

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

- 10/22-Present **Edward D. Shirley '78 Endowed Professor in Marketing**, Isenberg School of Management, University of Massachusetts Amherst
- 12/18-9/22 **Carney Family Endowed Professor**, Marketing Department at the Isenberg School of Management, University of Massachusetts Amherst
- 7/18-Present **Associate Dean of Research and Doctoral Programs**, 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

2025 Association of Marketing and Healthcare: Best paper in the conference (Mindful Social Media Usage: Impact Research for the Development of a Social Media Mindfulness Practice for Young Black Women")

2024 Society for Marketing Advances: Best paper in "Healthcare Marketing and Consumer Well-Being" Track (Initiating Robot Public Policy: A Consumer-Centric Approach).

2024 William R. Darden Award for Best Research Methodology Paper at the 2024 AMS conference (Brand Privacy Reputation (BPR): Conceptualization, Definition, and Measurement)

2023 RRBM (Responsible Research in Business & Management) Honor Role for (Price? Quality? Or Sustainability? Segmenting by Disposition Toward Self-other Tradeoffs Predicts Consumers' Sustainable Decision-Making).

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 01152025

Citation indices

	All	Since 2020
<u>Citations</u>	19179	7957
<u>h-index</u>	58	45
<u>i10-index</u>	95	75

Journal Articles

98. Chan, Steven, Shalini Bahl, Kelley Moore, Michelle Van Solt, Ryan E. Cruz, Matthew Philip, Tessa Garcia-Collart, Ellen Campos Sousa, George R. Milne, Nelson Borges Amaral, Michelle Perkins, Kristen Thomas (2025), "Mindful Social Media Usage: Insight and Impact from Co-creating a Social Media Mindfulness Practice for Young Black Women" *European Journal of Marketing*.
97. Walker, Kristen and George R. Milne (2024), "AI-Driven Technology and Privacy: The Value of Social Media Responsibility" *Journal of Research in Interactive Marketing*, (forthcoming)
96. Bahl, Shalini, George R. Milne, Elizabeth G. Miller (2023), "Expanding Consumer Mindfulness for Collective Sustainable Well-being," *Journal of Consumer Affairs* 57 (2)
95. Swani, Kunal, George R. Milne, Brian P. Brown (2023), "The Benefits of Meeting Buyer Privacy Expectations across Information, Time, and Space Dimensions, *Industrial Marketing Management* 112, 14-26
94. Bahl, Shalini, George R. Milne, Kunal Swani (2022), "An Expanded Mindful Mindset: The Role of Different Skills in Stress Reduction and Life Satisfaction," *Journal of Consumer Affairs* 57 (2), 821-847.
93. Swani, Kunal and George R. Milne (2022), "Impact of Unmet Privacy Expectations across Information, Time and Space: Evidence from Four Countries, *Journal of Interactive Marketing* 57 (2), 278-295.
92. Dahl, Andrew, James W. Peltier, George R. Milne (2022), "Reducing Information Asymmetry and Increasing Health Value Co-Creation in a Rural Healthcare Context," *Journal of Consumer Affairs* (forthcoming).
91. 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*
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 Villarreal 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. [\[https://doi.org/10.1177%2F109804821101500109\]](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. [\[https://doi.org/10.1080/15252019.2010.10722168\]](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. [\[https://doi.org/10.1057/dbm.2010.2\]](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. [\[https://doi.org/10.1177%2F0273475309360164\]](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. [\[https://doi.org/10.1509%2Fjppm.29.1.138\]](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. [\[https://doi.org/10.1086/650000\]](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. [\[https://doi.org/10.2753/JOA0091-3367380408\]](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. [\[https://doi.org/10.1111/j.1745-6606.2009.01148.x\]](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. [\[https://doi.org/10.1016/j.intmar.2009.02.007\]](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. [\[https://doi.org/10.1509%2Fjppm.27.1.57\]](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. [\[https://doi.org/10.1177%2F109804820801200205\]](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. [\[https://doi.org/10.1509%2Fjppm.25.2.238\]](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. [\[DOI: 10.1057/palgrave.jt.5740168\]](https://doi.org/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/mbf_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. [\[https://doi.org/10.1002/dir.20009\]](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 [\[https://doi.org/10.1111/j.1745-6606.2004.tb00865.x\]](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]
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] [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.
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Book Chapters

