

GEORGE R. MILNE

Department of Marketing
Isenberg School of Management
121 President's Drive
University of Massachusetts
Amherst, MA 01003

Work phone: (413) 545-5669
Cell phone: (413) 687-3525
Fax: (413) 545-3858
Email: milne@isenberg.umass.edu
<https://www.isenberg.umass.edu/people/george-milne>
<http://www.linkedin.com/in/georgemilne>

EDUCATION

Ph.D. in Marketing (December 1990), Graduate School of Business, University of North Carolina at Chapel Hill. Dissertation: *An Ecological Niche Theory Approach to the Assessment of Brand Competition in Fragmented Markets*.

MA. In Economics (December 1984), Graduate School, University of Utah. Thesis: *Defense Expenditures and Economic Growth in Latin America: 1968-1973*.

B.S. in Economics, Magna Cum Laude (December 1982) College of Social Behavior, University of Utah

EMPLOYMENT

12/18-Present **Carney Family Endowed Professor**, Marketing Department at the Isenberg School of Management, University of Management Amherst

7/18-Present **Associate Dean of Research**, Isenberg, University of Massachusetts Amherst

9/13-Present **Director, Isenberg Ph.D. Program**, University of Massachusetts Amherst

9/10-Present **Professor of Marketing**, University of Massachusetts Amherst

9/19–12/19 **Interim Chief Marketing Officer**, Isenberg School of Management

7/96-8/10 **Associate Professor of Marketing**, University of Massachusetts Amherst

7/01-8/01 **Visiting Erskine Fellow in Management**, University of Canterbury, Christchurch New Zealand

12/96-12/97 **Adjunct Associate Professor of Sport Studies**, University of Massachusetts

7/92-7/96 **Assistant Professor of Marketing**, University of Massachusetts Amherst

7/90-6/92 **Visiting Assistant Professor of Marketing**, University of North Carolina at Chapel Hill

6/86-6/87 **Market Analyst**, First Deposit Corporation, San Francisco, CA.

2/85-2/86 **Assistant Actuarial Analyst**, Fireman's Fund Insurance, Novato, CA.

11/82-6/83 **Economist**, State of Utah Economic Planning Office, SLC, UT.

HONORS AND RECOGNITIONS

2019 Thomas C. Kinnear Award for Outstanding Article in *Journal of Public Policy and Marketing*
(Mindfulness: Its Transformative Potential for Consumer, Societal, and Environmental Well-Being)

2019 *Journal of Consumer Affairs* Best Paper Award (Development of a Value Co-Creation Wellness
Model: The Role of Physicians and Digital Information Seeking on Health Behaviors and Health
Outcomes)

2016-2017, Isenberg Outstanding Research Award, University of Massachusetts Amherst.

2014 Best Reviewer Award, *Journal of Interactive Marketing*

2013 Best Research Paper Award, Direct/Interactive Marketing Research Summit

2013 Outstanding Research Paper Award, Association for Marketing and Health Care Research 32nd
Annual Conference

2012 Robert B. Clarke Outstanding Direct Marketing Educator Award

2012 Best Research Paper Award, Direct/Interactive Marketing Research Summit

2011 Top 20 in 20, Award, Fitness Information Technology, for “Creating and Fostering Fan Identification
in Professional Sport.”

2011 Top 20 in 20 Award, Fitness information Technology, for “Examining the Importance of Brand Equity
in Professional Sport.”

2008-2009 College Outstanding Research Award, University of Massachusetts Amherst

2009 – Best Educators Paper Award, Direct/Interactive Marketing Research Summit.

2003-Outstanding Paper Award, Association for Health Care Research 22nd Annual Conference

1999-Best Paper Award, Ethical and Societal Issues in Marketing and Consumer Relationships Track ,
Winter AMA

1999-Best Paper of Conference Award, Association for Health Care Research 18th Annual Conference.

1993-1994 Outstanding College Teaching Award, University of Massachusetts at Amherst

1992 Advertising Education Foundation Visiting Professor at Warner Lambert.

1989 American Marketing Association Doctoral Consortium Fellow.

Graduated Magna Cum Laude (1982).

Phi Kappa Phi (1982).

PUBLICATIONS

Google Scholar 12-20-2021

Citation indices	All	Since 2016
Citations	13709	6975
h-index	49	38
i10-index	82	68

Journal Articles

92. Slepchuk, Alec, George R. Milne, Kunal Swani (2021), Overcoming Privacy Concerns in Consumers' Use of Health Information Technologies: A Justice Framework, *Journal of Business Research*
91. Swani, Kunal and George R. Milne (2021), Impact of Unmet Privacy Expectations across Information, Time, and Space: Evidence from Four Countries, *Journal of Interactive Marketing*.
90. Yuksel, Mujde, Andrew N. Smith, George R. Milne (2021), "Fantasy Sports and Beyond: Complementary Digital Experiences (CDXs) as Innovations for Enhancing Fan Experience", *Journal of Business Research*. 134, 143-155. <https://doi.org/10.1016/j.jbusres.2021.05.037>
89. Swani, Kunal, George R. Milne, Alec Slepchuk (2021), "Revisiting Trust and Privacy Concern in Consumers' Perceptions of Marketing Information Management Practices: Replication and Extension", *Journal of Interactive Marketing*. <https://doi.org/10.1016/j.intmar.2021.03.001>
88. Milne, George R., Begum Kaplan, Kristen L. Walker, Larry Zacharias (2021), Connecting with the Future: The Role of Science Fiction Movies in Helping Consumers Understand Privacy-Technology Trade-offs, *Journal of Consumer Affairs*. [<https://doi.org/10.1111/joca.12366>]
87. Azimi, Shabnam, George R. Milne, Elizabeth Miller (2020), "Why Do Consumers Procrastinate and What Happens Next?", *Journal of Consumer Marketing*, 37(7), 795-805. <https://doi.org/10.1108/JCM-07-2019-3329>
86. Helberger, Natali, Jisu Huh, George R. Milne, Joanna Strycharz, and Hari Sundaram (2020), "Macro and Exogenous Factors in Computational Advertising: Key Issues and New Research Directions, *Journal of Advertising* , 377-393, <https://doi.org/10.1080/00913367.2020.1811179>
85. Ross, Spencer and George R. Milne (2020), "Price? Quality? Or Sustainability? Segmenting by Disposition toward Self-Other Tradeoffs Predicts Consumers' Sustainable Decision-Making," *Journal of Business Ethics* <https://doi.org/10.1007/s10551-020-04478-5>
84. Milne, George R., Francisco Villarroel Ordenes, Begum Kaplan (2020), Mindful Consumption: Three Consumer Views, *Australasian Marketing Journal*. 28(1), 3-10. [<https://doi.org/10.1016/j.ausmj.2019.09.003>]
83. Slepchuk, Alec and George R. Milne (2020), Informing the Design of Better Privacy Policies, *Current Opinion in Psychology* 31: 89-93. [<https://doi.org/10.1016/j.copsyc.2019.08.007>]
82. Walker, Kristen L, George R. Milne, Bruce D. Weinberg (2019), "Introduction to the Special Issue: Optimizing the Future of Innovative Technologies and Infinite Data," *Journal of Public Policy and Marketing* 38(4), 403-413.[<https://doi.org/10.1177%2F0743915619864314>]
81. Swani, Kunal, George R. Milne, Elizabeth G. Miller (2019), Social Media Services Branding: The use of Corporate Brand Names, *Journal of Business Research*, [<https://doi.org/10.1016/j.jbusres.2019.04.033>].
80. Pettinico, George, George R. Milne, Elizabeth G. Miller (2020), "Quantification of Self in Third-Party-Administered Wellness Programs: The Impact of Perceived Self-Empowerment," *Journal of Consumer Affairs* 54:1, 159-176. [<https://doi.org/10.1111/joca.12250>]
79. Dahl, Andrew, George R. Milne, James Peltier (2021), Digital health information seeking in an omnichannel environment: A shared decision-making and service-dominant logic perspective, *Journal of Business Research* 125, 840-850. [<https://doi.org/10.1016/j.jbusres.2019.02.025>]
78. Markos, Ereni, Lauren Labrecque, George R. Milne (2018), A New Information Lens: The Self-Concept and Exchange Context as a Means to Understand Information Sensitivity of Anonymous

