K. Smith, and J. Wagner, "Service Failure and Recovery in Online Shopping Environments," *Frontiers in Service Conference*, College Park, MD, October 2003.

Wagner, J. and M. Mokhtari, "A Model of Household Service Production," *A.M.A. ServSig Conference*, Reims, France, June 2003.

Kannan, P.K. and J. Wagner, "Building Consumer e-Relationships," *Frontiers in Service Conference*, Maastricht, The Netherlands, June 2002.

Wagner, J., A.K. Smith and B. Sivakumaran, "Managing Value in Buyers' Perceptions of Relationships with Suppliers," *Frontiers in Service Conference*, College Park, MD, October 2001.

Wagner, J., A.K. Smith and B. Sivakumaran, "The Role of Perceived Value in Marketing Relationships," *A.M.A. Winter Educator's Conference*, February 2001.

Smith, A.K. and R.N. Bolton, "Modeling the Role of Service Delivery in Providing Value in Business-to-Business Relationships," *INFORMS Marketing Science Conference 2000*, June 22-25, Los Angeles.

Sheinin, D. and J. Wagner, "Pricing Store Brands: The Effects of Category Risk and Retail Image," *2000 Fordham University Behavioral Pricing Conference*, New York, NY, October 6-7, 2000.

Sheinin, D. and J. Wagner, "The Moderating Effect of Store Image and Perceived Risk on the Price-Quality Relationship in Store Brands," *A.M.A. Winter Educator's Conference*, San Antonio, TX, February 2000.

A.K. Smith, R. Bolton, and J. Wagner, "The Value of Service Relationships: Perceptions of Business Customers," *A.M.A. Frontiers in Services Conference*, Nashville, TN, October 1998.

Dorsett, A.D., R. Durand, and J. Wagner, "The Effects of Social Class and Ethnicity on Consumer Expenditures for Apparel," A.M.A. Winter Educator's Conference, Austin, TX, February 1998.

Chuchinprakarn, N., T. Greer, and J. Wagner, "Moderating Effects of Religious Commitment on Consumer Donation Decisions," Association for Consumer Research Asia-Pacific Conference, Hong Kong, June 1998.

A.K. Smith, R. Bolton, and J. Wagner, "Tailoring Recovery Efforts to 'Fit' the Service Failure: Implications for Customer Satisfaction," A.M.A. Frontiers in Services Conference, Nashville, TN, October 1997.

Eckman, M. and J. Wagner, "Consumer Decision-making and Aesthetic Products: The Case of Menswear," Annual Meeting of International Textiles and Apparel Association, Columbus, OH, November 1992. ¹

Kline, B., J. Wagner, and R. Ettenson, "The Use of Information Sources in Retail Buyer Decision-Making," Annual Meeting of the Association of College Professors of Textiles and Clothing, Denver, CO, November 1990.

Wagner, J., C. Anderson and R. Ettenson, "Evaluations of Attractiveness by Chinese and American Consumers," Annual Meeting of The Association of College Professors of Textiles and Clothing, Denver, CO, November 1990.

Wagner, J. and R. Ettenson, "Apparel Purchase Decisions: A Cross-Cultural Comparison of Chinese and American Consumers," Annual Meeting of the Association of College Professors of Textiles and Clothing, Atlanta, GA, November 1989.

Conwell, L., R. Ettenson and J. Wagner, "Consumer Decision-Making for Retailing Services," Association of College Professors of Textiles and Clothing Eastern Region Meeting, New York, NY, November 1988.

Parrish, J., J. Wagner and R. Ettenson, "An Analysis of the Vendor Selection Strategies of Retail Buyers," Association of College Professors of Textiles and Clothing Eastern Region Meeting, New York, NY, November, 1988. ²

Wagner, J., R. Ettenson and N. Best, "The Effect of Education on Retail Buying Decisions," Association of College Professors of Textiles and Clothing Eastern Region Meeting, Charlotte, NC, November 1987.

¹ Winner of Graduate Student Competition, International Textiles and Apparel Association.

² Winner of Graduate Student Competition

Wagner, J. and R. Ettenson, "The Effect of Product Specific Factors and Experience on Retail Buying Decisions: An Extension," Association of College Professors of Textiles and Clothing" National Meeting, Houston, TX, October 1986.

