

Resume

MARC G. WEINBERGER
Professor of Marketing
University of Massachusetts/Amherst

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Work:

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EDUCATION

- Ph.D. Arizona State University, May 1976
Major Field: Marketing
Minor Field: Social Psychology and Management
- M.B.A. University of Massachusetts, December 1971
Concentration in Marketing
- B.B.A. University of Massachusetts, May 1970
Major: Quantitative Methods/Management Science

ACADEMIC EXPERIENCE

University of Massachusetts, School of Management, Full Professor 1991 - present, Associate Professor, September 1982 - 1991.

Lecturer and visiting researcher, Cardiff University, January – March 2003

Associate Dean, Faculty Development and Research, University of Massachusetts, 1995-2003.

Honorary Senior Research Fellow, Birmingham University, U.K., 1993-1996.

University of Massachusetts, Director of Management Research Center, September 1, 1985 - 1994.

University of Massachusetts, School of Management, Full Professor 1991 - present, Associate Professor, September 1982 - 1991.

Cranfield School of Management, U.K., Visiting Senior Lecturer, 1984 -1985.

University of Massachusetts, School of Business, Assistant Professor, Marketing, September 1976 to 1982.

Arizona State University, College of Business, Instructor, Department of Marketing, September 1975 - May 1976.

Arizona State University, College of Business, Graduate Instructor, Department of Marketing, September 1972-1973, 1974 - May 1975

Arizona State University, College of Business, Research Associate, September 1973 - May 1974, Center for Health Service Administration.

EXECUTIVE DEVELOPMENT

Seminars ranging from advertising, marketing and crisis management delivered in U.S. , U.K., and Sweden, 1994.

Cranfield School of Management, U.K., Wide-range of courses for professional managers, 1984 - 1985.

International Executive Training Program, University of Massachusetts, School of Business Administration, Summer 1978, 1979, 1982, 1985, teaching -- Marketing Computer Simulation, Selected Topics in Marketing Management, Marketing Communication.

Professional Seminar, Division of Continuing Education, Marketing for Non-Marketing Managers, 1979.

RESEARCH ACTIVITIES

A. RESEARCH IN PROGRESS

“How Are Corporate Brand Opinion, Publicity, Advertising and Corporate Value Related,” with Harlan. Datasets from four sources will be combined to examine the relationship of communication and perceptions of the company as well as its stock value. To be submitted to European Journal Of Marketing

“Magazine Advertising Performance: A Closer Look,” with Harlan Spotts.

“Humor in Advertising: The Role of Perceived Humor”, with Harlan Spotts. Data collected and ready for analysis. To be submitted initially to American Academy of Advertising (AAA) conference and then to the Journal of Advertising or Journal of Advertising Research.

“Not All Smoke and Mirrors? A Look at The Pre and Post Joe Camel Era,” with Harlan Spotts and Ereni Markos.” To be submitted to the Journal of Advertising Research.

Book projects planned “Roadside Humor: Outdoor Advertising in the 20th Century” and “Humor in Magazine Campaigns: A Snapshot”

B. PUBLICATIONS

1. Books

Humor in Advertising: A Comprehensive Analysis with Charles Gulas, M.E. Sharpe Publishers, 2006.

Effective Radio Advertising with Leland Campbell and Beth Brody, Lexington Publishers- Division of Macmillan (now Jossey-Bass), 1994.

2. Journal Articles

"Consumer Derived Utilitarian Value and Channel Utilization in a Multi-Channel Retail Context," with Stephanie M. Noble, and David Griffith, Journal of Business Research, 2005, 58(12), 1643-1651.

"The Impact of of Perceived Humor on Ad Performance," with Karen Pappas and Charles, Journal of Current Issues and Research in Advertising, volume XXVI, 1, Spring 2004, 25-36.

"A Test of Ad Appeal Effectiveness in Poland and the U.S.: The Interplay of Appeal, Product and Culture, with Elzbieta Lepowska-White and Thomas Brashear, Journal of Advertising, Fall 2003, 32, 3, 57-68.

"Humor in Advertising", with Charles Gulas, in The Advertising Age Encyclopedia of Advertising, Volume 2, Fitzroy Dearborn, 2003, 824-828.

"The Influence of Negative Information on Purchase Behaviour," with Elzbieta Lepowska-White, Journal of Marketing Management, Summer 2000, 16, 465-482.