- and Personal Identifying Information, *Journal of Interactive Marketing*, 42 (May), 46-62. [https://doi.org/10.1016/j.intmar.2018.01.004]
77. Dahl, Andrew, James W. Peltier, George R. Milne (2018), "Development of a Value Cocreation Wellness Model: The Role of Physicians and Digital Information Seeking on Health Behaviors and Health Outcomes," *Journal of Consumer Affairs*. [https://doi.org/10.1111/joca.12176], Awarded Best paper in JCA for 2018.
 76. Swani, Kunal and George R. Milne (2017), "Evaluating Facebook brand content popularity for service versus goods offerings," *Journal of Business Research*, 79 (October), 123-133. [https://doi.org/10.1016/j.jbusres.2017.06.003]
 75. Pettinico, George and George R. Milne (2017), "Living By The Numbers: Understanding The "Quantification Effect", *Journal of Consumer Marketing*. 34:4, 281-191. [https://doi.org/10.1108/JCM-06-2016-1839]
 74. Kim, Kaeun, George R. Milne, Shalini Bahl (2018), "Smart Phone Addiction and Mindfulness: An Intergenerational Comparison," *International Journal of Pharmaceutical and Healthcare Marketing*, 12:1, 25-43. [https://doi.org/10.1108/IJPHM-08-2016-0044]
 73. Markos, Ereni, George R. Milne, and James Peltier (2017), Information Sensitivity and Willingness to Provide Continua: A Comparative Privacy Study of the United States and Brazil, *Journal of Public Policy and Marketing*, 36:1, 79-96. [https://doi.org/10.1509/jppm.15.159]
 72. Swani, Kunal, George R. Milne, Brian P. Brown, Albert Assaf, and Naveen Donthu (2017), What Messages to Post? Evaluating the Popularity of Social Media Communications in Business versus Consumer Markets, *Industrial Marketing Management*, 62 (April), 77-87. [https://doi.org/10.1016/j.indmarman.2016.07.006]
 71. Yuksel, Mujde, Mark McDonald, George R. Milne and Aron Darmody (2017), "The Paradoxical Relationship between Fantasy Football and NFL Consumption: Conflict Development and Consumer Coping Mechanisms," *Sport Management Review*, 20, 198-210. [https://doi.org/10.1016/j.smr.2016.07.001]
 70. Bahl, Shalini, George R. Milne, Spencer M. Ross, David Glen Mick, Sonya A. Grier, Sunaina K. Chugani, Steven S. Chan, Stephen Gould, Yoon-Na Cho, Joshua D. Dorsey, Robert M. Schindler, Mitchel R. Murdock, and Sabine Boesen-Mariani (2016) Mindfulness: Its Transformative Potential for Consumer, Societal, and Environmental Well-Being. *Journal of Public Policy & Marketing*: Fall 2016, Vol. 35, No. 2, pp. 198-210. [https://psycnet.apa.org/doi/10.1509/jppm.15.139]
 69. Milne, George R., George Pettinico, Fatima Hajjat, and Ereni Markos (2017), "Information Sensitivity Typology: Mapping the Degree and Type of Risk Consumers Perceive in Personal Data Sharing" *Journal of Consumer Affairs*, 51(1)133-161. [https://doi.org/10.1111/joca.12111]
 68. Yuksel, Mujde, George R. Milne, and Elizabeth G. Miller (2016), "Social Media as Complementary Consumptions: The Relationship between Consumer Empowerment and Social Interactions in Experiential and Informative Contexts," *Journal of Consumer Marketing* 33(2), 11-123. [https://doi.org/10.1108/JCM-04-2015-1396]
 67. Agogo, David, Fatima Hajjat, George R. Milne, Charles D. Schewe, and Bruce Perrott (2017), An Empirical Examination of Subjective Age in Older Adults, *Health Marketing Quarterly*, 24:1, 62-79. [https://doi.org/10.1080/07359683.2016.1275237]
 66. Zanjani, Shabnam, George R. Milne, Elizabeth G. Miller (2016), "Procrastinators' Online Experience and Purchase Behavior, *Journal of Academy of Marketing Science*, 44: 568-585. [https://doi.org/10.1007/s11747-015-0458-1]
 65. Weinberg, Bruce, George R. Milne, Yana Andova, and Fatima Hajjat (2015), "Internet of Things: Convenience vs. Privacy and Security," *Business Horizons*, 615-624. [https://doi.org/10.1016/j.bushor.2015.06.005]
 64. Agogo, David, George R. Milne, and Charles D. Schewe (2015), "Time Benders: A Model of Subjective Aging in Aging Adults" *Health Marketing Quarterly*, 31:4, 383-393. [https://doi.org/10.1080/07359683.2014.966010]
 63. Swani, Kunal, Brian P. Brown, George R. Milne (2014), "Should B2B Tweets Differ from B2C Tweets? An Analysis of Fortune 500 Companies' Twitter Communications," *Industrial Marketing Management* 43:4 pp. 873-881, [https://doi.org/10.1016/j.indmarman.2014.04.012]

62. Gabisch, Jason and George R. Milne (2014), "The Impact of Compensation on Information Ownership and Privacy Control," *Journal of Consumer Marketing*, v 31, pp. 13-26. [https://doi.org/10.1108/JCM-10-2013-0737]
61. Rohm, Andrew, Velitchka Kaltcheva, and George R. Milne (2013) "A Mixed Method Approach to Examining Brand-Consumer Interactions Driven by Social Media," *Journal of Research in Interactive Marketing* 7:4 pp. 295-311. [https://doi.org/10.1108/JRIM-01-2013-0009]
60. Swani, Kunal, George R. Milne, and Brian Brown (2013), "Spreading the Word, Through Likes on Facebook: Evaluating the Message Strategy Effectiveness of Fortune 500 Companies," *Journal of Research in Interactive Marketing* 7:4 pp. 269-294. [https://doi.org/10.1108/JRIM-05-2013-0026] [Reprinted in: *New Perspectives in Marketing by Word-of-Mouth*, Emerald Gems].
59. Peltier, James, Mark Skidmore, and George R. Milne (2013), "Assessing the Impact of Gasoline Sales-Below-Cost Laws on Retail Price and Market Structure: Implications for Consumer Welfare" *Journal of Public Policy and Marketing*, 32:2, pp. 239-254. [https://doi.org/10.1509%2Fjppm.12.129]
58. Gabisch, Jason and George R. Milne (2013), "Self-Disclosure on the Web: Rewards, Safety Cues, and the Moderating Role of Regulatory Focus," *Journal of Research in Interactive Marketing* 7:2, pp. 140-158. [https://doi.org/10.1108/JRIM-11-2012-0051]
57. Swani, Kunal, George R. Milne, Cory Cromer, and Brian Brown (2013), "Fortune 500 Companies use of Twitter Communications: A Comparison between Product and Service Tweets," *International Journal of Integrated Marketing Communications* 5:2, pp. 47-56 [https://corescholar.libraries.wright.edu/marketing/31]
56. Labrecque, Lauren I., Vanessa M. Patrick and George R. Milne (2013), "The Marketers' Prismatic Palette: A Review of Color Research and Future Directions," *Psychology and Marketing*, 30:2, pp. 187-202. [https://doi.org/10.1002/mar.20597]
55. Labrecque, Lauren and George R. Milne (2013), "To be or not to be different: exploration of norms and benefits of color differentiation in the marketplace," *Marketing Letters* 24:2, pp. 165-176. [https://doi.org/10.1007/s11002-012-9210-5]
54. Bahl, Shalini, George R. Milne, Spencer Ross, and Kwong Chan (2013), "Mindfulness: A Long-term Solution for Mindless Eating by College Students," *Journal of Public Policy and Marketing*. 32:2. pp. 173-184. [https://doi.org/10.1509%2Fjppm.11.008].
53. Milne, George R. Jason Gabisch, Ereni Markos, and Joseph Phelps (2012), "Changes in Consumer Willingness to Provide Information Over the Last Decade: A Cohort Analysis," *International Journal of Integrated Marketing Communications*, 4:2, 44-59.
52. Labrecque, Lauren, George R. Milne, James Peltier, Joseph Phelps (2012), "The Viability of Removing Personal Information from Online White Page Directories: Are Consumer Perceptions Aligned with Reality?" *Journal of Consumer Affairs*, 46:2, 345-356. [https://doi.org/10.1111/j.1745-6606.2012.01227].
51. Labrecque, Lauren and George R. Milne (2011), "Exciting Red and Competent Blue: the Importance of Color in Marketing," *Journal of Academy of Marketing Science*, 40:5, 711-727. [http://dx.doi.org/10.1007/s11747-010-0245-y]
50. Labrecque, Lauren, Ereni Markos, and George R. Milne (2011), "Online Personal Branding: Processes, Challenges, and Implications," *Journal of Interactive Marketing*, 25:1, 37-50. [https://doi.org/10.1016/j.intmar.2010.09.002]
49. Labrecque, Lauren, George R. Milne, Jimmy Peltier, Joseph Phelps and David Thompson, (2011), "Oops I did it Again: What Students Need to Know About Managing Information in a Social Media World," *Journal of Advertising Education* (15:1, Spring) 59-64. [https://doi.org/10.1177%2F109804821101500109]
48. Hoy, Mariea Grubbs and George R. Milne (2010), "Gender Differences in Privacy-Related Measures for Young Adult Facebook Users," *Journal of Interactive Advertising*, 10:2, 28-45. [https://doi.org/10.1080/15252019.2010.10722168]
47. Greene, Henry and George R. Milne (2010), "Assessing Model Performance: The Gini Statistic and Its Standard Error," *Journal of Database Marketing and Customer Strategy Management*, 17, 36-48. [https://doi.org/10.1057/dbm.2010.2]
46. Peltier, James, George R. Milne, Joseph Phelps and Jennifer T. Barrett (2010), "Teaching Information Privacy in Marketing Courses: Key Educational Issues for Enhancing Mutually Beneficial Buyer-