Press, J., R. Ettenson and J. Wagner, "The Effect of Retail Experience on Students' Judgments of Merchandise Salability," Association of College Professors of Textiles and Clothing Eastern Region Meeting, Providence, RI, November 1985.

Wagner, J. and C. Sinclair, "Socioeconomic and Demographic Determinants of Footwear Expenditures," Association of College Professors of Textiles and Clothing Eastern Region Meeting, Providence, RI, November 1985.

Wagner, J., "Socioeconomic and Demographic Determinants of Expenditures for Clothing-Related Services." Association of College Professors of Textiles and Clothing Eastern Region Annual Meeting, White Sulphur Springs, West Virginia, October 1984.

Wagner, J., "Family Life Cycle Variables as Predictors of Clothing Expenditures," Association for Consumer Research Annual Meeting, Chicago, IL, October 1983.³

Wagner, J. and S. Hanna, "Family Clothing Expenditures: A Comparison of Traditional and Revised Family Life Cycle Models," American Home Economics Association Annual Meeting, Minneapolis, MN, July 1983.

Wagner, J. and E. A. McCullough, "A Comparison of the Ability of Family Life Cycle and Family Composition Models to Predict Family Clothing Expenditures." Association of College Professors of Textiles and Clothing Central Region Meeting, Minneapolis, MN, October 1982.

Invited Papers Presented

Wagner, J. (2004), "Retailing in the Marketing Internship Portfolio," American Marketing Association Winter Educator's Conference, Scottsdale, AZ, February.

Wagner, J. (2001), "Moderating Effects of Category Risk and Retail Image on Consumer Evaluations of Store Brand Pricing," University of North Carolina Greensboro, May 8.

Wagner, J. (1995), "Aesthetic Dimensions of Consumer Value," Association for Consumer Research Annual Meeting, Minneapolis, MN, October 1995.

Eckman, M. and J. Wagner (1994), "The Aesthetics of Fashion Design," Association for Consumer Research Annual Meeting, Boston, MA, October 1994.

³ Ferber Award Session for winners of competition for best article based on a doctoral dissertation in consumer behavior.

Wagner, J., "The Consumer Expenditure Survey: A Scholar's Wish List," at the 37th Annual Conference of the American Council on Consumer Interests, Cincinnati, OH, April 6, 1991.

Wagner, J. "Marketing Strategies for Fashion Goods," Beijing Institute of Clothing Technology, Beijing, PRC, January 8, 1990.

Wagner, J., "Etiquette and Ethics in Reviewing and Writing," at the Annual Meeting of The Association of College Professors of Textiles and Clothing, Denver, CO, November 2, 1990.

Wagner, J., "Conjoint Analysis and Research on Consumer Preferences," at The Association of Textile Chemists and Colorists International Conference, Boston, MA: October 2, 1990.

Garner, T. and J. Wagner, "Gift-Giving: An Economic Perspective," Allied Social Science Associations Annual Meeting, Chicago, IL, December 28, 1987

Wagner, J. and R. Ettenson, "Consumer Decisions Involving Jeans: Bridging the 'Quality Perception' Gap," presentation to the Executive Committee of The Lee Jean Company, Shawnee Mission, KS, August 8, 1986.

Ettenson, R., J. Wagner, and G. Gaeth, "Country of Origin and the 'Made in the USA' Campaign: Rating and Choice Analysis of Consumer Decision-Making," Association for Consumer Research Annual Conference, Ontario, October 16, 1986.

Wagner, J., "The Consumer Expenditure Survey: Its Contribution to the Textiles and Clothing Consumer," American Home Economics Association Annual Meeting, Kansas City, MO, June 25, 1986.

Wagner, J., "Marketing Textiles and Apparel in China," Popular Culture, American Culture Association Meeting, Atlanta, GA, April 3, 1986.

Wagner, J. and Ettenson, R., "Experience and Retail Buying: A Decision-Making Analysis," at the Association for Consumer Research Annual Conference, Las Vegas, NV, October 18, 1985.

