

Dr. Carolyn M. Bonifield

The University of Vermont
School of Business Administration
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Education

Ph D, University of Iowa, 2002.
Major: Marketing
Supporting Areas of Emphasis: Psychology

MBA, Michigan State University, 1986.
Major: Marketing

BA, Ohio University, 1982.
Major: Psychology; Social Work
Supporting Areas of Emphasis: Business Administration

Non-UVM Employment History

Academic - Post-Secondary

Head Teaching Assistant, University of Iowa. (August 1998 - May 2002).
Introduction to Marketing. Directed activities of 10 Teaching Assistants for 14 sections of approximately 500 students per semester. Maintained course Web site, wrote exams, maintained subject pool.

Instructor, Introduction to Marketing, University of Iowa. (June 2000 - August 2000).
Fully responsible for course design, instruction, and evaluation.

Teaching Assistant, Services Marketing (M.B.A. class), University of Iowa. (June 2000 - August 2000).
Graded student assignments and group projects. Maintained course Web site.

Instructor, Consumer Behavior, University of Iowa. (January 2000 - May 2000).
Taught course for first four weeks of semester until the professor, who was recovering from surgery, was able to return. Followed-up with lectures on e-commerce. Teaching assistant for remainder of semester.

Teaching Assistant, Services Marketing (M.B.A. class), University of Iowa. (June 1999 - August 1999).
Graded student assignments and group projects. Maintained course Web site.

Teaching Assistant, Introduction to Marketing, University of Iowa. (August 1997 - June 1999).
Responsible for leading weekly discussion section, primarily using case study method.
Taught Honors Section during Fall 1998 and Spring 1999. Awarded the M. Bhanu Murthy Excellence in Teaching Award, 1997-98.

Professional

President/Founder, Trafalgar, Ltd. (February 1991 - January 1996).

Owned and operated a profitable food service business whose primary products were espresso-based beverages, specialty coffees, and pastries. Achieved annual gross sales of approximately \$450,000. Responsible for all aspects of operating a business including, but not limited to, planning, advertising and PR, personnel (staff of approximately 20-25 employees), daily operations, budgeting and accounting. Sold business in January 1996.

Marketing Manager, Awrey, Inc. (November 1989 - October 1990).

Planned and coordinated the implementation of all marketing activities for broad retail product line. Designed and launched comprehensive promotional program for new product line. Achieved a 13% increase in overall sales for the retail division.

Product Manager, Unilever (Shedd's Food Division). (May 1987 - October 1989).

Planned, executed, and evaluated all national activities for three brands (Promise, Buttermatch Blend, and Mrs. Butterworth's Syrup) to the food service market. Developed brand marketing plans. Managed brand P&L's and expense budgets. Developed brand line extensions. Provided marketing information/support to field sales. Forecasted product sales for purchasing and operations. Recommended pricing for brands. Designed and implemented national roll-out program which achieved \$300,000 profit before fixed costs for new brand in its first full year of sales. Managed programs and packaging changes that generated sales of 76% over previous year and 27% over quota for existing brand.

Assistant Product Manager, Unilever (Shedd's Food Division). (May 1987 - January 1988).

Contributed to the design and implementation of promotional programs. Managed broker incentive programs. Tracked and evaluated national promotions. Monitored competitor activities. Conducted market research for potential new products.

Licensures and Certifications

Digital Marketing Certification, HubSpot. (May 2024 - Present).

Certified Digital Marketing Professional (CDMP), American Marketing Association/Digital Marketing Institute. (August 2023 - Present).

Professional Memberships

Digital Marketing Institute. (2023 - Present).

American Academy of Advertising. (2001 - Present).

American Marketing Association. (2001 - Present).

Association for Consumer Research. (2001 - Present).

Society for Consumer Psychology. (2001 - Present).