- Seller Relationships," *Journal of Marketing Education* 23:2, 191-205.
[https://doi.org/10.1177%2F0273475309360164]
45. Milne, George R. and Shalini Bahl (2010), "Are There Differences among Consumers' and Marketers' Privacy Expectations? A Segment and Technology Level Analysis," *Journal of Public Policy and Marketing* 29:1, 138-149. [https://doi.org/10.1509%2Fjppm.29.1.138]
 44. Bahl, Shalini and George R. Milne (2010), "Talking to Ourselves: A Dialogical Exploration of Consumption Experiences," *Journal of Consumer Research* 37:1, 176-195.
[https://doi.org/10.1086/650000]
 43. Milne, George R. Andrew J. Rohm, and Shalini Bahl (2009), "If It's Legal, Is It Acceptable?: Consumer Reactions to Online Covert Marketing," *Journal of Advertising*, 38:4,107-122.
[https://doi.org/10.2753/JOA0091-3367380408]
 42. Milne, George R., Lauren Labrecque and Cory Cromer (2009), "Toward an Understanding of the Online Consumer's Risky Behavior and Protection Practices," *Journal of Consumer Affairs*, 43:3, 449-473. [https://doi.org/10.1111/j.1745-6606.2009.01148.x]
 41. Phelps, Joseph and George R. Milne (2009), "Integrated Marketing Communications and New Media: A Global Basis for Consideration of Emerging Privacy Issues," *International Journal of Integrated Marketing Communications*, 1:1, 84-93.
 40. Peltier, James, George R. Milne, and Joseph Phelps (2009), "Information Privacy Research: Framework for Integrating Multiple Public, Information Channels and Responses", *Journal of Interactive Marketing*, 23:2, 191-205. [https://doi.org/10.1016/j.intmar.2009.02.007]
 39. Milne, George R., Shalini Bahl, and Andrew J. Rohm (2008), "Toward a Framework for Assessing Covert Marketing Practices," *Journal of Public Policy and Marketing*, 22:1 (Spring), 57-62.
[https://doi.org/10.1509%2Fjppm.27.1.57]
 38. Milne, George R., Joseph Phelps, and James Peltier (2008), "Incorporating Privacy in Advertising Education: A Multichannel and Multiple Public Perspective," *Journal of Advertising Education*, 12:2. [https://doi.org/10.1177%2F109804820801200205]
 37. Milne, George R., Mary J. Culnan, and Henry Greene (2006), "A Longitudinal Assessment of Online Privacy Notice Readability," *Journal of Public Policy and Marketing*, 25:2, 238-249.
[https://doi.org/10.1509%2Fjppm.25.2.238]
 36. Greene, Henry and George R. Milne (2005), 'Alternative Data Sources in Targeted Marketing: The Value of Exographics,' *Journal of Targeting, Measurement and Analysis for Marketing*, 14, 33-46.
[DOI: 10.1057/palgrave.jt.5740168]
 35. Rohm, Andrew J., George R. Milne, and Mark A. McDonald (2005), "A Mixed-Method Approach for Developing Market Segmentation Typologies in the Sports Industry." *Sports Marketing Quarterly* 15, 29-39. http://digitalcommons.lmu.edu/mbi_fac/2
 34. Milne, George and Mary J. Culnan (2004), "Strategies for Reducing Online Privacy Risks: Why Consumers Read [Or don't Read] Online Privacy Notices" *Journal of Interactive Marketing*, 18:3 15-29. [https://doi.org/10.1002/dir.20009]
 33. Milne, George R., Andrew J. Rohm, and Shalini Bahl (2004), "Consumers' Protection of Online Privacy and Identity." *Journal of Consumer Affairs*, 38:2, Winter. 217-232
[https://doi.org/10.1111/j.1745-6606.2004.tb00865.x]
 32. Rohm, Andrew, Vishal Kashyap, Thomas Brashear, and George R. Milne (2004), "The Use of Online Marketplaces for Competitive Advantage: A Latin American Perspective." *Journal of Business and Industrial Marketing* 19:6, 372-385. [DOI 10.1108/08858620410556318]
 31. Milne, George R. and Andrew J. Rohm (2003), "The 411 on Mobile Privacy," *Marketing Management*, July/August 41-45.
 30. Rohm, Andrew and George R. Milne (2004), "Investigating Internet Channel Opportunities and Challenges: Managers Experiences Across Five Industries," *Journal of Managerial Issues*, Winter 25:4, 467-485.
 29. Milne, George (2003), "How Well Do Consumers Protect Themselves from Identity Theft?" *Journal of Consumer Affairs*, Winter 37:2, [https://doi.org/10.1111/j.1745-6606.2003.tb00459.x]
 28. Milne, George R. and Mary J. Culnan (2002), "Using the Content of Online Privacy Notices to Inform Public Policy: A Longitudinal Analysis of the 1998-2001 U.S. Web Sweeps," *The Information Society*, 18:5, 345-360. [https://doi.org/10.1080/01972240290108168]

27. Rohm, Andrew J. and George R. Milne (2002), "Just What the Doctor Ordered: The Role of Information Sensitivity and Trust in Reducing Medical Information Privacy Concern," *Journal of Business Research* 1000-1011. [[https://doi.org/10.1016/S0148-2963\(02\)00345-4](https://doi.org/10.1016/S0148-2963(02)00345-4)]
26. McDonald, Mark A., George R. Milne, and JinBae Hong (2002), "Motivational Factors for Evaluating Sport Spectator and Participant Markets," *Sport Marketing Quarterly* 11:2, 100-113.
25. Milne, George R. and Andrew Rohm (2000), "Consumer Privacy and Name Removal Across Direct Marketing Channels: Exploring Opt-in and Opt-out Alternatives," *Journal of Public Policy and Marketing*, 19:2 (Fall) 238-249. [<https://doi.org/10.1509%2Fjppm.19.2.238.17136>]
24. Milne, George R. (2000), "Privacy and Ethical Issues in Database/Interactive Marketing and Public Policy: A Research Framework and Overview of the Special Issue," *Journal of Public Policy and Marketing*, 19:1 (Spring), 1-6. [<https://doi.org/10.1509%2Fjppm.19.1.1.16934>]
23. Milne, George R. and Maria-Eugenia Boza (1999), "Trust and Concern in Consumers' Perceptions of Marketing Information Management Practices," *Journal of Interactive Marketing*, 13:1 (Winter), 7-24. [[https://doi.org/10.1002/\(SICI\)1520-6653\(199924\)13:1%3C5::AID-DIR2%3E3.0.CO;2-9](https://doi.org/10.1002/(SICI)1520-6653(199924)13:1%3C5::AID-DIR2%3E3.0.CO;2-9)] [Also in Marketing Science Institute Report No 98-117 (Sept. 1998)] [Reprinted in "Internet Marketing: Readings and Online Resources, Paul Richardson, McGraw Hill)]
22. Gordon, Mary Ellen and George R. Milne (1999), "Selecting the Dimensions that Define Strategic Groups: A Novel Market-Driven Approach," *Journal of Managerial Issues*, 11:2 (Summer), 213-33. [<https://www.jstor.org/stable/40604266>]
21. Gladden, James M. and George R. Milne (1999) "Examining the Importance of Brand Equity in Professional Sport," *Sports Marketing Quarterly*.8:1, 21-29. [Received Top 20 in 20 Award in 2011]
20. Musante, Michael, George R. Milne and Mark A. McDonald (1999), "Sport Sponsorship: Evaluating the Sport and Brand Image Match " *International Journal of Sports Marketing and Sponsorship*. 1:1, 32-47. [<https://doi.org/10.1108/IJSMS-01-01-1999-B004>]
19. Gladden, James, George R. Milne, and William Sutton (1998) "A Conceptual Framework for Assessing Brand Equity in Division I College Athletics" *Journal of Sport Management*. 12:1, 1-19. [DOI: <https://doi.org/10.1123/jsm.12.1.1>]
18. Milne, George R. (1997), "Consumer Participation in Mailing Lists: A Field Experiment," *Journal of Public Policy and Marketing* , 16(2) Fall, 298-309. [<https://doi.org/10.1177%2F074391569701600210>] [Also in *Marketing Science Institute*, Report No. 96-107 (May 1996)].
17. Milne, George R. and Mark A. McDonald (1997), "Introduction to the Special Issue on Relationship Marketing in Sport," *Sport Marketing Quarterly*, 6:2, 4.
16. McDonald, Mark A., and George R. Milne (1997), "A Conceptual Framework for Evaluating Marketing Relationships in Professional Sport Franchises," *Sport Marketing Quarterly*, 6:2, 27-32.
15. Sutton, William A., Mark A. McDonald, George R. Milne and John Cimperman (1997), "Creating and Fostering Fan Identification in Professional Sports," *Sport Marketing Quarterly*, 6:1, 15-22. [Received the Top 20 in 20 award in 2011]
14. Milne, George R., Easwar S. Iyer, and Sara Gooding-Williams (1996), "Environmental Organization Alliance Relationships Within and Across Nonprofit, Business and Government Sectors." *Journal of Public Policy and Marketing*, 15:2 (Fall). [<https://doi.org/10.1177%2F074391569601500203>]
13. Milne, George R., Mark A. McDonald, William A. Sutton, and Rajiv Kashyap (1996), "A Niche-Based Evaluation of Sport Participation Patterns," *Journal of Sport Management*, 10:4, 417-434. [DOI: <https://doi.org/10.1123/jsm.10.4.417>]
12. Milne, George R., William A. Sutton, Mark A. McDonald (1996), "Niche Analysis: A Strategic Tool for Sport Managers," *Sport Marketing Quarterly*, 5:3, 15-22.
11. Mullen, Michael, George R. Milne, and Nicholas Didow (1996), "Determining Cross Cultural Metric Equivalence in Survey Research: A New Statistical Test," *Advances in International Marketing*, Vol. 8, 145-158.
10. Milne, George R. James Beckman, and Marc L. Taubman (1996), "Consumer Attitudes Toward Privacy and Direct Marketing in Argentina." *Journal of Direct Marketing* 10:1 (Winter) 22-33.
9. McDonald, Mark A., William A. Sutton, and George R. Milne (1995), "TEAMQUAL™: Measuring Service Quality in Professional Team Sports," *Sports Marketing Quarterly* 4:2, 9-16.