"Assessing the Use and Impact of Humor on Advertising Effectiveness: A Contingency Approach," with Harlan Spotts and Amy Parsons, Journal of Advertising, Fall 1997, XXVI,3, 17-32. Received Citation of Excellence from ANBAR.

"The Use of Humor in Different Advertising Media," with Harlan Spotts, Leland Campbell and Amy Parsons, Journal of Advertising Research, June-July 35,3, 1995, 44-56.

"L'Utilisation et L'effet de L'humour en Publicite", with Harlan Spotts, Leland Campbell and Amy Parsons, Decisions Marketing, Avril, 4, 1995, 27-33.

"The Impact of Humor in Advertising: A Review," with Charles Gulas, Journal of Advertising, 21 (4) 1992.

"The Use and Impact of Humor in Radio Advertising," with Leland Campbell, Journal of Advertising Research, December-January 1991, 44-52.

"Negative Product Safety News: Coverage, Responses, and Effects," with J. Romeo and A. Piracha, Business Horizons, May-June 1991, 23-31.

"A Situational View of Information Content in TV Advertising in the U.S. and U.K.," with H. Spotts, Journal of Marketing, 53(1), January 1989, 89-84.

"The Impact of Negative Product News," Business Horizons, 32(1) January-February 1989, 44-50.

"Humor in Television Advertising in the U.S. and U.K." with H. Spotts, Journal of Advertising, 19(2) 1989.

"Products as Targets of Negative Information: Some Recent Findings," European Journal of Marketing, 20(314), 1986, 110-128.

"Consumer Risk Perceptions: Managerial Tool for the Service Encounter," with W. George and P. Kelley, in Czepiel, Solomon and Surprenant, The Service Encounter, D. C. Heath and Company, 1985, 83-100.

"The Impact of Negative Network News: An Experimental Analysis," with C. Allen and W. Dillon, Journalism Quarterly, Summer 1984, 287-294.

"Humor in Advertising: A Practitioner Perspective," with T. Madden, Journal of Advertising Research, 24(4) August/September, 1984, 23-29.

"The Effects of Humor on Attention in Magazine Advertising," with T. Madden, Journal of Advertising, 11(3), 1982.

"The Impact of Negative Marketing Communication: The Chrysler/Consumers Union Controversy," with C. Allen and W. Dillon, Journal of Advertising, 10(4), 1981, 20-28.

"Services Versus Goods: A Difference in Informational Influences, The Journal of the Academy of Marketing Science, with Stephen W. Brown, Fall 1978, 384-402.

"An Information Integration Analysis of Retail Store Image," Journal of Applied Psychology with John Reich and Jeffrey Ferguson, October 1977, 62, 5, 609-614.

3. Published Proceedings and other

"Marketing Communication and Company Brand Attitude," with Dale Tzeng, Paul Bottomley and Harlan Spotts, Proceedings of the 2005 AMA Winter Educator's Conference, San Antonio, Texas.

"A Test of Ad Appeal Effectiveness in Poland and the U.S.: The Interplay of Appeal, Product and Culture," (Abstract), with Elzbieta Lepkowska-White, and Thomas Brashear, in 2001 Proceedings of the American Academy of Advertising, Charles Taylor, ed., 27-28.

"A Multi-level Analysis of Salesforce Compensation: Adopting a Contingency Theory Perspective," with Karen Flaherty, 2000 AMA Winter Marketing Educator Conference.

"Not Just Smoke and Mirrors: The Perception and Reality of Joe Camel's Impact as a Brand Spokes-Character", with Harlan Spotts in 1998 Proceedings of the American Academy of Advertising, Darrel Muehling, ed., pp.90-95.

"Creative Strategy and Execution in International Magazine Advertising: A U.S./U.K. Comparison," with Harlan Spotts and Amy Parsons, Proceedings of the American Academy of Advertising, Spring 1995.

"An Investigation of Communication Cues that Affect Consumers' Responses to Negative Product Safety News," with David Antes and Jean Romeo, Association for Consumer Research, Proceedings, 1996.

"Variations in the Use and Impact of Radio Advertising", with Leland Campbell, Proceedings of the American Academy of Advertising, Spring 1995.

"Reactions to Negativity and Risk: An Integrated Model", Social and Behavioral Economics Conference, Proceedings, 1994.

"Price Cues and Perceptions of Quality Value and Willingness to Buy", with W. George, P. Kelly and C. Kaufman, Proceedings of Symposium on Patronage Behavior and Retail Strategy on the Cutting Edge", volume 3, 1993.