Wagner, J., "The Consumer Expenditure Survey Series: Applications in Academic Research," at the 31st Annual Conference of The American Council on Consumer Interests, Fort Worth, TX, March 27, 1985.

Grants Received for Research

Wagner, J. (2003), "Seasonal Effects on Household Service Expenditures: A Theoretical Framework and an Empirical Analysis," Summer Faculty Research Grant, Robert H. Smith School of Business, \$5,500.

Wagner, J. (2002), "Service Failure and Recovery in Online Shopping Environments," Summer Faculty Research Grant, Robert H. Smith School of Business, \$14,400.

Wagner, J. (2001), "Building Loyalty in Consumer Relationships with Electronic Retailers," Summer Faculty Research Grant, Robert H. Smith School of Business, \$16,000.

Wagner, J. (1998), "Customer Service on the Front-Lines: Evaluating the Vendor-Retailer Relationship," Summer Faculty Research Grant, Robert H. Smith School of Business, \$6,000.

Bolton, R., J. Wagner, and A. Smith (1996). "Designing Service Recovery Efforts to Increase Customer Satisfaction and Repatronage Intentions," Marketing Science Institute, \$15,000.

Wagner, J. (1991), "Evaluating Consumers' Aesthetic Judgments of Menswear," Dean's Research Award, College of Human Ecology, \$1,275.

Wagner, J. (1991), "An Economic Analysis of Consumer Expenditures for Purchased Gifts," Dean's Research Award, College of Human Ecology, \$1,900.

Wagner, J. (1990), "The Evaluation of Design by Consumers in the People's Republic of China (PRC) and the United States: A Cross-Cultural Comparison."

- Office of International Affairs, The University of Maryland, Travel Grant, \$900.
- Travel Expense Grant from the PRC Ministry of Textiles.
- Travel Grant to PRC, United Nations Senior Technical Advisors Recruitment (STAR) Program.
- Matching Funds from Graduate School, University of Maryland, \$250.

Wagner, J. and M. Eckman (1990), "The Effect of Age and Sex on Consumers' Aesthetic Judgments," National Association of Men's Sportswear Buyers (NAMSAB), \$1,000.

Wagner, J. (1990), "A Comparison of Consumer Expenditures for Gifts of Clothing and Clothing for Personal Use," ACPTC Development Fund, \$500.

Wagner, J. and R. Ettenson (1989), "Use of Information Sources by Retail Buyers," College of Human Ecology Small Grant, \$1,000.

Soberon-Ferrer, H. and Wagner, J., (1987), "Update and Extension of Data Base on Consumer Expenditures," College of Human Ecology Small Grant, \$1,000.

Ettenson, R. and J. Wagner, (1987), "Consumer Decision-Making for Retailing Services," College of Human Ecology Small Grant, \$650.

Wagner, J. and R. Ettenson, (1986), "The Effect of Specialized Education on Retail Buying Decisions: An Application of the Sheth Model," College of Human Ecology Small Grant, \$850.

Wagner, J. (1985), "Socioeconomic and Demographic Determinants of Consumer Expenditures for Gifts," Division of Human and Community Resources Small Grant Award, \$600.

Wagner, J. and R. Ettenson, (1985), "The Effect of a Selected Advertising Campaign on Judgments of Salability Among Retail Buyers," Division of Human and Community Resources Small Grant Award, \$588.

Ettenson, R. and Wagner, J. (1985). "A Decision Making Analysis of the Attributes of Importance to Consumers of Ready-to-Wear," American Retail Education Foundation, \$3,750.

Wagner, J. (1984), General Research Board Summer Research Award, University of Maryland, \$1,750.

TEACHING AND ADVISING

Grants for Instruction

Wagner, J. (2000), "Simulation of Merchandise Planning Process," May Department Store Company, \$10,000.

Wagner, J. (1998), "On-Line Course Applications in Retail Management and Marketing Internship," May Department Store Company, \$5,000.

Wagner, J. (1995), "Proposal to Develop a Direct Marketing Course," Direct Marketing Association of Washington Educational Foundation, \$5,000.

Hollies, N. and J. Wagner (1985), "A Proposal for a College of Human Ecology Computer Laboratory," Matching Funds for Instructional Computing, \$21,000.