15. Walker, Kristen, George R. Milne (2025), *Privacy, Public Policy & Marketing Possibilities*, Handbook of Marketing and Public Policy, (Kelly Martin, Martin Mende, and Maura Scott editors)
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PRESENTATIONS

Invited

23. Bridging the Gap: Biometric Technologies in Marketing Research, (with Gaia Rancati, Jane Zhu, Chad Milewicz, Kiew Wong, Jessica Wilson), June AMS Conference, Montreal Canada, May 23, 2025
22. Mindfulness Approaches to Sustainability and Consumer Well-being. AMS Theory Forum, AMS Conference. Coral Gables, May 23, 2024
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: Ebehavioral 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

65. Alec N. Slepchuk, George R. Milne, & Nadeesha H. Bandara, "Initiating Robot Public Policy: A Consumer-Centric Approach" (November 2024), Society for Marketing Advances Annual Conference, Tampa, FL
64. "Brand Privacy Reputation (BPR): Conceptualization, Definition and Measurement," AMS 2024 Conference, May 21-24, Coral Gables, FL.
63. Nadeesha H. Bandara, Elizabeth G. Miller, George R. Milne & Lauren Labrecque, "Color Me Aroused while Keeping the Cool" (February 2024), American Marketing Association Winter Conference, St. Pete's Beach, FL
62. Nadeesha H. Bandara, Elizabeth G. Miller, George R. Milne & Lauren Labrecque, "Effects of Color Combinations' Visual Complexity and Vibrancy on Arousal and Consumer Behavior" (February 2024), American Marketing Association Winter Conference, St. Pete's Beach, FL
61. Milne, George "Mindfulness: The Case of Mindful Drinking" AMHCR annual conference 2024, Park City Utah
60. "Understanding the Effects of the Fear of Missing Out and Mindfulness on Social Media," (with Steve Chan and Shalini Bahl). 2nd International Research conference on Mindfulness 2024. Mindfulness for Sustainable Business and Innovation February 8-10.
59. Transformative Consumer Research Dialogical Conference 2023, Royal Holloway School of Business and Management, Egham, UK June 18-22.
58. Milne, George "Teaching mindfulness to PhD Students: Stress Free PhD." Marketing and Public Policy Conference 2023, Arlington, VA. June 8-10, 2023.
57. Nadeesha H. Bandara, Elizabeth G. Miller, George R. Milne & Lauren Labrecque, "Color Me Aroused while Keeping the Cool" (October 2021), Association for Consumer Research, Virtual
56. 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, Breckenridge, CO
55. George Pettinico, George R. Milne, Kaeun Kim, Smriti Kumar and Nadeesha H. Bandara, "Take Two Robots and Call Me in the Morning" (February 2020), Association for Marketing & Healthcare Research, Breckenridge, CO
54. Smriti Kumar, George Milne, Nadeesha H. Bandara, David Agogo, and Charles Schewe, "How Consumers Age: A Model of the Transitional Self" (February 2019), Association for Marketing & Healthcare Research, Jackson, WY
53. George R. Milne, Kunal Swani, Alec Slepchuk and Nadeesha H. Bandara, "Transformation of the Direct Marketing Industry" (January 2019), 7th Annual Winter Global Business Conference, Tignes, France
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 Multi-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 Cypress 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), Investigation of Privacy within Health Marketing, Digital Activism, and International Contexts.

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. Ilgin 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: Responsible Research in Business & Management (2021-Present)
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)