8. Mullen, Michael R., George R. Milne and Patricia Doney (1995), "An International Marketing Application of Outlier Analysis for Structural Equations: A Methodological Note" *Journal of International Marketing* 3:1, 45-62.[<https://doi.org/10.1177%2F1069031X9500300104>]
7. Bloom, Paul N., George R. Milne and Robert Adler (1994), "Avoiding Misuse of New Information Technologies: Legal and Societal Considerations," *Journal of Marketing*, 58:1 (January) 98-110. [DOI: 10.2307/1252254]
6. Milne, George R. (1994), "A Magazine Taxonomy Based on Customer Overlap," *Journal of the Academy of Marketing Science*, 22:2 (Spring) 170-179. [<https://doi.org/10.1177/0092070394222006>]
5. Milne, George R. and Mary Ellen Gordon (1994), "A Segmentation Study of Consumers' Attitudes Toward Direct Mail," *Journal of Direct Marketing*, 8:2 (Spring) 45-52. [<https://doi.org/10.1002/dir.4000080207>] Article in condensed form was reprinted as "Increasing Direct Mail Efficiency through Customer Segmentation," *Stores: Retailing Review*, (University of Florida Center for Retailing Education and Research).
4. Mason, Charlotte H. and George R. Milne (1994), "An Approach for Identifying Cannibalization Within Product Line Extensions and Multi-Brand Strategies," *Journal of Business Research*, 31, 163-170. [[https://doi.org/10.1016/0148-2963\(94\)90080-9](https://doi.org/10.1016/0148-2963(94)90080-9)]
3. Milne, George R. and Mary Ellen Gordon (1993), "Direct Mail Privacy-Efficiency Tradeoffs within An Implied Social Contract Framework," *Journal of Public Policy and Marketing*, 12:2 (Fall), 206-215. [<https://doi.org/10.1177%2F074391569101200206>]
2. Milne, George R. (1992), "A Marketing Approach for Measuring Product Market Differentiation and Concentration in Antitrust Cases" *Journal of Public Policy and Marketing*, 11:2 (Fall) 90-100.[<https://www.jstor.org/stable/30000277>]
1. Milne, George R. and Charlotte H. Mason (1990), "An Ecological Niche Theory Approach to the Measurement of Brand Competition", *Marketing Letters* 1:3, 267-281. [<https://doi.org/10.1007/BF00640803>]

Conference Papers

39. Slepchuk, Alec N., George R. Milne, Kunal Swani (2020), The Changing Role of Concern and Trust in Using Interactive Technologies: A Look at the Healthcare Industry. Association of Marketing and Healthcare Research
38. Slepchuk, Alec N., George R. Milne, Kunal Swani (2019), Changes in Consumer Attitudes toward Companies Use of Personal Healthcare Information. Association of Marketing and Healthcare Research
37. Kumar, Smriti, George R. Milne, Nadeesha Bandara, David Agogo, and Charles Schewe (2019). "How Consumers Age: A Model of the Transitional Self." Association of Marketing and Healthcare Research
36. Pettinico, George, Smriti Kumar, George R. Milne (2018), The Robots are Coming, Are Consumers Ready? Gauging Consumer Comfort with Intelligent Machines in Health Care,. "Association of Marketing and Healthcare Research."
35. Milne, George R. and George Pettinico (2018), Communicating Safety on the Slopes: How Trail Names Can Mislead Skiers. "Association of Marketing and Healthcare Research."
34. Slepchuk, Alec, George R. Milne and Kaeun Kim (2017), "A Qualitative Assessment of SNS-Smart Phone Addiction." Association of Marketing and Healthcare Research.
33. Milne, George R., Kaeun Kim, Shalini Bahl (2016), "Mindfulness and Smart Phone Addiction: An Analysis of Opposing Forces for Change, Association of Marketing and Healthcare Research.
32. Milne, George R., Bruce Perrott, Charles D. Schewe, Fatima Hajjat (2016), "'You Make Me Feel So Young': How Aging Adults Capture that Feeling that 'Spring has Sprung', Association of Marketing and Healthcare Research.
31. Agogo, David, Fatima Hajjat, George R. Milne, Charles Schewe, and Bruce Perrott (2015), "Health is an Issue of Mind over Matter, If you Don't Mind, It May Actually Matter!: An Empirical Examination of Subjective Age in Older Adults. Association of Marketing and Healthcare Research

30. Pettinico, George and George R. Milne (2015), "Exploring the Quantification of Self Phenomenon in Health and Fitness: The "Perfect Storm" of Technology, Personal Well-being and Social Media Sharing. Association of Marketing and Healthcare Research, 83-94.
29. Bahl, Shalini, George R. Milne, Kunal Swani, (2015), "The Role of Mindfulness and Subjective Well-being on College Campuses," Association of Marketing and Healthcare Research.
28. Yuksel M., Milne G.R. (2015) An Exploration of Fantasy Football Consumption as a Technological Playground of Consumer Empowerment and Social Interactions. In: Kubacki K. (eds) Ideas in Marketing: Finding the New and Polishing the Old. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham
27. Bahl, Shalini, George R. Milne, Spencer Ross (2014), "The Use of Social Media for Mindful Healthy Eating Over the Holidays: Theory and Empirical Results, pp. 38-46. Association of Marketing and Healthcare Research.
26. Agogo, David, Fatimah Hajjat, George R. Milne, and Charles Schewe (2014), "Empirical Examination of Subjective Age in Older Adults," pp. 9-25. Association of Marketing and Healthcare Research
25. Agogo, David, George R. Milne and Charles Schewe (2013), "Who Wants to Age, Maybe You Will!" Association of Marketing and Healthcare Research. pp. 118-124. [Winner of Best Student Paper]
24. Bahl, Shalini, George R. Milne and Spencer M. Ross (2012), "The Role of Mindfulness in Explaining College Student Lifestyle Choices. Association for Marketing & Health Care Research. pp. 61-62,
23. Labrecque, Lauren and George R. Milne (2010), "Exciting Red and Competent Blue: Linking Color to Brand Personality," Winter AMA Conference Proceedings.
22. Peltier, James, George R. Milne, Joseph Phelps and Jennifer T. Barrett (2009), "Teaching Information Privacy in Marketing Courses: Key Educational Issues for Enhancing Mutually Beneficial Buyer-Seller Relationships," DMEF Direct/Interactive Research Summit.
21. Bahl, Shalini and George R. Milne (2007), "The Consumption of Nothing: An Exploratory Study of Meditation. Advances in Health Care Research, Hair Joe F., J Michael Weber and Ronald Hoverstad, editors, Madison, WI: Ominpress.
20. Milne, George, Cory Cromer, and Mary J. Culnan (2006), "Cyberactivism: Consumer Strategies for Addressing Privacy Concerns," 2006 Marketing and Public Policy Conference Proceedings, Ingrid M. Martin, David W. Stewart, and Michael Kamins, editors. American Marketing Association. (Vol. 16) p. 192-201
19. Machintosh, Megan and George R. Milne (2006), "Stowe Mountain Resort's Triple A's Program: The Case for Safety. Advances in Health Care Research, Hair Joe F., J Michael Weber and Ronald Hoverstad, editors, Madison, WI: Ominpress.
18. MacIntosh, Megan and George R. Milne (2005), " Cultural Impact on Adherence to Safety Programs," Advances in Health Care Research, Hair Joe F., J Michael Weber and Ronald Hoverstad, editors, Madison, WI: Ominpress.
17. Keller, Sarah, Andrew Rohm and George R. Milne (2003), "Health-Related Segmentation Among Runners: Associations Between Advertising Execution and Motivational Message." Advances in Health Care Research, Hair Joe F., J Michael Weber and Ronald Hoverstad, editors, Madison, WI: Ominpress.
16. Rohm, Andrew and George R. Milne (2002), "Expanded Channel Opportunities Using the Internet: Experiences of Five Firms." Winter AMA Proceedings, 13, 8-14.
15. Rohm, Andrew J., George R. Milne, and Mark A. McDonald (2002) "A Market Segmentation Study of Runner Motivations and Health Benefits" *Advances in Health Care Research*, Joe F. Hair, Michael Weber and Ronald Hoverstad eds, (Madison, WI: Omnipress)
14. Milne, George R., Mary J. Culnan, and Easwar Iyer (2001), "A Methodological Note on Assessing Web Sweeps with Longitudinal Research Designs," *Marketing and Public Policy Conference Proceedings 2001*, Ron Paul Hill and Charles R., Taylor editors, Vol. 11, American Marketing Association: Chicago, IL, 60-67.
13. Milne, George R. (2001), "Lessons from Using Discussion Forums in Undergraduate Business Courses," *Enhancing Knowledge Development in Marketing.*, Stephen J. Grove and Greg W. Marshall editors. (American Marketing Association, Chicago), 412-420.
12. Milne, George R (2001), "Privacy Protection and Personal Information Collection on Health Websites," *Advances in Health Care Research*, Hair Joe F., J Michael Weber and Ronald Hoverstad, editors, Madison, WI: Ominpress.

11. Kashyap, Rajiv and George R. Milne (2000), "A Data Driven Model for Evaluating Brand Exit," *Marketing in a Global Economy*, Jaqueline Pels and David Stewart eds. (American Marketing Association: Chicago) 75-80.
10. Milne, George R. and Mark A. McDonald (2000), "Marketing Safety: Ski Industry Response to Perceived Snowboarding Threat," *Advances in Health Care Research*, Joe F. Hair, Michael Weber and Ronald Hoverstad eds, (Madison, WI: Omnipress).
9. Rohm, Andrew and George R. Milne (1999), "Consumers' Privacy Concerns About Direct Marketers Use of Personal Medical Information," *Advances in Health Care Research*, Joe Hair Jr. (ed), (Madison WI: Association for Health Care Research, Omnipress), p 27-37.
8. Milne, George R. , Andrew J. Rohm, Maria-Eugenia Boza, (1998) "Trust Has to be Earned: An Exploration into the Antecedents of Trust in Database Marketing," *Frontiers of Direct Marketing Research*, John Wiley (Joe Phelps, ed), 31-44.
7. Rohm, Andrew J. and George R. Milne (1998), "Emerging Marketing and Policy Issues in Electronic Commerce: Attitudes and Beliefs of Internet Users," *1998 Marketing and Public Policy Conference Proceedings*. (Vol. 8 1998), Alan Andreason, Alex Simonson, and N. Craig Smith, editors. American Marketing Association. 73-79.
6. Gladden, James M., George R. Milne, and Mark A. McDonald (1997), "Biases in Self Reports of Zip Codes and Zip+4 in Geodemographic Segmentation," *Proceedings of the Biennial World Marketing Congress*. Vol. VIII, Samsina MD. Sinin, Ajay K. Marai, eds, 78-87.
5. Beckman, James, George R. Milne, Norton E. Marks, and Marc L. Taubman (1995), "Privacy, The Marketing Concept, Marketing Channels, and Data Collection: Suggestions. *Proceedings of the Seventh Bi-Annual World Marketing Conference*, Vol. VII-II, K. Grant and I. Walker eds., 40-43.
4. Workman, John P. and George R. Milne (1994), "Breaking Free of Institutional Business Practices: Theory, Field Observations, and Implications." *Proceedings of the Winter AMA*, 232-237.
3. McKeage, Kim K.R., Mary Ellen Gordon, and George R. Milne (1994), "An Integrated Approach to Course Design: Theory Meets Marketing Management," *AMA Educator Proceedings*, Ravi Achrol and Andrew Mitchell, eds., 35-41.
2. Bloom, Paul N. and George R. Milne (1991), "Historical Perspectives on Funding Opportunities in Consumer Research," Rebecca H. Holman and Michael R. Solomon, editors, *Advances in Consumer Research*, 18, 255-61.
1. Milne, George R. (1989), "A Systems Approach for Evaluating Competitive Parity," (1989) in *Marketing: Positioning for the 1990's*, Robert L. King, Editor, Charleston, SC: Southern Marketing Association, 434-7.