TEACHING

Teaching Experience

The University of Vermont (only includes courses taught since 2001)

BSAD 150, Marketing Management, 7 courses.
BSAD 153, Consumer Behavior, 39 courses.
BSAD 155, Marketing Communications, 44 courses.
BSAD 195, Services Marketing, 5 courses.
BSAD 301, Sustainable Marketing, 1 course.
BSAD 395, AST: Marketing Communications, 4 courses.
BUS 2500, Marketing Management, 1 course.
BUS 3530, Consumer Behavior, 2 courses.
BUS 3550, Digital Marketing, 3 courses.
BUS 3554, Services Marketing, 3 courses.
BUS 3555, Marketing Communications, 6 courses.
BUS 4996, Business Admin Honors Thesis, 3 courses.
MBA 301, Sustainable Brand Marketing, 2 courses.

Non-Credit Instruction

Certification, Fribourg, 25 participants. (October 10, 2013). I will be compensated for customizing a four hour session for the Executive MBA Fribourg University Group. The rate of compensation will be \$750 for a four hour session (Hrly wage is \$187.50) on October 10, 2013. Topic: Product Management

Directed Student Learning

Undergraduate Honors Thesis, "Leaving an impression: How can different storytelling principles affect the effectiveness of a movie trailer?," BSAD-Marketing. (August 15, 2023 - May 10, 2024).
Advised: Pierce Deboer

Undergraduate Honors Thesis, "Collective Nostalgia's Effect on Consumer Behavior," BSAD-Marketing. (January 15, 2023 - May 10, 2024).
Advised: Jasper Willams

Undergraduate Honors Thesis, "Career Pathways of Female and Male Leaders in Business and Politics: An Exploratory Comparative Study of Career Progression and Work-Life Management," BSAD-Marketing. (January 13, 2020 - May 2020).
Advised: Victoria Biondolillo

Undergraduate Honors Thesis, "Driving User Activity in Social Media," BSAD-Marketing. (August 2013 - May 2014).
Advised: Danielle Francis

Undergraduate Honors Thesis, "Government Regulation and Consumer Reaction," BSAD-Marketing. (April 2012 - May 2013).
Advised: Raymond Trainque

Undergraduate Honors Thesis, "Order Effects in Online Product Reviews," BSAD-Marketing. (January 2012 - May 2012).
Advised: Danielle Winkler

Undergraduate Honors Thesis, "FeelGood: Ending World Hunger, One Grilled Cheese at a Time," BSAD-Marketing. (September 2008 - May 2009).
Advised: Jamie Seiffer

Undergraduate Honors Thesis, "Internet Advertising: Death Knell or Rebirth for the Traditional Agency?," BSAD-Marketing. (September 2008 - May 2009).
Advised: Nathan Gordon

Directed Individual/Independent Study, "Consumer Perceptions of Retailing in Virtual Worlds," BSAD-Marketing. (January 2008 - May 2008).
Advised: Jamie Webber

Directed Individual/Independent Study, "Advertising in Virtual Worlds: Examining Trust and Reputation," BSAD-Marketing. (January 2008 - May 2008).
Advised: Megan Piro

Awards and Honors

Outstanding Professor Award, University of Vermont. (2005). Interfraternity Council & Panhellenic Council

M. Bhanu Murthy Excellence in Teaching Award, University of Iowa. (1998).

RESEARCH

Published Intellectual Contributions

Book Chapters

Bonifield, C., Cole, C. A., Arias, A. (2020). Comprehension of and Vulnerability to Persuasive Marketing Communications Among Older Consumers. In Aimee Drolet and Carolyn Yoon (Ed.), *The Aging Consumer: Perspectives from Psychology and Marketing* (2nd Edition ed., pp. 18 pages). Abingdon: Routledge (Taylor & Francis Group).

Bonifield, C., Bailey, A. A., Arias, A. (2020). Modeling Consumer Engagement with Front Line Service Providers. In Eileen Bridges, Kendra Fowler (Ed.), *The Routledge Handbook of Service Research Insights and Ideas* (pp. 15 pages). Abingdon: Routledge (Taylor & Francis Group).