"Differences in Magazine and TV Advertising Styles in the U.S. and U.K.: Myth or Reality?" with Harlan Spotts, Proceeding of A.C.R Summer Meeting, Amsterdam, 1992.

"British and American Television Advertising: A Contrast in Styles," with Harlan Spotts, Proceeding of the American Academy of Advertising, Rebecca Holman ed, 1991, 63-69.

"Negative Product Communication: A Series of Experimental Studies," in Proceedings of 12th International Research Seminar in Marketing, Aix-en-Provence, France, 1985, 313-338.

"Risk Perceptions: A Reexamination of Services versus Goods," with George, Tsou and Kelly, Southern Marketing Proceedings, 1984.

"An Approach to Measuring Thought Patterns and Gauging Causal Schema," with W. Dillon, C. Allen and T. Madden, Proceedings of The Association for Consumer Research, 1982.

"Causal Modeling in Marketing: A Latent Structure Analysis Approach," with T. J. Madden and W. R. Dillon, Marketing Theory: Philosophy of Science Perspectives, Ronald Bush and Shelby Hunt eds., Chicago: American Marketing Association, 1982, 289-294.

"Negative Information: Perspectives and Research Directions," with Allen and Dillon, Kent B. Monroe, ed., Advances in Consumer Research, Vol. VIII, 1981, 398-404.

"Cigarette Advertising: Tactical Changes in the Pre and Post Broadcast Era," with L. Campbell and F. D. Dugrenier, in Proceedings of the American Academy of Advertising, H. Keith Hunt ed., 1981, 136-141.

"A Comparison of User Satisfaction with State Health Insurance Plans," General Court of Massachusetts, Post Audit and Oversight Bureau, Committee on Post Audit and Oversight, PAB, February, 1981.

"Consumer Issues in Marketing," Chapter 22 in C. Schewe and R. Smith, Marketing: Concepts and Applications, McGraw-Hill, 1980.

"Some Validity and Reliability Issues in the Measurement of Attribute Utilities," with P. Cattin, in Jerry Olson, ed., Advances in Consumer Research, Vol. VII, 1980, 780-783.

"The Effects of Unfavorable Product Information," with W. Dillon, in Jerry C. Olson, ed., Advances in Consumer Research, Vol. VII, 1980, 528-532.

"The Impact of Components of Female Role Portrayals in Advertising, with E. Slate, in Bagozzi et. al., eds., Marketing in The 1980's: Changes and Challengers, Chicago, IL: American Marketing Association, Series 46, 1980, 269-272.

"Twenty Years of Women in Magazine Advertising: An Update," with Susan Petroschius and Stuart Westin, in Beckwith, et. al., eds., 1979 Educators Conference Proceedings, Chicago, IL: American Marketing Association, Series 44, 373-377.

"Causal Attributions with Goods Compared to Services," in Franz et. al., eds., Proceedings of The Southern Marketing Association 1978 Conference, 1978 with Mizerski, 146-149.

"Negative Product Information: Preliminary Public Policy Implications," in Franz et. al., eds., Proceedings of The Southern Marketing Association 1978 Conference, 1978, 235-238.

"Positivism and Normativism: A Crossroad in Marketing Education," in Greenberg and Bellenger, eds., Contemporary Marketing Thought, Chicago, IL: American Marketing Association, 1977, 50-54.

"An Investigation Into the Differential in Attributions of Housewives When Processing Information About Goods Versus Services," with Mizerski, in Greenberg and Bellenger, eds., Contemporary Marketing Thought, Chicago, IL: American Marketing Association, 1977, 514.

"An Application of Conjoint Measurement to the Investigation of Retail Store Image," Proceedings National AIDS, 1977, with Philippe Cattin, 579.

"Modeling Multiattribute Decisions: Some Methodological Considerations," Proceedings National AIDS, 1977, with Philippe Cattin, 448-450.

"The Impact of Negative Product Information," Proceedings of the 1977 Southern Marketing Association Conference, 1977, 131-134.

"Marketing Applications of the LDF to Qualitative Data: An Analysis and Limitations," Proceedings National AIDS, 1977 with William F. Dillon, 180-182.

"The Application of Functional Measurement and Integration Theory to the Study of Retail Store Image," Proceedings National AIDS, 1976, with Jeffrey Ferguson and John Reich, 484-490.