Published Abstracts

34. Kumar, Smriti, Elizabeth Miller and George R. Milne (2021), To Delete or Not to Delete: Effects of Data Request Frames on Consumers' Willingness to Share their Personal Information, Marketing and public policy conference.
33. Bandara, Nadeesha, Kaeun Kim, George R. Milne, George Pettinico, and Alec Slepchuk (2021), The Robots are Coming: How will Consumers React?, Marketing and Public Policy Conference.
32. Kumar, Smriti, Elizabeth Miller, George R. Milne (2020), "To Delete or to Keep: Effects of Data Requests Frames on Consumers' Willingness to Share Their Personal Information." Association for Consumer Research.
31. Kumar, Smriti, Elizabeth Miller, George R. Milne (2020), "How I ask Impacts How Much You Share: Effect of Data Request Frames (provide vs. keep vs. delete) on Consumers' Willingness to Share Personal Information, AMA Summer Educators Conference.
30. Kumar, Smriti, George R. Milne, Elizabeth Miller (2020), (Don't) Kiss and Tell: Effects of Who Asks and How on Sharing of Personal Information. Marketing and Public Policy Conference.
29. Pettinico, George, George R. Milne, Kaeun Kim, Smriti Kuma, Nadeesha Bandara (2020), Take Two Robots and Call Me in the Morning, Association of Marketing and Healthcare Research.
28. Yuksel, Mujde, George R. Milne, Lauren Labrecque (2019), Digital Customer Empowerment Tools for Marketers: Structured Abstract. Academy of Marketing Science Conference (Vancouver).

27. Zanjani, Shabnam (2019), George R. Milne, and Deepa Pillai, Why Do Consumers Procrastinate and What Happens Next? An Abstract. Academy of Marketing Science Conference (Vancouver).
26. Milne, George R., Kunal Swani, Alec Slepchuk, and Nadeesha Bandara (2019), "Transformation in the Direct Marketing Industry," Winter Global Business Conference Proceedings. p. 75.
25. Milne, George R. Francisco Villaroel Ordenes, Alec Slepchuk, Begum Kaplan-Oz (2018), "A Text Mining Segmentation Approach to Understand the Role of Privacy (or Lack of) in Consumers' Lives. Marketing and Public Policy Conference Proceedings
24. Milne, George R., Francisco Villaroel Ordenese, Begum Kaplan-Oz (2018), "Mindful Consumption: A Grounded Consumer Perspective," Marketing and Public Policy Conference Proceedings.
23. Schewe, Charles D. and George R. Milne (2017), "If I Could Save Time in a Bottle...Well you Can't!!!" Association of Marketing and Healthcare Research.
22. Yuksel, Mujde and George R. Milne (2015), "Download and Run: An Investigation of Consumer Empowerment Through the Effects of Digital Self-Tracking, Academy of Marketing Science Annual Conference, May 12-15 in Denver, Colorado.
21. Yuksel, Mujde and George R. Milne (2013), "An Exploration of Fantasy Football Consumption as a Technological Playground of Consumer Empowerment and Social Interactions," Academy of Marketing Science Annual Conference, May 15-18, 2013 in Monterey, CA. (forthcoming).
20. Yuksel, Mujde, George R. Milne, and Mark A. McDonald (2013), "Fantasy Football: A Model for the Metamorphosis of Traditional Consumer Experiences Through Sociotechnical Consumption," in 2013 AMA Winter Marketing Educators' Proceedings: Challenging the Bounds of Marketing Thought, (24), Jim Burroughs and Aric Rindfleisch, eds., Las Vegas, NE: American Marketing Association, 407-408.
19. Swani, Kunal, George R. Milne, Brian Brown (2012), 101 People Like This - Evaluating The Facebook Message Strategy Effectiveness of Fortune 500 Companies, American Marketing Association Educators' Conference. (forthcoming)
18. Yuksel, Mujde, George R. Milne, Mark McDonald (2012), A Metamorphosis of Fandom: Is Fantasy Football Creating Conflict Between Fantasy Teams and Actual NFL Teams Through Co-creation Opportunities?", NASSM 2012 Conference (forthcoming)
17. Milne, George R., Ereni Markos, Joseph E. Phelps, and Jason Gabisch (2011), "Consumers' Willingness to Provide Information: Changes Over the Last Decade," Marketing and Public Policy Conference Proceedings, Elizabeth Howlett, John Kozup, and Jeremy Kees editors., p. 118
16. Milne, George R. and Jason Gabisch, Do the Digital Natives Have a Different View of Online Information Sharing and Privacy Concern? An Extended Cohort Analysis. Public Policy and Marketing Conference, Kenneth C. Mannin, Kathleen J. Kelly, and David E. Sprott eds, American Marketing Association Denver, Co, 89-90.
15. Markos, Ereni and George R. Milne, "An Examination of the Antecedents to Information Sensitivity in the Wake of Web 2.0" Public Policy and Marketing Conference, , Kenneth C. Mannin, Kathleen J. Kelly, and David E. Sprott eds, American Marketing Association, Denver, Co., 84-85.
14. Hoy, Mariea Grubbs and George R. Milne (2009), "Beyond the Water Cooler: Gender Differences in Privacy-Related Measures For Facebook Profile Usage Beyond Its Original Purpose", 2009 Marketing and Public Policy Conference, Washington D.C.
13. Milne, George R., Ereni Markos, and Shalini Bahl, "What did you buy? When Consumers Consider this information Sensitive." 2008 Marketing and Public Policy Conference, Philadelphia, PA (May 30, 2008).
12. Milne, George R. Lauren Labreque and Cory Cromer, "Toward and Understanding with Online Consumers Risky Behavior," 2008 Marketing and Public Policy Conference, Philadelphia, PA (May 30, 2008).
11. Bahl, Shalini and George R. Milne (2007), "One or Many?: Examining Consumption Experiences from the Lens of Multiple Selves," Association of Consumer Research, 34,, 709-710.
10. Milne, George and Shalini Bahl (2006), "Understanding Marketer and Consumer Attitudinal Differences in Regulating Privacy Boundaries Admist Changing Technologies," , Ingrid M. Martin, David W. Stewart, and Michael Kamins, editors. American Marketing Association. (Vol. 16) p. 3
9. Greene, Henry and George R. Milne (2005), "Evaluating Response Model Performance," DMEF Conference Proceedings

8. Greene, Henry and George R. Milne (2004), "Seeing the Forest and the Trees: Exographic Data in Database Marketing." DMEF Conference Proceedings
7. Rohm, Andrew, and George R. Milne (2004), An Approach for Quantifying Qualitative Self-Concept Data in Marketing Communications Research, in Society for Marketing Advances.
6. Milne, George R., Maria-Eugenia Boza, and Andrew Rohm (1999), "Controlling Personal Information in Marketing Databases: A Consumer Perspective," Proceedings of Winter AMA, p. 107 [Best Conference Track Paper-Ethical and Societal Issues in Marketing and Consumer Relationships Track]
5. McDonald, Mark A., William A. Sutton, George R. Milne (1995), "Measuring Service Quality in Professional Sports", *Proceedings of the Seventh Bi-Annual World Marketing Conference*, Vol. VII-I, K. Grant and I. Walker eds., 99.
4. McDonald, Mark A., George R. Milne, and William A. Sutton (1995), "Understanding the Sport Consumer: The Development of Constructs of Measuring Motivations," *Proceedings of the Seventh Bi-Annual World Marketing Conference*, Vol. VII-II, K. Grant and I. Walker eds., 58.
3. Mullen, Michael, George R. Milne and Nicholas Didow (1994), "Caution: Comparison of Means Across Groups May Be Hazardous to Your Business Success." *Proceedings of Winter AMA*, 53-54.
2. Mullen, Michael and George R. Milne (1993), "A Time Lagged Model of the Effects of International Trade on Economic Growth and Meeting Basic Human Needs," *Journal of Macromarketing* 13:2 (Fall), 88-89.
1. Milne, George R. (1989), "Managerial Signalling Behavior in Monopolistic Competition," *Enhancing Knowledge Development in Marketing*, (1989) Paul Bloom and Bart Weitz, Editors, 1989 American Marketing Association Educator's Proceedings, 109.