Bonifield, C., Cole, C. A. (2009). *Comprehension of Marketing Communications among Older Consumers*. New York, New York: The Aging Consumer: Perspectives from Psychology and Economics.

Bonifield, C., Cole, C. (2007). In Gerard J. Tellis and Tim Ambler (Ed.), *Advertising to Vulnerable Segments*. Thousand Oaks, California: Handbook of Advertising/Sage Publications.

Refereed Journal Articles

- Bailey, A. A., Bonifield, C., Arias, A., Villegas, J. (2022). Mobile payment adoption in Latin America. *Journal of Services Marketing (Emerald)*, 36(8), 1058-1075.
- Bonifield, C., Bailey, A. A., Elhai, J. (2021). Modeling consumer engagement on social networking sites: Roles of attitudinal and motivational factors. *Journal of Retailing and Consumer Services (Elsevier)*, 59.
- Bonifield, C., Bailey, A. A., Arias, A. Social media use by young Latin American consumers: An exploration. *Journal of Retailing and Consumer Services/Elsevier*, 43 (2018), 10-19.
- Bonifield, C., Bailey, A. A. (2010). Broken (Promotional) Promises: The Impact of Firm Reputation and Blame. *Journal of Marketing Communications*, 16(5), 287-306.
- Bonifield, C., Cole, C., Schultz, R. L. (2010). Product Returns on the Internet: A Case of Mixed Signals?. *Journal of Business Research*, 63(9-10), 1058-1065.
- Bonifield, C., Tomas, A. (2009). Intellectual Property Issues for Marketers in the Virtual World. *Journal of Brand Management, Palgrave Macmillan*, 16(8), 571-581.
- Bonifield, C., Bailey, A. A., Tomas, A. (2008). Where Avatars Come From: Exploring Consumers' Motivations in Virtual Worlds. *Innovative Marketing*, 4(4), 6-13.
- Bonifield, C., Cole, C. (2008). Better Him Than Me: Social Comparison Theory and Service Recovery. *Journal of the Academy of Marketing Science*, 36(4), 565-577.
- Bonifield, C., Cole, C. (2007). Affective Responses to Service Failure: Anger, Regret, and Retaliatory versus Conciliatory Responses. *Marketing Letters*, 18(1), 85-99.
- Bonifield, C., Kurata, H. (2007). How Customization of Pricing and Item Availability Information Can Improve E-Commerce Performance. *Journal of Revenue and Pricing Management*, 5(4), 305-314.

Conference Proceedings

- Bonifield, C. (2020). *Impact of service provider social CRM efforts on consumer engagement*. La Londe Conference 2020 (16th International Research Conference in Service Management).
- Bonifield, C. (2011). "C'est Moi Qui Decide?" "Oui, C'est Vous Qui Decidez": Role of Personality Factors in Influencing Consumer Response to Self-Determined Promotions. ESCP Europe.
- Bonifield, C., Bailey, A. A. (2010). "All the (Retailing) World's a Stage": A Dramaturgy of Retailing. ESCP Europe.
- Tomas, A., Bonifield, C. (2008). *A Different Reality: Considering Possible Selves in the Virtual World*. Philadelphia, Pennsylvania: Advertising and Consumer Psychology Conference/Society for Consumer Psychology.

