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Employment History

Current	Professor of Marketing, Clinical, Marshall School of Business, University of Southern California, Los Angeles, California
1989 – 1991	Adjunct Associate Professor of Marketing, Kellogg Graduate School of Management, Northwestern University, Evanston, Illinois SASIN, Graduate Institute of Business Administration Chulalongkorn University, Bangkok, Thailand
1988 – 1989	Director of Qualitative Research Conway/Milliken & Associates, Chicago, Illinois
1986 - 1988	Research Supervisor, Department of Strategic Planning & Research DDB Needham Worldwide, Chicago, Illinois
1982 - 1986	Assistant Professor of Marketing, School of Business Administration University of Southern California, Los Angeles, California
1972 – 1978	Illinois Department of Public Aid/Evanston Township Associate Director for Planning
1970 - 1972	Illinois Department of Mental Health Mental Health Specialist

Education

Graduate:	Ph.D., Northwestern University, June 1983 Major: Market Behavior Minor: Qualitative Research Methodology Dissertation: "Consumer Products As Ritual Artifacts" Chairman: Sidney J. Levy
Undergraduate:	B.A., University of Illinois, August, 1969 Major: Political Science, <i>magna cum laude</i>

Honors and Awards

Mention in *Business Week's* "The Best Business Schools" issues as one of USC's "outstanding" MBA faculty, 1994, 1998

"Honorable Mention" Award in the 1985 Robert Ferber Dissertation Competition, Association for Consumer Research

1985 Senior Class Choice for Outstanding Professor, University of Southern California

Professional Affiliations

American Marketing Association

Association for Consumer Research

Publications

Impulse Buying and Impulsive Buyers

"Impulse Buying," 1999, in *The Elgar Companion of Consumer Research and Economic Psychology*, eds. Peter Earl and Simon Kemp, Brookfield, VT: Elgar Publishing, Ltd., 328-333.

"Operationalization and Normative Effect of Buying Impulsiveness: A Comparison between Korea and the United States," 1997, (with De Ryong Lyi, Sang Bin Lee, Hyok Jin Kwak, and Robert J. Fisher), *Korean Journal of Advertising*, Vol. 8, No. 1 (June), 83-92.

"Normative Influences on Impulsive Buying Behavior," 1995, (with Robert J. Fisher), *Journal of Consumer Research*, Vol. 22, No. 3 (December), 305-313.

"In the Mood: Affective Elements in Impulse Buying," 1993, (with Meryl P. Gardner), in *Research in Consumer Behavior*, Vol. 6, eds. Janeen Costa-Arnold and Russell W. Belk, Greenwich, CT: JAI Press, 1-28.

"An Exploratory Study of Impulse Buying in Hong Kong," 1993, (with Prem Shamdasani), in *Proceedings of the Academy of International Business West and South Asian Regions*, ed. John Frankenstein, Hong Kong University, Hong Kong.

"An Exploratory Study of Impulse Buying in an Oriental Culture: The Case of Singapore," 1989, (with Prem Shamdasani), *Singapore Marketing Review*, Vol. IV, 7-20.

"Effects of Impulse Purchases on Consumers' Affective States," 1988, (with Meryl P. Gardner), in *Advances in Consumer Research*, Vol. 15, ed. Michael Houston, Provo, UT: Association for Consumer Research, 127-131."

"The Buying Impulse," *Journal of Consumer Research*, 1987, Vol. 14 (September), 189-199.

"Consuming Impulses," 1985 (with Stephen J. Hoch), in *Advances in Consumer Research*, Vol. 12, eds. Morris B. Holbrook and Elizabeth C. Hirschman, Provo Utah: Association for Consumer Research, 23-27.

Qualitative Methods of Marketing Study

"Focus Groups and Depth Interviews," 2009, in *Wiley International Encyclopedia of Marketing*, ed. Wagner Kamakura, forthcoming.