Research Reports and Business Publications

9. Ball, Leslie, George R. Milne, Susan C. Milne (1999), "Measuring Internet Presence: How do Massachusetts Companies Compare with Nation's Best," *Massachusetts Benchmarks*, 2:4, 18-22
8. Milne, George R. and Maria-Eugenia Boza (1998), "A Business Perspective on Database Marketing and Consumer Privacy Practices," *Marketing Science Institute Report* No. 98-110 (June).
7. Milne, George R. and Maria-Eugenia Boza (1998), "Consumers' Trust and Concern About Organizations Use of Personal Information in Direct Marketing," *Marketing Science Institute Report* No 98-117.
6. Milne, George R., William A. Sutton, Mark A. McDonald (1997), "Success with Surveys," *Athletic Management*, June/July, 12.
5. Sutton, William A., Mark A. McDonald, and George R. Milne (1997), "Escalating Your Fan Base" *Athletic Management*, April/May.
4. McDonald, Mark, George R. Milne, William Sutton (1997), *1997 Sports Marketing Industry Compensation Study* (Chicago, IL: Team Marketing Report).
3. Milne, George R. (1996), "Consumer Participation in Mailing Lists: A Field Experiment," *Marketing Science Institute*, Report No. 96-107 (May 1996).
2. Milne, George R. and Charlotte H. Mason (1994), "A Niche Share Approach for Assessing Brand Performance and Identifying Competitive Groups." *Marketing Science Institute Technical Report* No. 94-107 (May).
1. Bloom, Paul N., George R. Milne, Robert Adler (1992) "A Framework For Identifying the Legal and Political Risks of Using New Information Technologies to Support Marketing Programs," *Marketing Science Institute Commentary* (February) No. 92-102.

Books

4. Pettinico, George and George R. Milne (2020), *The Coming Age of Robots: Implications for Consumer Behavior and Marketing Strategy*. Business Expert Press (June 2020).

3. Milne, George R. (2015), *Digital Privacy in the Marketplace: Perspectives on Information Exchange between Consumers and Marketers*. Business Expert Press (January 2015).
2. Milne, George R. and Mark A. McDonald (1999), *Sport Marketing: Managing the Exchange Process* (Sudbury, MA: Jones and Bartlett Publishers)
[Reviewed in *Journal of Sport Management* (2000), 14:2, 188-190.]
[Reviewed in *Sport Marketing Quarterly* (1999), 8:3, 61-62.]
[Reprinted in Japanese, 2000]
1. McDonald, Mark A. and George R. Milne (1999), *Cases in Sport Marketing*. (Sudbury, MA: Jones and Bartlett Publishers)
[Reviewed in *Sports Marketing Quarterly* (1999), 8:3, 59-60.]
[Reprinted in Korean, 2000]

Edited Journals and Proceedings

6. 2019 *Journal of Public Policy and Marketing*, Special Issue Editors (Kristen Walker, George R. Milne, and Bruce Weinberg).
5. 2014 *The Past, Present, and Future of Marketing and Public Policy*, Marketing and Public Policy Conference, Volume 24, American Marketing Association, Elizabeth Miller, George R. Milne and Easwar Iyer, coeditors. June 5-7, 2014 Boston).
4. *Journal of Public Policy and Marketing*, Special Issue Editor (Spring 2000). George R. Milne.
3. *Journal of Public Policy and Marketing*, Special Issue editors (1997), Easwar Iyer and George R. Milne.
2. *Sport Marketing Quarterly* (1997), 6:2, Special Issue editors, George R. Milne and Mark A. McDonald, editors.
1. *1997 Marketing and Public Policy Conference Proceedings*, Volume 7, Chicago IL: American Marketing Association, Easwar Iyer and George R. Milne, editors.

Book Chapters

14. Bahl, Shalini, George R. Milne, Spencer Ross, and Kunal Swani (2018), "The Role of Mindfulness and Subjective Well-being on College Campuses," *Marketing and Humanity: Discourses in the Real Word*, Cambridge Scholarly Publications (Anjala Krishen editor).
13. Labrecque, Lauren, Shabnam Zanjani, and George R. Milne (2011), "Authenticity in Online Communications: Examining Antecedents and Consequences." *Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-Tail*, Taylor & Francis: New York (p.133-156).
12. Markos, Ereni, Lauren Labrecque, and George R. Milne (2011) "Web 2.0 and Consumers' Digital Footprint: Managing the Privacy-Disclosure Dialectic", *Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-Tail*, Taylor & Francis: New York (p.157-184).
11. Sutton, William, Mark McDonald, George Milne, and John Cimperman (2011), *Creating and Fostering Fan Identification in Professional Sports*, "in *Handbook of Sport Marketing Research*, Nancy Lough and Bill Sutton editors, Fitness Information Technologies: Morgantown, WV, (203-214).
10. Gladden, James and George R. Milne (2011), *Examining the Importance of Brand Equity in Professional Sports*, "in *Handbook of Sport Marketing Research*, Nancy Lough and Bill Sutton editors, Fitness Information Technologies, (55-68).
9. McDonald, Mark and George R. Milne (2011), "A Conceptual Framework for Evaluating Marketing Relationships in Professional Sport Franchises", in *Handbook of Sport Marketing Research*, Nancy Lough and Bill Sutton editors, Fitness Information Technologies: Morgantown, WV, (45-54).
8. Bahl, Shalini and George R. Milne (2006), "Mixed Methods in Interpretive Research: An Application to the Study of the Self Concept," *Handbook of Qualitative Research*, Russell Belk, editor. Edward Elgar Publishing, Northampton, MA. 198-218.

7. Milne, George and Charlotte H. Mason (2006), "An Ecological Niche Theory Approach to the Measurement of Brand Competition," in *The Handbook of Niche Marketing, Principles and Practices*, Tevfik Daligic, editor., Haworth Press Inc., New York, 87-101.
6. Mason, Charlotte H. and George R. Milne (2006), "An Approach for Identifying Cannibalization Within Product Line Extensions and Multibrand Strategies," in *The Handbook of Niche Marketing, Principles and Practices*, Tevfik Daligic, editor., Haworth Press Inc., New York, 67-83.
5. Milne, George R., Frank J. Franzak, John Butler, and Andrew Rohm (2004), "Sears Roebuck and Company" Readings and Cases in Integrated Marketing Communications, J. Steven Kelley and Susan K. Jones, editors, Racom Communications., p. 334-46
4. Gladden, Jay and George R. Milne (2004), "Examining the Importance of Brand Equity in Professional Sport," *The Business of Sports*, Scott Kosner and Kenneth Shropshire editors, (Sudbury, MA: Jones and Bartlett Publishers).
3. Milne, George R. and Maria-Eugenia Boza (1999), "Trust and Concern in Consumers' Perceptions of Marketing Information Management Practices," in *Internet Marketing: Readings and Online Resources*, Paul Richardson, McGraw Hill
2. Milne, George R. (2001), "The Effectiveness of Self-Regulated Privacy Protection: A Review and Framework for Future Research," *Handbook of Marketing and Society*, Paul N. Bloom and Gregory T. Gundlach, eds. (Sage Publications, Inc., Thousand Oaks, CA), 462-485.
1. Bloom, Paul N., Robert Adler and George R. Milne (1994), "Identifying the Legal and Ethical Risks and Costs of Using New Information Technologies to Support Marketing Programs," pp. 289-305 in *The Marketing Information Revolution*, Robert Blattberg, Rashi Glazer, and John Little (eds.), Harvard Business School Press: Boston, MA.

Book Reviews

Milne, George (2009), "Review of Understanding Privacy, by Daniel J. Solove," *Journal of Marketing*(online supplement), 73 (September), [available at http://modauth.marketingpower.com/AboutAMA/Pages/AMA%20Publications/AMA%20Journals/Journal%20of%20Marketing/JM%20Book%20Reviews/Understanding_Privacy_Milne.aspx].

PRESENTATIONS

Invited

21. "Optimizing the Future of Innovative Technologies and Infinite Data" (with Kristen Walker and Bruce Weinberg), AMA Summer Educators Conference, Chicago, IL, Aug 10, 2019.
20. "JPPM Special Issue October 2019, Marketing and Public Policy within a Technology-Integrated Society" (with Kristen Walker and Bruce Weinberg), Marketing and Public Policy Conference, Washington DC, June 6, 2019.
19. ""(with Andy Dahl and Jimmy Peltier). ACCI Best Paper of 2019 Finalist Presentation
18. "" ACCI Best Paper of 2018 Finalist Presentation.
17. Panel Participant, In Information We Trust: The Evolving Use of Data in the Exchange of Goods/Services/Ideas, Marketing and Public Policy Conference, Washington DC, June 1-3, 2017.
16. Panel Participant, "Perspectives from Robert B. Clarke Outstanding Educators, Marketing Edge Research Summit, October 15, 2016, Los Angeles, CA.
15. "Information Sensitivity Typology: Mapping the Degree and Type of Risk Consumers Perceive in Personal Data Sharing", 2016 Marketing and Public Policy Conference, June 23, 2016, San Luis Obispo, CA.

14. "Internet of Things, Intimate Data, and Marketing" (with Bruce Weinberg), 2016 Marketing and Public Policy Conference, June 23, 2016, San Luis Obispo, CA.
13. Panel Participant: "The Darkside of Relationship Marketing" 2015 Winter Marketing Educators' Conference," February 13-15, 2015.
12. Panel Participant: "Consumer Information: Traditional and Digital Industry Perspectives" Marketing Edge Conference, San Diego, CA October 25, 2014.
11. Panel Participant: "The Value of Consumer Information: Traditional and Digital Industry Perspective, Marketing and Public Policy Conference, Boston, 06/06/14
10. Panel Participant: Perspectives on Privacy, Marketing Edge Conference, Chicago 10/12/13.
9. Panel Participant: Bridging the Gap: Careers in Digital Media, Suffolk University, 4/6/2012
8. Panel Participant: 20th Anniversary Session "Behavioral Targeting by Marketers: Boom or Doom?", 2009 Marketing and Public Policy Conference, Washington D.C., 5/29/09.
7. Consumer and Marketer Countervailing Expectations for the Use of Information Technologies in Marketing. Maastricht University, Netherlands, 6/26/08.
6. Information Exchange Expectations of Consumers, Marketing Managers and Direct Marketers. Federal Trade Commission TownHall Meeting: Behavioral Advertising: Targeting Tracking, and Technology (November 1, 2007).
5. Privacy Notices: Food Labels for Information Exchange, Bentley College (March 28, 2002).
4. Privacy in Database Marketer-Consumer Information Interactions, University of Canterbury, Christchurch New Zealand (July 18, 2001).
3. Sport Sponsorship: The Role of Personality Matching (with Mark McDonald) Hitotsubashi University, Tokyo, Japan (June 2000).
2. The Role of Personality Matching in Professional Sport (with Mark McDonald) Aispo, Tokyo, Japan (June 2000)
1. "Report on Commissioned Research on Privacy," *Direct Marketing Educators Conference*, New Orleans. (October 26, 1996).