Presentations Given

- Bonifield, C. (Author & Presenter), Bailey, A. A. (Author & Presenter), La Londe Conference, "Impact of Service Provider Social CRM Efforts on Consumer Engagement," Aix-Marseille Graduate School of Management, La Londe les Maures, France. (June 2020).
- Bonifield, C. (Author), Cole, C. A. (Author & Presenter), Kim, Y. K. (Author), Marketing and Public Policy Conference, "The Privacy Paradox at a Mobile Coupon Site," Washington, District Of Columbia, United States. (June 2019).
- Bonifield, C. (Author & Presenter), Cole, C. A. (Author), (Author), Marketing and Public Policy Conference, "Age Differences in Responses to Mobile Technology," Washington, District Of Columbia, United States. (June 2015).
- zz-Zhang, J., Bonifield, C., Lucas, M., Production and Operations Management Society Conference, "What Drives Successful Homesharing Matches? A Longitudinal Study," Washington, D.C., United States. (May 2015).
- Bonifield, C. (Author & Presenter), 2011 International Marketing Trends Conference, "'C'est Moi Qui Decide?' 'Oui, C'est Vous Qui Decidez': Role of Personality Factors in Influencing Consumer Response to Self-Determined Promotions," ESCP Europe, Paris, France. (January 2011).
- Bonifield, C., Bailey, A. A., 2010 International Marketing Trends Conference, "'All the (Retailing) World's a Stage": A Dramaturgy of Retailing," ESCP Europe, Venice, Italy. (January 2010).
- Bonifield, C. (Author & Presenter), Tomas, A. (Author & Presenter), Advertising and Consumer Psychology Conference, "A Different Reality: Considering Possible Selves in the Virtual World," Society for Consumer Psychology, Philadelphia, Pennsylvania, United States. (2008).
- Bonifield, C. (Author & Presenter), Cole, C. A. (Author), Society for Consumer Psychology, "Effects of Anger, Regret, Distributive Justice and Social Comparison on Post-Purchase Behaviors," San Francisco, California, United States. (2004).
- Bonifield, C. (Author & Presenter), Cole, C. (Author), Schultz, R. L. (Author), Society for Consumer Psychology, "Product Returns on the Internet: A Consumer Side Study," New Orleans, Louisiana, United States. (2003).
- Bonifield, C. (Author & Presenter), Cole, C. A. (Author), Society for Consumer Psychology, "The Effects of Regret and Anger on Postpurchase Behaviors," Austin, Texas, United States. (2002).
- Bonifield, C. (Author & Presenter), Cole, C. A. (Author), Schultz, R. (Author), Marketing and Public Policy Conference, "Product Returns on the Internet," Washington, District Of Columbia, United States. (2001).
- Bonifield, C. (Author & Presenter), Cole, C. A. (Author), Association for Consumer Research, "The Impact of Perceived Control, Counterfactual Thoughts, and Regret on Product Returns: The Case of E-Commerce," Salt Lake City, Utah, United States. (2000).
- Bonifield, C. (Author & Presenter), Nebraska Marketing Doctoral Symposium, University of Iowa, Lincoln, Nebraska, United States. (2000).

Awards and Honors

Dean's List, Ohio Univeristy. 1980, 1981, 1982

Manasseh Cutler Scholarship, Ohio University.

AMA-Sheth Doctoral Consortium Fellow, University of Miami. (2001).

Marketing Department Fellowship, University of Iowa. (2001).

Beta Gamma Sigma. (1986). Beta Gamma Sigma business honor society, inducted while an MBA student

Graduated with honors, Ohio University. (1982).

Intellectual Contributions in Submission

Refereed Journal Articles

Bonifield, C., Bailey, A. A., Arias Salazar, A., Villegas Gomez, J. Social CRM and reciprocal behaviour among Latin American consumers. *International Journal of Retail & Distribution Management (Emerald)*.

Research Currently in Progress

"A conceptual model of digital banking assistant use" (On-Going). Co-Author(s): Bonifield, Carolyn, Ainsworth Bailey (University of Toledo)
We are in the process of testing a conceptual model of digital banking assistant (DBA) use. We have collected some data but plan to collect additional data.