Wagner, J. and Hollies, N. (1986), "Computer Software for Fashion Merchandising: Super Redi Fashion Merchandising Package," gift-in-kind from General Business Computers, Rockville, MD, \$40,950

Wagner, J. (1987), "Laboratory Manual for Computer-Simulated Merchandising Course," Instructional Innovation Award, University of Maryland, \$1,200.

Courses Taught

Robert H. Smith School of Business, University of Maryland

Ph.D.:

- Survey Research Methods (Spring 2005)

M.B.A.:

- Buyer Behavior Analysis
- Group Field Projects (M.B.A)
- Service Marketing

Undergraduate:

- Retail Management
- Marketing Internship
- Direct Marketing

Department of Textiles and Consumer Economics, University of Maryland

Ph.D.:

- Textile Marketing

Undergraduate:

- Fashion Merchandising
- Consumer Behavior
- Merchandising Internship
- Textile Marketing

Executive Education

Action Learning Projects for Executive M.B.A., Robert H. Smith School of Business, 2004

- Branding the Bureau of Labor Statistics
- Co-Branding, AOL Executive Recruiting and Marriott Hotels

“Marketing in the Financial Service Sector,” Institute for Global Chinese Affairs, University of Maryland, College Park, MD. April 13 and October 29, 2003.

“Building and Maintaining Consumer Loyalty,” Susquehanna Communications, March 18, 2001, Naples, FL.

“The Role of Service Recovery in Promoting Customer Satisfaction,” Cable Telecommunications and Marketing Association, College Park, MD, December 14, 2000.

“Strategic Retailing in the U.S.,” Institute for Global Chinese Affairs, University of Maryland, College Park, MD

- April 4 and October 13, 2002
- December 4 and December 19, 2000.

Wagner J. and R. Ettenson, “Vendor Selection Strategies: A Comparison of Ready-to-Wear, Accessories and Home Division Buyers,” Woodward & Lothrop, July 8, 1988, Washington, DC.

Research Direction

Ph.D. Dissertations

Hyllegard, K. (1998), “An Analysis of Consumer Gift Expenditures for Cash and Clothing,” (Co-Chair with M. Mokhtari).

Smith, A. (1996-7), "Service Provider Responses to Delivery Failures and Shortfalls," (Co-chair with Ruth Bolton).

Eckman, M. (1992), "The Effect of Age and Sex on Consumers' Aesthetic Judgments,"⁴

Han, H. (1991), "Social Class: A Two Stage Analysis of Its Effect on Consumers' Apparel Expenditures."

Ph.D. Second Year Projects

Viana, Debora (2003), "Service Failure and Recovery in Online Shopping Environments."

Sivakuraman, B. (2002), "The Role of Perceived Value in Marketing Relationships.

Dorsett, D. (1998), "The Effects of Social Class and Ethnicity on Consumer Expenditures for Apparel."

M.S. Theses

Lucero, L. (1985-86), "Social-Class as a Determinant of Consumer Expenditures."

Parrish, J. (1986-88), "An Exploratory Analysis of Factors Used by Retail Buyers in the Selection of Vendors,"⁵

Kline, B. (1990), "The Use of Information Sources in Retail Buyer Decision-Making."

Undergraduate Honors Theses

Rydstrom, Gabrielle (2000), "Factors Affecting Trust in the Internet Shopping Environment."⁶

Bloom, Alaina (1999), "An Analysis of Store Loyalty Cards in a Convenience Store Context."

Alpert, L. (1984), "Burlington Industries, Inc. and Fieldcrest Mills: A Comparison of Marketing Strategies."

Sinclair, C. (1985), "Socioeconomic and Demographic Determinants of Footwear Expenditures."

Best, N. (1987), "The Effect of Internship Experiences on the Retail Buying Decisions of Students."

Fishman, L. (1989-90), "The Effect of Race on the Use of Brand in Consumer Decision Making."

Tinkoff, M. (1989-90), "The Effect of Jewish Ethnicity on the Use of Brand in Consumer Decision Making."

⁴ Winner of 1992 ITAA Graduate Student Competition for Best Conference Paper

⁵ Winner of 1988 ACPTC Graduate Student Competition for Best Conference Paper.