Conference

52. "What Messages to Post? Evaluating the Effectiveness of Social Media Communications for Services and Products" (with Kunal Swani and Brian Brown), Marketing Edge Conference, San Diego, CA October 25, 2014.
51. "A Cross-Cultural Perspective: Perceptions of Information Sensitivity and Disclosure in Brazil and the US (with Ereni Markos and James Peltier). 2014 Marketing and Public Policy Conference poster session. Boston, MA (June 06, 2014).
50. "Global Privacy: An International Perspective Examining Perceptions of International Sensitivity and Consumer Willingness to Provide information" 2012 DMEF Direct/Interactive Research Summit, Las Vegas, CA. (October 13, 2012)
49. "The Changing Landscape of Consumers' Attitudes toward Database Marketing: 1997 vs. 2013," (with Spencer Ross) paper presented at the Marketing EDGE Research Summit, Chicago, IL, October 12-13, 2013.
48. "The Role of Online Social Media in Brand-Consumer Interactions: An Exploratory Study" (with Andy Rohm and Velitchka Kaltcheva, 2012 DMEF Direct/Interactive Research Summit, Las Vegas, CA. (October 13, 2012)
47. "Protecting Consumer Privacy in an Era of Rapid Change: FTC Guidelines and Needed Research" Public Policy and Marketing Conference, Atlanta, GA (June 7, 2012)
46. "International Privacy" Public Policy and Marketing Conference, Atlanta, GA (June 7, 2012)
46. "What Are They Reading? The Role of Networked Information Usage in the Classroom Environment," (Spencer M Ross and Kunal Swani) poster presented at the DMEF Direct/Interactive Marketing Research Summit, October 13-14, 2012 in Las Vegas, NV.
45. "Mindfulness" (with Spencer Ross) Public Policy and Marketing Conference, Washington, DC (June 3, 2011)
44. "Privacy Risk" Direct Marketing Education Foundation, San Francisco, CA (October 2010).

43. "Do the Digital Natives Have a Different View of Online Information Sharing and Privacy Concern? An Extended Cohort Analysis. (with Jason Gabisch), Public Policy and Marketing Conference, Denver, Co (May 22, 2010).
42. "Teaching Information Privacy in Marketing Courses: Key Educational Issues for Enhancing Mutually Beneficial Buyer-Seller Relationships." 2009 DMEF Direct/Interactive Research Summit, San Diego, CA..
41. "Teaching Privacy in an IMC World (with Jimmy Peltier, and Joseph Phelps)." 2008 DMEF Direct/Interactive Research Summit, Las Vegas, CA
40. "What did you buy? When Consumers Consider this information Sensitive (with Ereni Markos and Shalini Bahl)." 2008 Marketing and Public Policy Conference, Philadelphia, PA (May 30, 2008).
39. "Toward and Understanding with Online Consumers Risky Behavior (with Lauren Labrecque and Cory Cromer)," 2008 Marketing and Public Policy Conference, Philadelphia, PA (May 30, 2008).
38. "The Readability of Online Privacy Notices (with Mary Culnan)," 2005 Marketing and Public Policy Conference, Washington, DC (May 21, 2005).
37. "Toward a Multidimensional Understanding of Privacy and the Paradoxes of Technology (with Shalini Bahl)," 2005 Marketing and Public Policy Conference, Washington, DC (May 21, 2005).
36. "An Approach for Quantifying Qualitative Self-Concept Data in Marketing Communications Research (with Andrew Rohm), Society of Marketing Advances, St. Petersburg, FL (November 2004).
35. "Assessing Online Privacy Notices," AMA Summer Educators' Conference, Boston, (August 8, 2004)
34. "Looking Deeper: The Role of Privacy in Consumer Behavior" (with Shalini Bahl) 2004 Marketing and Public Policy Conference, Salt Lake City, UT (May 21, 2004)
33. "Privacy Issues and HIPAA" 2004 Marketing and Public Policy Conference, Salt Lake City, UT (May 21, 2004)
32. "How Well Do Consumers Protect Themselves from Identity Theft?" 2002 Marketing and Public Policy Conference, Atlanta, GA (June 3, 2002)
31. "A Market Segmentation Study of Runner Motivations and Health Benefits," Association for Health Care Research Conference, Big Sky, MT. (March, 2002).
30. "Lessons from Using Discussion Forums in Undergraduate Business Courses," *Enhancing Knowledge Development in Marketing.*, 2001 AMA Educator's Conference, Washington, D.C. (August 14, 2001)
29. "A Methodological Note on Assessing Web Sweeps with Longitudinal Research Designs," 2001 Marketing and Public Policy Conference, Washington, D.C. (June 3, 2001).
28. "Privacy Protection and Personal Information Collection on Health Websites," Association for Health Care Research Conference, Sante Fe, New Mexico (March 21, 2001).
27. "Is Self-Regulation Protecting Online Privacy?: A Methodological Assessment of the Web Sweeps," 2001 AMA Winter Educator's Conference, Scottsdale, Arizona (February 18, 2001).
26. "A Data Driven Model for Evaluating Brand Exit, 2000 International Marketing Educators Conference, Buenos Aires, Argentina (June 28, 2000).
25. "Trust and Concern in Consumers' Perceptions of Marketing Information Management Practices," *1998 Marketing and Public Policy Conference*, Washington D.C. (June 6, 1998)
24. "Emerging Marketing and Policy Issues in Electronic Commerce: Attitudes and Beliefs of Internet Users," *1998 Marketing and Public Policy Conference*, Washington D.C. (June 6, 1998 - with Andrew Rohm)
23. "Trust and Concern in Consumers' Perceptions of Marketing Information Management Practices," *School of Management Mini-Research Conference*, Amherst, MA (January 30, 1998).
22. "Database Marketing and Consumer Privacy," *Direct Marketing Educators Conference*, Chicago (October 5, 1997).
21. "Biases in Self Reports of Zip Codes and Zip+4 in Geodemographic Segmentation," 1997 World Marketing Congress, Maylasia.(with James Gladden and Mark McDonald).
20. "What's Winning Worth?" *North American Society of Sport Management*, 12th Annual Conference-1997, (with Jay Gladden, William Sutton, Mark A. McDonald), San Antonio TX."
19. "A Conceptual Framework for Assessing Brand Equity in College Athletics" *North American Society for Sport Management*, 11th Annual Conference-1996, (with Jay Gladden and William Sutton), Fredericton, New Brunswick, Canada.

18. "An Expanded Lifetime Value Model for Measuring Service Quality," *North American Society for Sport Management*, 11th Annual Conference-1996, (with Mark McDonald and William Sutton), Fredericton, New Brunswick, Canada.
17. "Motivational Typologies for Evaluating Sport Spectator and Participant Markets," *North American Society for Sport Management*, *North American Society for Sport Management*, 11th Annual Conference-1996, (with Mark McDonald and William Sutton), Fredericton, New Brunswick, Canada.
16. "Evaluation Competition in the Sport and Fitness Market," 1996 Winter American Marketing Association Meetings, (with Rajiv Kashyap, Mark McDonald, and William Sutton), Hilton Head, SC
15. "Measuring Service Quality in Professional Sports", *1995 World Marketing Conference*, (with Mark McDonald and William Sutton) Melbourne, Australia.
14. "Understanding the Sport Consumer: The Development of Constructs of Measuring Motivations," *1995 World Marketing Conference*, (with Mark McDonald and William Sutton). Melbourne, Australia.
13. "Measuring the Strategic and Financial Impact of Reverse-Cannibalization in the Context of Line Pruning," *1995 Marketing Science Conference*, Sydney, Australia.
12. "Privacy, The Marketing Concept, Marketing Channels, and Data Collection: Suggestions" *1995 World Marketing Conference*, Melbourne, Australia.
11. "Influencing Environmental Policy and Market Behavior Through Alliances in the Political Marketplace." *1995 Marketing and Public Policy Conference*, Atlanta, GA.
10. "International Direct Marketing: Report on the Idea of Privacy in Argentina," *Academic Session of the 77th Annual Meetings of Direct Marketing Association: San Francisco (paper presented by James Beckman)*.
9. "An Approach for Identifying Cannibalization Within Product Line Extensions and Mult-Brand Strategies" (with Charlotte Mason) *1994 Marketing Science Conference*, Tuscon, AZ.
8. "Caution: Comparison of Means Across Groups May Be Hazardous to Your Business Success" (with Michael Mullen) *1994 Winter AMA Educators Conference*, St. Petersburg, FL.
7. "Direct Mail Privacy-Efficiency Tradeoffs within an Implied Social Contract Framework" *1993 Public Policy and Marketing Conference*, East Lansing, MI.
6. "A Multiple Resource Base Market Structure Approach," *1992 Marketing Science Conference*, London, England.
5. "A Marketing Approach for Measuring Product Market Differentiation and Concentration in Antitrust Cases" *1992 Public Policy and Marketing Conference*, Washington D.C.
4. "Identifying the Legal and Ethical Risks and Costs of Using New Information Technologies to Support Marketing Programs," (1991 with Paul Bloom and Robert Adler). *Marketing Science Institute Mini-conference on Policy Issues in Gathering and Using Data on Consumers*, Boston, MA.
3. "Using Population Ecology Theory to Assess and Predict Brand and Market Level Performance" *1991 Marketing Science Conference*, Wilmington, DL.
2. "Using Population Ecology to Assess Competitive Position" (with Charlotte Mason). *1990 Marketing Science Conference*, Champagne, IL.
1. "Managerial Signaling Behavior in Monopolistic Competition," *American Marketing Association Summer Educators Conference* (1989), Chicago, IL.