"Consumer engagement on social media in Columbia: Assessment of a parsimonious model" (Writing Results). Co-Author(s): Bonifield, Carolyn, Ainsworth A. Bailey (University of Toledo), Alejandro Arias (Universidad EAFIT), Juliana Villegas Gomez (Universidad EAFIT)
The current study developed and tested a serial mediation model linking retailer support of consumers' social media interactions, perceived retailer social CRM commitment, and related consumer outcomes, in particular consumer satisfaction with retailers' social media efforts and, subsequently, consumers' social media engagement and electronic word-of-mouth (eWOM). The model posits that retailers' support for consumers' social media interactions has a positive impact on perceived social CRM commitment of retailers, which in turn positively influences consumer satisfaction with retailers' social media efforts. This latter variable ultimately has a positive influence on consumer behavioral intention, as expressed via consumer media engagement and transmission of eWOM about the retailer. Data to assess the hypothesized relationships in the conceptual model were collected online from consumers in Columbia. The results indicate that retailer support for social media interactions, perceived social media commitment, and satisfaction with social media all have significant impacts on eWOM and consumer social media engagement. In addition, a number of mediational relationships were established.

SERVICE

College Service

Committee Member, Faculty Standards Committee. (September 2010 - Present).

Faculty Advisor, UVM Marketing Club. (January 1, 2025 - December 31, 2025).

Faculty Advisor, Women in Business Club. (January 1, 2025 - December 31, 2025).

Faculty Advisor, UVM Marketing Club. (January 1, 2024 - December 31, 2024).

Faculty Advisor, Women in Business Club. (January 1, 2024 - December 31, 2024).

Faculty Advisor, Women in Business Club. (August 15, 2023 - December 31, 2023).

Faculty Advisor, UVM Marketing Club. (January 1, 2023 - December 31, 2023).

Faculty Advisor, UVM Marketing Club. (March 1, 2022 - December 31, 2022).

Committee Member, Search Committee for GSB Digital Media Professional. (March 1, 2022 - March 30, 2022).

Attendee, Meeting, Admitted Student Visit Days. (April 2018).

Attendee, Meeting, Admitted Student Visit Days. (April 2017).

Committee Member, Subcommittee to review process for faculty evaluation of teaching. (February 2017 - March 2017).

Attendee, Meeting, Admitted Student Visit Days. (February 2016).

Committee Chair, BSAD, ad-hoc-Search-Marketing TT. (March 2015 - November 2015).

Attendee, Meeting, Admitted Student Visit Days. (April 2014).

Committee Member, Honors Day committee. (January 2013 - May 2013).

Attendee, Meeting, Admitted Student Visit Days. (April 2013).

Committee Member, BSAD, Online Course Equivalency Guidelines Committee. (October 2012 - November 2012).

Committee Member, BSAD, ad-hoc-Curriculum Review & Strategic Planning. (September 2011 - May 2012).

Attendee, Meeting, Admitted Student Visit Days. (April 2012).

Committee Member, BSAD, ad-hoc-Search-POM/SCM. (September 2011 - February 2012).

Committee Member, BSAD, Faculty Standards Committee-Mentoring-Arel, FSC appointment. (September 2011 - December 2011).

Committee Member, BSAD, Faculty Standards Committee-Mentoring-Beaudoin, FSC appointment. (September 2011 - December 2011).

Attendee, Meeting, Admitted Student Visit Days. (April 2011).

Faculty Advisor, Marketing Club/American Marketing Association Chapter (co-advisor w/A. Tomas). (September 2010 - December 2010).

Committee Member, Alumni Engagement Subcommittee (Board of Advisors). (April 2010 - December 2010).

Faculty Advisor, Marketing Club/American Marketing Association Chapter (co-advisor w/A. Tomas). (September 2009 - May 2010).

Meet with admitted students and parents, Admitted Student Visit Day. (April 16, 2010).

Committee Member, Management Strategy Candidate Search Committee. (August 2009 - March 2010).

Committee Member, Global and Civic Awareness Ad Hoc Committee. (February 2009 - May 2009).

Committee Member, Undergraduate Studies Committee. (August 2003 - May 2006).

University of Vermont Academic Panel. (August 2003 - May 2006).

Student Org Advisor (Professional Org), UVM American Marketing Association. (August 2003 - May 2006).

University Service

Committee Member, Faculty Senate Catamount Core Curriculum Committee. (August 2025 - June 30, 2028).

Committee Member, Faculty Senate Executive Council. (August 2024 - June 30, 2025).