"Focus Group Research: Exploration and Discovery," 2007, with David W. Stewart and Prem Shamdasani, in *The Handbook of Applied Social Research Methods* (Second), L. Bickman and D. Roq (eds.), in press.

"Let's Pretend: Projective Methods Reconsidered," 2006, in *Handbook of Qualitative Research Methods*, Russell Belk (ed.), Northampton, MA: Elgar Publishing, 143-155.

Focus Groups: Theory and Practice, (Second), 2006, with David W. Stewart and Prem Shamdasani, Thousand Oaks, CA: Sage Publications.

"Out-of-Focus Groups," 2003, in *Marketing Research*, vol. 15, no. 2 (Summer), Chicago: American Marketing Association, summer, 10-15.

"Focus Groups Fail to Connect Theory and Current Practice," 2003, in *Marketing News*, September 15, Chicago: American Marketing Association, 40-45.

"A Typology of Projective Methods," 2001, in *Advances in Consumer Research*, Vol. 28, eds. Mary C. Gilly and Joan Meyers-Levy,

"Four Questions about Consumer Motivation Research," 2000, in *The Why of Consumption: Contemporary Perspectives on Consumer Motives, Goals, and Desires*, eds. S. Rattneshwar, David G. Mick, and Cynthia Huffman, London: Routledge, 313-318

"Symbols Still for Sale," 2000, *Proceedings of the 15th Paul D Converse Symposium*, eds. Abbie Griffin and James D. Hess, Chicago: American Marketing Association, 50-54.

"Sidney J. Levy: un Visionnaire du Marketing," 2000, in *Les Essentials du Marketing*, ed. Alain Jolibert, Grenoble, France: Editions EMS, 116-137.

"I Was `Observed' and Auto-Driven by the Odyssey," 1991, in *Highways and Buyways: Naturalistic Research from the Consumer Behavior Odyssey*, ed. Russell Belk, Provo, UT: Association for Consumer Research, 48-58.

"Researching Consumer Fantasy," 1988, in *Research in Consumer Behavior*, Vol. 3, eds. Elizabeth C. Hirschman and Jagdish N. Sheth, Greenwich, CT: JAI Press, 247-270.

"Thematic Apperception Test Applications in Cross-Cultural Research," 1987, in *Emerging International Strategic Frontiers*, eds. Chin Tiong Tan, William Lazer, and Vishnu H. Kirpalani, Chicago: American Marketing Association, 328-331.

"Modern Hex Signs and Symbols of Security," 1987, in *Marketing and Semiotics: New Directions in the Study of Signs for Sale*, ed. Jean Umiker-Sebeok, Berlin; New York; Amsterdam: Mouton de Gruyter, 239-246.

Review of *Marketing and Semiotics New Directions for the Study of Signs for Sale*, ed. Jean Umiker-Sebeok, Berlin: Mouton de Gruyter, 1987, in *Journal of Marketing Research*, 1989, Vol. 26 (August), 373-374.

"Targeting the 'Solo' Consumer," 1984, in *Quality and Innovation Policies, Market Segmentation and Positioning*, proceedings of the Eleventh International Research Seminar in Marketing, eds. Jean-Louis Chandon and Ven Venkatesan, Aix-en-Provence, France: Institut d'Administration des Entreprises, 142-155.

"Social Division and Aesthetic Specialization: The Middle Class and Musical Events," 1981, (with Sidney J. Levy and John Czepiel), in *Symbolic Consumer Behavior*, eds. Elizabeth C. Hirschman and Morris B. Holbrook, Ann Arbor: Association for Consumer Research, 1981, 38-45.

Ritualized Consumption Behavior

"Dimensao Ritual do Comportamento de Consumo," 2007, *RAE*, vol. 47, no. 1 (January-March), 81-98. The 1985 article (below) was selected for republication in this Brazilian peer-reviewed management journal as a "classic."

"Interesting Stuff: A Commentary on Ritual Consumption Studies," 2003, in *Contemporary Consumption Rituals: A Research Anthology*, eds. Cele C. Otnes and Tina M. Lowrey, New York: Lawrence Erlbaum Associates, 315-319.