⁶ Winner of Julian Simon Award for best undergraduate honors thesis.

SERVICE

Editorial Board Memberships

2003- Present Journal of Service Research

1990-Present Journal of Retailing

1988-1996 Journal of Consumer Research (Outstanding Reviewer 1990)

Other Reviewing Activities

Academy of Marketing Sciences Conferences

American Marketing Association

- Summer Educator's Conference
- Winter Educator's Conference
- John Howard Doctoral Dissertation Competition

Association for Consumer Research

- (ACR) Annual Conferences
- Ferber Award Competition for Best Doctoral Dissertation (ACR)

Journal of Business Research

Journal of Business and Industrial Marketing

Journal of Consumer Psychology

Journal of Economic Psychology

Journal of Financial Services Research

Journal of Marketing Research

Journal of Retailing and Consumer Studies

Journal of Service Marketing

Family Economics Review

Decision, Risk, and Management Science Program, National Science Foundation

Professional Organizations: Offices, Committee Memberships, and Session Participation

Association for Consumer Research (ACR)

- Nominating Committee
- CoChair, Special Topics Session on Research in Aesthetics, Annual Meeting
- Advisory Council to Executive Board

American Marketing Association (AMA) Conferences

- Track Chair:
 - Retailing and Retail Management Track, Summer, 2002
 - Retailing and Services Marketing Track (with Ruth Bolton), Summer, 1999
- Session Chair:
 - Special Topics:
 - “New Research on the Price-Quality Relationship,” Winter 2000
 - “Trends in Retailing,” Retailing SIG, Summer 1996
 - Competitive Paper Sessions:
 - Buyer Behavior Track, Winter Educator’s Conference, 1998
 - Marketing Strategy, Summer Educator’s Conference, 1997.
- Discussant:
 - Special Topics Session: Managing Products and Relationships,” Summer 2002

Buyer Behavior Session, Summer 1995
Marketing Orientation Session, Winter 1997

- Invited Panelist
“How Global Retailers Deliver Customer Satisfaction,” A.M.A. Marketing Exchange Colloquium, Vienna, Austria, 1999.
- Member, Board of Directors, Retailing Special Interest Group

Academy of Marketing Science

- Invited Panelist, “How Global Retailers Respond to Economic Uncertainty,” Annual Conference, 2001
- Discussant, Retailing and Services Marketing Track, Annual Conference, 2000

Service to University, College and Department

University of Maryland

- Advisory Board, College Park Scholars
- Internal Review Committee, Department of Communications
- Equity Council
- Panelist, “Business Careers,” Markets and Society, Division of Letters and Sciences
- Faculty Advisory Committee, Experiential Learning, Campus Career Center
- Campus Senate Committees:
 - Campus Affairs Committee
 - Campus Parking Advisory Committee
 - Athletic Council
 - Ad Hoc Committee on Smoking Policy
 - Faculty Affairs Committee
 - Chair, Faculty Grievance Hearing Board
- Search Committee, Director of Experiential Learning, Career Center
- Improvement of Instruction Grant Program Review Committee

Smith School of Business

- Ad Hoc Committee on General Business/International Business Majors
- Human Subjects Committee
- Ad Hoc Committee on Revising Smith School Constitution
- Member, Undergraduate Oversight Committee
- Equity Officer
- Chair, Search Committee for Assistant Dean of Undergraduate Studies
- Chair, Search Committee for Director of Undergraduate Career Center
- Ad Hoc College Publications Audit Committee
- Search Committee for Advisor, Undergraduate Studies
- Search Committee for Associate Dean
- Campus Senator
- Candidate Review Committees (P.K. Kannan and Fred Davis)
- Graduate Committee
- Classified Employee of the Month Committee

- Ad Hoc Committee on Undergraduate Advising

Marketing Area

- Associate Department Chair, 2002-Present.
- Chair, Search Committee to Hire Teaching Professor
- Chair, Emeritus Committee for Thomas Greer
- Chair, Ad hoc Committee to Develop Department Web Site
- Ph.D. Coordinator
- Coordinator of Undergraduate Internship Program