Committee Chair, Faculty Senate Professional Standards Committee. (August 2024 - June 30, 2025).

Committee Member, Academic Leadership Council Planning Committee. (September 2024 - February 2025).

Committee Member, Faculty Senate Constitution and Bylaws Committee. (September 2024 - December 2024).

Committee Member, Faculty Senate Executive Council. (August 2023 - June 30, 2024).

Committee Chair, Faculty Senate Professional Standards Committee. (August 2023 - June 30, 2024).

Committee Member, Campus Safety Awards Group. (September 2023 - March 2024).

Committee Member, Academic Leadership Council Planning Committee. (September 2023 - February 2024).

Committee Member, Faculty Senate Executive Council. (August 2022 - June 30, 2023).

Committee Chair, Faculty Senate Professional Standards Committee. (August 2022 - June 30, 2023).

Committee Chair, Faculty Senate Professional Standards Committee. (August 30, 2021 - June 30, 2022).

Committee Member, Faculty Senate Executive Council. (August 2021 - June 30, 2022).

Committee Member, Vice Provost for Faculty Affairs Advisory Committee. (December 1, 2021 - January 21, 2022).

Committee Member, Faculty Senate Professional Standards Committee. (January 2010 - May 31, 2021).

Committee Member, RPT Panel -- PSC Members (for RPT Week 2019). (March 5, 2019).

Committee Member, RPT Panel -- PSC Members (for RPT Week 2019). (March 4, 2019).

Committee Member, RPT Panel -- PSC Members (for RPT Week 2018). (March 8, 2018).

Committee Member, Faculty Senate Professional Standards Committee. (July 2, 2014).

Committee Member, Faculty Senate Professional Standards Committee. (August 15, 2013).

Committee Member, Faculty Senate Professional Standards Committee. (July 30, 2013).

Committee Member, Faculty Senate Professional Standards Committee. (July 10, 2012).

Advisor for incoming students, Orientation. (June 2004 - August 2004).

Advisor for incoming students, Orientation. (June 2003 - August 2003).

Professional Service

Editorial Review Board Member, The Service Industries Journal. (January 1, 2025 - December 31, 2025).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2024 - December 31, 2024).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2023 - December 31, 2023).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2022 - December 31, 2022).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2021 - December 31, 2021).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2020 - December 31, 2020).

Reviewer, Ad Hoc Reviewer, Journal of Retailing and Consumer Services. (July 2019 - December 2019).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2019 - December 31, 2019).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2018 - December 31, 2018).

Reviewer, Ad Hoc Reviewer, Journal of Retailing and Consumer Services. (April 2018 - November 2018).

Reviewer, Ad Hoc Reviewer, European Journal of Marketing. (June 2018).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2017 - December 31, 2017).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2016 - December 31, 2016).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2015 - December 31, 2015).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2014 - December 31, 2014).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (March 2014).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2013 - December 31, 2013).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (October 2013).

Reviewer, Ad Hoc Reviewer, Marketing Letters. (September 2013).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (July 2013).

Reviewer, Ad Hoc Reviewer, Marketing Letters. (December 2012 - April 2013).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2012 - May 31, 2012).

Reviewer, Ad Hoc Reviewer, The Service Industries Journal. (November 2011).

Reviewer, Conference Paper, 2012 Society for Consumer Psychology Conference. (October 2011).

Reviewer, Ad Hoc Reviewer, The Service Industries Journal. (August 2011).

Reviewer, Ad Hoc Reviewer, 2011 SCP-Sheth Foundation Dissertation Proposal Competition. (June 2011).

Reviewer, Ad Hoc Reviewer, The Service Industries Journal. (April 2011).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Communications. (2010).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (November 2010).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (October 2010).

Reviewer, Ad Hoc Reviewer, 2010 SCP-Sheth Foundation Dissertation Proposal Competition. (June 2010).

Session Chair, 2010 Society for Consumer Psychology Conference. (February 2010).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (January 2010).