"Consumer Rituals and Ritualized Consumption," 1999, in *The Elgar Companion of Consumer Research and Economic Psychology*, eds. Peter Earl and Simon Kemp, Brookfield, VT: Elgar Publishing, Ltd., 506-511.

"The Ritual Dimension of Consumer Behavior", 1985, *Journal of Consumer Research*, Vol. 12 (December), 251-264.

"Body Cathexis and Grooming Market Segmentation Issues," 1985, in *The Psychology of Fashion*, ed. Michael R. Solomon, Lexington, MA: Lexington Books, 233-242.

"Ritual Behavior and Consumer Symbolism," 1984, in *Advances in Consumer Research*, Vol. 11, ed. Thomas C. Kinnear, Provo, UT: Association for Consumer Research, 279-284.

"Psychosocial Themes in Consumer Grooming Rituals," 1983, (with Sidney J. Levy), in *Advances in Consumer Research*, Vol. 10, eds. Richard P. Bagozzi and Alice M. Tybout, Ann Arbor: Association for Consumer Research, 329-334.

Brand Strategy

"Defending the Dowager: Competitive Communication Strategies for Declining Main Brands," (with Sidney J. Levy), 1999, in *Brands, Symbols, Consumers and Research: Sidney J. Levy on Marketing*, Sage Publications, 171-196.

"Growing and Keeping Brand Equity, *USC Business*, Winter, 1995, 42-47.

"Translating Marketing Strategy: Implementation as a Managerial Communication," 1994, in *Marketing Managers Handbook*, eds. Sidney J. Levy and George Freyerichs, NY: Dartnell, 64-76.

"Brands, Trademarks, and the Law," 1981, (with Sidney J. Levy), in *Review of Marketing 1981*, eds. Ben M. Enis and Kenneth J. Roering, Chicago: American Marketing Association, 185-194.

Books

Focus Groups: Theory and Practice, Second, 2006, with David W. Stewart and Prem Shamdasani, Thousand Oaks, CA: Sage Publications.

Co-Editor (with Punam Keller), *Advances in Consumer Research*, 2003, Vol. XXX, Proceedings of the Association for Consumer Research Annual Conference, Valdosta, GA: Association for Consumer Research.

Editor, *Brands, Symbols, Consumers, and Research: Sidney J. Levy on Marketing*, 1999, Sage Publications.

Works in Progress

Let's Pretend: A Handbook of Projective Consumer Research Techniques, target publisher Sage.

Global Education Activities

USC IBEAR Faculty, 1998-2003.

USC PRIME & PM Globe Programs:

"Corporate Demand for an MBA Module in Pacific Rim Management," 1995.

PRIME Program Indonesian Country Desk Leader, 1998-1999

PRIME Program Vietnam & Thailand Country Desk Co-Leader, 2002-current.

PM Globe Program Singapore & Bangkok Country Desk Co-Leader, 2002-current.

CIBEAR Grant, 2001, Bhasa Indonesia language study

Professional Presentations: France, Canada, Thailand, Singapore, Indonesia, Ireland, United Kingdom, Switzerland.

USC Executive Education programs: Nestle, Samsung, Hatai, Ottogi, China Research Institute of Enterprise Culture, KAIST, Thai Department of Export Promotion, Automobile Club of Southern California.

Involvement in Professional Service Activities and Programs

Professional Organizations

Program Planning Committee, Association for Consumer Research, European Conference, Milan, Italy, 2006

Treasurer, Association for Consumer Research, 2004

Association for Consumer Research, Annual Conference Co-Chairperson (with Punam Anand Keller), 2002, Atlanta, Georgia

Advisory Council, Association for Consumer Research, 3-year appointment, 2002-2004.