RESEARCH GRANTS

\$20,000 Wright State Research Fund Awarded 10/17 (with Kunal Swani).
 \$15,000 Cypres Research Fund—Awarded 6/14/01 (with Mary Culnan, Bentley College). Completed 5/14/01
 \$2,000 Service Learning Fellow Grant –Awarded 9/15/00 (\$15,000 to Marketing Department)
 \$4,000 School of Management 2001 Summer Research Grant (University of Massachusetts, Amherst)
 \$41,000 Marketing Science Institute funding (1996-1997) for "Business Privacy Practices and Consumer Sensitivity to Privacy Issues." Completed 12/15/97
 \$ 4,500 School of Management 1997 Summer Research Grant (University of Massachusetts, Amherst).
 \$3,000 School of Management 1996 Summer Research Grant (University of Massachusetts, Amherst).

\$600 Faculty Research Grant for Conference / Performance Travel (6/25/95).
\$2,500 MSI funding for "Niche Theory and Brand Competition" project (George Milne and Charlotte Mason), Complete 3/15/94.
\$5,000 University of Massachusetts Competitive Faculty Research Grant for "Taxonomy of the Sport Consumer," (George Milne and Mark McDonald), Completed 1/30/95.
\$750 Graduate School Support for Pilot Study Research -- University of Massachusetts Amherst. (5/5/93).
\$5,000 MSI funding for "Identifying the Boundaries of Fair Play in Using New Information Technologies" project, (Paul Bloom, George Milne, and Robert Adler). Completed 9/15/91.

TEACHING

Doctoral Seminars:

Marketing Management and Strategy: (SOM 894)
Applied Multivariate Methods (SOM 805)
Research Methods and Measurement in Marketing (SOM 892)
Research Process in Marketing (SOM 892)
Current and Classics in Marketing
Theory and Science in Marketing (SOM 851)
Professional Seminar Development in Marketing

Masters

Understanding Privacy in the Digital Age
Ecommerce / Internet Marketing
Direct Marketing
Marketing Management
Marketing Research
Traditional and Online Survey Design

Undergraduate

Internet Marketing
Managing Privacy in a Digital World
Marketing Research
Introduction to Business
Marketing Management
Direct Marketing
International Business: Marketing Module

DISSERTATION SUPERVISION:

Dissertations Chaired

20. Slepchuk, Alec (2023), Three Essays on Privacy
19. Bandara, Nadeesha (2022) An Investigation of Arousal Driven Consumer Behaviors Based on Color Type, Warmth, Vibrancy, Complexity and Combinations. [co-chair]
18. Kumar, Smriti (2022) To Delete or not Delete: Effects of Data Request Frames and action/inaction Cues on Personal Information Management[co-chair]

17. Demirel, Apollo (2018), [co-chair]Using Brand Concept Mapping and Network Analysis to Study Brands.
16. Pettinico, George (2018) Essays on the Quantification of Self in Consumer Behavior
15. Mujde Yuskel (2014). How Technology Shapes Consumption Experiences Through Social Interaction Opportunities and Consumer Empowerment: Three Essays on Sociotechnically Empowered Consumers
14. Kunal Swani (2014). What Messages To Post? Evaluating the Effectiveness of Social Media Communications Based On Market and Offering Characteristics
13. Ross, Spencer (2013), Why Do Consumers Consume Prosocially?
The Equity Exchange Theory of Marketing
12. Shabnam Zanjani (2012), Studies in Consumer Procrastination.
11. Jason Gabisch (2011). The Impact of Online Influence Strategies on Consumer Response and Privacy Expectations.
10. Markos, Ereni (2010) Consumer Privacy: A Two Essay Dissertation Examining Perceptions of Information Sensitivity.
9. Labrecque, Lauren (2010) Exciting Red and Competent Blue: Linking Color to Brand Personality
Winner of 2009 SMA Dissertation Competition
8. Cromer, Cory (2007), "Knowledge Nets: The Role of Total Market Orientation on Firm Performance and Dynamic Capabilities In Network Environments
7. Bahl, Shalini (2005) ,"Multiple Selves and The Meanings They Give to Consumptions."
6. Greene, Henry (2005), "A Statistic For Measuring Response Model Performance: Determining the Significance of the Gains Chart."
5. Rohm, Andrew (2001), "An Investigation of the Internet's Impact on Marketing Channel Relations.
4. Gladden, James M. (1997), "Evaluating Brand Equity in the Team Sport Setting," (Dissertation Co-chair: Completed August 1997).
3. Kashyap, Rajiv (1997), Measuring Reverse Cannibalization: Strategic Implications for Category and Product Line Management.
2. McDonald, Mark A. (1996), "An Expanded Lifetime Value Model for Evaluating Service Quality." (Dissertation Co-chair: University of Massachusetts, Completed August 1996).
1. Gordon, Mary Ellen (1995), Strategic Alliance Outcomes: The Role of Strategic Fit.

Dissertation Committees

17. Kim, Kaeun (2019), Embodied Location Effects: Affecting Consumer Product Attributions Through Location-Concept Associations.
16. Oz, Begum (2019), The Awesomeness of Awe: The Effects of Awe on Consumers' negative Consumption Practices.
15. Zhang, Shoaling (2018), Managing Traditional Pipeline and Platform Innovations.
14. Agogo, David (2017), Illuminating the Dark Side of Technology Use: A Review and Examination of Negative Affective Responses to Technology
13. Fatima Hajjat (2017), The Silent Language: The Effects of Nonverbal Cues on Perception of Brands in Online and Offline Contexts.
12. Ilgim Dara Benoit (2016) O Creativity, Where Art Thou? What Increases Creativity Perception, and When Does Creativity Matter?
11. Jun Kang (2012), "Studies on Marketing Channel Performance, Channel Appropriability, and Intangible Firm Value
10. Mark Groza (2012), "Leveraging Marketing Resources to Build Stakeholder-Company Relationships."
9. Sukin, Tia (2010), "Item Parameter Drift As An Indicator of Differential Opportunity to Learn: An Exploration of Item Flagging Methods and Accurate Classification of Examinees
8. Donna Gallo (2008), "Organizational Response to Regulatory Change: A Resource-based View from the Commercial Banking Industry
7. Latham, Scott (2005.), "Bankruptcy and Strategy"
6. Thuhang Thi Tran (2004), "Capability Building and Performance,"

5. Watson, Andrew (2000) "Core Competence Orientation," 4. Banerjee, Bobby (1995), "Managerial Perceptions of Corporate Environmentalism: Antecedents, Consequences, and Implications for Marketing Strategy
4. Banerjee, Bobby (1995), "Managerial Perceptions of Corporate Environmentalism: Antecedents, Consequences, and Implications for Marketing Strategy
3. McKeage, Kim (1995), "Managing the Retail Salesforce for Superior Service Quality,"
2. Antes, David (1995), "Product Complexity and Customer Satisfaction,"
1. Mullen, Michael (1992), The Role of International Marketing Channels in Economic Development: A Structural Analysis of the Effects of Exporting and Importing on Economic Level and Basic Needs (UNC)

PROFESSIONAL SERVICE

Board of Directors (2015-Present), Association for Marketing and Healthcare Research
Board of Directors (2012-2013), Direct Marketing Educational Foundation.

Conference co-chair, 2019 Association of Marketing and Healthcare Research.
Conference co-chair, 2018 Association of Marketing and Health Care Research
Conference co-chair, 2014 Marketing and Public Policy Conference, Boston, MA (June 5-7, 2014).
Conference co-chair, 2014 Marketing & Public Policy Research Workshop and Doctoral Seminar Amherst, MA. (June 2-5, 2014)).
Conference chair, 2012 DMEF Direct/Interactive Research Summit, Las Vegas
Conference chair, 2011 DMEF Direct/Interactive Research Summit, October 1-2, Boston, MA
Track Chair 2010, American Marketing Association Summers Educator Conference, Boston MA
Conference Chair, 2007 DMEF Direct/Interactive Research Summit. Las Vegas, NV
Conference Vice Chair, 2006 DMEF Direct Marketing Conference, San Francisco
Co-Chair of 1997 Public Policy and Marketing Conference. May 16-17, Boston, MA.
Marketing and Public Policy Conference Program Committee (1996- 2001).

Special issue Editor: Journal of Public Policy and Marketing (Spring 2019), Special Issue on Marketing and Public Policy in a Technology-Integrated Society
Special Issue Editor: Journal of Public Policy and Marketing (Spring 2000), Special Issue on Privacy and Ethical Issues in Database/Interactive Marketing and Public Policy

Editorial Review Board: Journal of Consumer Affairs (2017-Present)
Editorial Review Board: Journal of Marketing Analytics (2017-Present)
Editorial Review Board: Journal of Public Policy and Marketing (1998-Present)
Editorial Review Board: Journal of Interactive Marketing (2010-Present)
Editorial Review Board: Journal of Sport Management (1998-2001)
Editorial Review Board: International Journal of Sport Marketing and Sponsorship (1998-2001)
Editorial Review Board: Sports Marketing Quarterly (1995-1997).

Journal of Interactive Marketing (Ad Hoc Reviewer 2002-2010).
Journal of Academy of Marketing Science (Ad Hoc Reviewer 2006-present)
Journal of Consumer Affairs (Ad Hoc reviewer: 2003-2017).
Journal of Marketing (Ad Hoc Reviewer 2000-Present).
Journal of Public Policy and Marketing (Ad hoc reviewer: 1993-1997).
The Information Society (Ad hoc reviewer 2000, 2003,2004).
Organizational Science (Ad hoc reviewer: 1996).
Academy of Management Journal (Ad hoc reviewer: 1996).
Journal of Advertising (Ad hoc reviewer: 1994).
AMA Doctoral Dissertation Competition: Reviewer (1996)