Reviewer, Ad Hoc Reviewer, 2010 Society for Consumer Psychology Conference Proceedings. (2009).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (2009).

Reviewer, Ad Hoc Reviewer, 2009 SCP-Sheth Foundation Dissertation Proposal Competition. (June 2009).

Reviewer, Ad Hoc Reviewer, 2008 SCP-Sheth Foundation Dissertation Proposal Competition. (2008).

Reviewer, Ad Hoc Reviewer, 2009 Society for Consumer Psychology Conference Proceedings. (2008).

Reviewer, Ad Hoc Reviewer, Journal of Electronic Commerce Research. (2008).

Reviewer, Ad Hoc Reviewer, Journal of Marketing. (2008).

Reviewer, Ad Hoc Reviewer, Journal of Service Research. (2008).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (2008).

Reviewer, Ad Hoc Reviewer, MIS Quarterly. (2008).

Reviewer, Ad Hoc Reviewer, Psychology & Marketing. (2008).

Committee Member, American Academy of Advertising-Industry Relations Committee 2007. (2007 - 2008).

Session Chair, 2008 Society for Consumer Psychology Conference. (February 2008).

Reviewer, Ad Hoc Reviewer, 2007 AMA Marketing and Public Policy Conference Proceedings. (2007).

Reviewer, Ad Hoc Reviewer, 2008 Society for Consumer Psychology Conference Proceedings. (2007).

Reviewer, Ad Hoc Reviewer, Psychology & Marketing. (2007).

Session Chair, 2007 Society for Consumer Psychology Conference. (February 2007).

Reviewer, Ad Hoc Reviewer, 2006 SCP-Sheth Foundation Dissertation Proposal Competition. (2006).

Reviewer, Ad Hoc Reviewer, 2007 Society for Consumer Psychology Conference Proceedings. (2006).

Reviewer, Ad Hoc Reviewer, Psychology & Marketing. (2006).

Session Chair, 2005 AMA Winter Conference. (2005).

Reviewer, Ad Hoc Reviewer, 2005 SCP-Sheth Foundation Dissertation Proposal Competition. (2005).

Reviewer, Ad Hoc Reviewer, 2006 AMA Winter Conference Proceedings. (2005).

Reviewer, Ad Hoc Reviewer, 2006 Society for Consumer Psychology Conference Proceedings. (2005).

Reviewer, Ad Hoc Reviewer, 2004 SCP-Sheth Foundation Dissertation Proposal Competition. (2004).

Reviewer, Ad Hoc Reviewer, 2005 AMA Winter Conference Proceedings. (2004).

Reviewer, Ad Hoc Reviewer, 2005 Society for Consumer Psychology Conference Proceedings. (2004).

Reviewer, Ad Hoc Reviewer, 2003 AMA Marketing and Public Policy Conference Proceedings. (2003).

Reviewer, Ad Hoc Reviewer, 2003 SCP-Sheth Foundation Dissertation Proposal Competition. (2003).

Reviewer, Ad Hoc Reviewer, 2004 Society for Consumer Psychology Conference Proceedings. (2003).

Development Activities Attended

Conference Program, "International Marketing Trends Conference." (January 2011).

Faculty Fellowship, "Visiting Professor Program," Advertising Educational Foundation. (July 12, 2010 - July 23, 2010).

Conference Attendance, "Society for Consumer Psychology Conference." (February 2010).

Conference Attendance, "International Marketing Trends Conference." (January 20, 2010 - January 24, 2010).

Seminar, "Stata Lecture Series & School of Business Research Seminar Series," School of Business Administration. (2002 - 2007).

Panel, "School of Business Administration Marketing Panel," UVM School of Business Administration. (October 2007).

Panel, "UVM School of Business Administration Finance Panel," UVM School of Business Administration. (October 2006).

Panel, "UVM School of Business Administration Real Estate Panel," UVM School of Business Administration. (October 2005).

Seminar, "The Art & Craft of Discussion Leadership," Harvard Business School. (April 30, 2004 - May 1, 2004).