Program Planning Committee, Association for Consumer Research Annual Conference, 1984 (Washington, D.C.), 1986 (Toronto), 1989 (New Orleans), 1991 (Chicago), 1992 (Vancouver), 1998 (Montreal), 1999 (Columbus, OH), 2009 (Pittsburg)

Co-Chair, Buyer Behavior Track, American Marketing Association Educators' Conference, 1998, Boston, MA

Judge, *Journal of Consumer Research*, Ferber Award competition, 1996

Judge, American Marketing Association Doctoral Dissertation Competition, 1987

Academic Journals and Publications

Editorial Board Member: *Journal of Consumer Research*, 1988 - 2006

Ad Hoc Reviewer, *Journal of Marketing*, 1999-present

Ad Hoc Reviewer, *Journal of Marketing Research*, 2006

Ad Hoc Reviewer, *Sloan Management Review*, 2002-present

Ad Hoc Reviewer, *Journal of Macromarketing*, 2005

Ad Hoc Reviewer, *Journal of Service Research*, 2007

Ad Hoc Reviewer, *International Journal of Service Industry Management*, 2005

Ad Hoc Reviewer, Journal of International Marketing, 2001-2002

Ad Hoc Reviewer: Journal of Business Research, 1992-1993

Ad Hoc Reviewer: Journal of Consumer Psychology, 1991, 1998

Ad Hoc Reviewer: Journal of Consumer Research, 1983-1987

Ad Hoc Reviewer: Journal of Retailing, 1986, 1992

Ad Hoc Reviewer: Journal of Business and Public Policy, 1993-1996

Reviewer: *Research in Consumer Behavior* series, JAI Press, 1986-1996, 2001

Competitive Paper Reviewer: Association for Consumer Research Annual Conference, 1984, 1986, 1996, 1997, 2003 (EACR)

Competitive Paper Reviewer: Second Conference on the Cultural Dimension of International Marketing, May 1995, Odense University, Odense, Denmark

Reviewer: "The Psychology of Fashion" Conference, New York University, 1984

Reviewer: *Advances in Nonprofit Marketing*, vol. 2, 1984

Community

Challenge for Charity, annual participant and contributor, 1995-present

Vice President for Academic Affairs, Southern California American Marketing Association, 1985-1986

Faculty Advisor, Beta Theta Pi fraternity (USC), 1985-1987

University Service

USC Ambassador, 2005-present

Faculty Growth and Development Initiative, Breakout Session Leader, 2006

Marshall School Service

International MBA Student Faculty Advisor, 2002-present

Marshall MBA 2008, 2009 Orientation, "Battle of the Beverages," session co-organizer (with Joseph Nunes)

Marketing Department Service

Department Chair, August, 2007-Current

MBA Marketing Curriculum Committee, 2000-2006.

APR Committee Member, 2005-2006.

Faculty Advisor, Graduate Marketing Association, 1993-2005

Faculty Advisor, Business Entertainment Association, 1997-2000

Faculty Director, MBA Business Field Projects, 1994-1995

Member, Dean's Faculty Advisory Committee, 1992-1994

Member, MBA Admissions Committee, 1994-1996

Advisory Committee, PRIME program, 1997-1999

Indonesia Country Officer, PRIME program, 1997-1999

Courses Taught

Graduate:

Consumer Behavior

New Product Development

Global Marketing Strategies

Marketing Management

Marketing Research

Marketing Strategy

Introduction to Business for Non-Business Majors

PRIME Indonesia; Singapore-Thailand; Vietnam-Thailand

PM.Globe Singapore-Thailand

Undergraduate:

Marketing Management

Consumer Behavior

Marketing Research

Marketing Analysis and Strategy

Executive Education:

Ottogi Corporation (Korea), 2007-2008

Auto Club of Southern California, 2006

Thai Department of Export Promotion, 2005

KAIST Branding Program, 2004-2008

Nestle University, Brand Equity Management, 2001
China Research Institute of Enterprise Culture, 1998
Samsung Marketing Managers Program, 1995-1997
Samsung Business Marketing Program, 1996
Korean Managers Marketing Program, 1994
SASIN Graduate Institute of Business Administration, Bangkok, 1989-1990