C. PRESENTATIONS

"Marketing Communication and Company Brand Attitude," with Dale Tzeng, Paul Bottomley and Harlan Spotts, Proceedings of the 2005 AMA Winter Educator's Conference, San Antonio, Texas.

"A Test of Ad Appeal Effectiveness in Poland and the U.S.: The Interplay of Appeal, Product and Culture," (Abstract), with Elzbieta Lepkowska-White, and Thomas Brashear, in 2001 Proceedings of the American Academy of Advertising, Charles Taylor, ed., 27-28.

"Not Just Smoke and Mirrors: The Perception and Reality of Joe Camel's Impact as a Brand Spokes-Character", with Harlan Spotts in 1998 Proceedings of the American Academy of Advertising, Darrel Muehling, ed., pp.90-95.

"The Effects of Pleasant Ambient Scent on Product Evaluation Behavior," with Charles Gulas, in Proceedings of Winter American Marketing Association Educator's Conference, 1998.

Proposed and Chaired Special Session: "Radio Advertising", for American Academy of Advertising Conference, Spring 1995.

Proposed and Chaired Special Session: "The Negative Side of Consumer Information," Association for Consumer Research, 1980.

Proposed and Chaired Special Session: "The Negative Side of Information: An Inter-disciplinary View," Association for Consumer Research, 1983.

Addresses made at:

Association for Consumer Research Conference, Amsterdam, 1992.
Social and Behavioral Economic Psychology, Rotterdam, 1994.
American Marketing Association Meetings 1977, 1979, 1980, 1998, 2004
Association for Consumer Research 1979, 1980, 1981, 1982, 1983.
Southern Marketing Association 1977, 1978.
American Institute for Decision Sciences, 1977.
American Academy of Advertising, 1977, 1981, 1995, 1998, 2001
Northeast American Institute for Decision Sciences, 1978, 1979.
Marketing Science Institute, 1981, 1983.
Western Marketing Educators Conference, 1976.
Marketing Theory Conference, 1982.
Aix-en-Provence, France, 1985.

PROFESSIONAL SERVICE

A. External Academic Activities

Editorial Review Board, Marketing Intelligence and Planning (U.K.), 1985 - present.

Editorial Review Board, Journal of Advertising, 1986 - present.

Editorial Review Board, Journal of Business Research, 1989 - present.

Editorial Review Board, Journal of Marketing Education 1995-present.

American Marketing Association, Chairman of Special Workshops, 1981-1982.

Paper Reviewer 1989, 1991, 1993, 1994, 1995, 1996, 1997, 2005 American Academy of Advertising Conference.

Paper Reviewer 1980, 1989, 1990, 1993, 1994, 1996, 1997 Association for Consumer Research.

Paper Reviewer 1979, 1989, 1990, 1994, 2004 American Marketing Association Conference.

Paper Reviewer 1984 American Institute for Decision Science.

B. School-wide and University Activities

- SOM Building Committee, Chair 1999-2002

- SOM Merger Committee 1996-1999
- Chancellor's Committee to Study 1-A football, chair of subcommittee on alumni, development and admission impact of 1-A football.
- University Athletic Council, 1992 - 2005
- member of subcommittee on athletic development.
- University Relations Committee, 1991 - 1995
- Director, Management Research Center 1985 - 1994
- Administrative Committee, 1985-present, 1983-1984

C. Departmental Activities

- Doctoral Core Examining Committee -
- Faculty Advisor, Marketing Club 1977-1983.
- Doctoral Committee in Marketing
- Departmental Head Search Committee, 1978, 1980-1982 (Chairman), 1983
- Faculty Recruiting at National Meetings, 1976-1991, 1997, 2004

Doctoral dissertation committees:

Chaired S. Noble, K. Flaherty, E. Lepkowska-White, A. Parsons, C. Gulas, L. Campbell, J. Romeo, H. Spotts, S. Alawat, R. Garg, D. Moore

Member H. Greene, J. Sirgy, R. Backus, W. Lesch, T. Madden, K. Smallwood, D. Antes, J. Twible, G. Boeher

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
American Academy of Advertising

AWARDS

Beta Gamma Sigma - Business Honor Society
Sigma Iota Epsilon - Management Honor Society
Arizona State University, Summer
Fellowship for Teaching Excellence, 1973
Marketing Professor of the Year, 1986-1987, 1990-1991

PERSONAL DATA

Age: 58; Married with two children.