

## **WILLIAM O. BEARDEN**

### **OFFICE**

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### **ACADEMIC BACKGROUND**

12-67	B.A., Industrial Management Clemson University
6-71	M.B.A. University of Georgia
8-75	Ph.D., Business Administration University of South Carolina

### **ACADEMIC EMPLOYMENT**

Assistant Professor of Marketing, Western Kentucky University, August 1975 to August 1976.

Assistant Professor of Marketing, The University of Alabama, August 1976 to August 1978.

Associate Professor of Marketing, University of South Carolina, August 1978 to August 1983.

Professor of Marketing, University of South Carolina, August 1983 to August 1988.

Professor of Marketing and Distinguished Foundation Fellow, University of South Carolina, August 1988 to August 1997.

Bank of America Chaired Professor of Marketing, August 1997 to present.

## **PREVIOUS EMPLOYMENT**

U.S. Army; 1968 to 1969, Ft. Ord, California; 1969 - 1970, Republic of Vietnam.

Deering Milliken, Incorporated, Production Management, June 1971 to August 1972.

## **ACADEMIC ORGANIZATIONS**

American Marketing Association

Association for Consumer Research

Society for Marketing Advances

Society for Consumer Psychology

## **HONORS**

American Marketing Association Doctoral Consortium Representative, 1974.

Omicron Delta Epsilon, 1974.

Beta Gamma Sigma, 1975.

Outstanding Marketing Instructor, 1980-81.

Outstanding MBA Teacher Award, 1982-83.

College of Business Administration Alfred G. Smith Excellence in Teaching Award, 1984-85.

University AMOCO Outstanding Teaching Award, 1984-85.

Golden Key National Honorary Faculty Initiate, 1987.

Southern Marketing Association Distinguished Fellow, 1988.

Beta Gamma Sigma Honorary Faculty Initiate, 1988.

Distinguished Foundation Fellow, USC Business Partnership Foundation, 1990-1998.

Gamecock Faculty Athletic Recognition, 1993-94, 1998-99, 1999-00, 2000-01.

Bank of America Chaired Professor of Marketing, 1997-Present.

Moore School of Business Alfred G. Smith Excellence in Teaching Award, 1998-1999.

Associate Editor, *Journal of Consumer Research*, July 1999-July 2002.

Outstanding Paper Award, AMA Summer Educators' Conference, Pricing and Promotion Track, 1999 (with Jay Carlson and David Hardesty).

Distinguished Scholar Speaker Series, Southern Marketing Association, 1998 with Rick Netemeyer (Louisiana State University), 1999 with Kelly Tepper (University of Kentucky).

University Mungo Award for Excellence in Teaching, 1999-2000.

Society for Marketing Advances, Distinguished Teaching Award, 2001, Finalist.

Omicron Delta Kappa (ODK), National Leadership Honorary Society, USC Faculty Member Inductee, 2000-01.

Outstanding Reviewer, *Journal of Marketing*, 1999-2002.

Outstanding Paper Award, AMA Summer Educators' Conference, Global Track, 2003 (with Bruce Money and Jennifer Nevins).

2003 Lifetime Achievement Award in Behavioral Pricing.

Delta Sigma Pi Faculty Member of the Year, 2003.

2004 University of South Carolina Educational Foundation Research Award for Professional Schools.

2005 University of South Carolina Trustee Professorship Award.

Sherwin-Williams Distinguished Teaching Award, Society for Marketing Advances, 2005 Finalist.

Outstanding Reviewer, *Journal of Consumer Research*, 2002-2003, 2004-2005.

Mortar Board Teaching Award, 1995-96, 1997-98, 1999-00, 2005-2006.

Outstanding Reviewer Award, *Journal of Advertising*, 2005.

Mortar Board, USC Honorary Faculty Member Inductee, 2006; Speaker, 2006 Mortar Board Induction Ceremony.

Outstanding Reviewer Award, *Journal of Retailing*, 2005-2006.

University Faculty Athletic Representative, May 2006-present.

Distinguished Service Award, *Journal of Consumer Research*, 2006.

Best Conference Paper Award, Co-Winner, 2008 Summer Educators' Conference, American Marketing Association. (Best Paper in Marketing Research Track.)

## **PRIMARY TEACHING INTERESTS**

Marketing Research

Principles of Marketing

Consumer Behavior

Marketing Management

## **PROFESSIONAL SERVICE ACTIVITIES**

Consumer Behavior, Track Chairman, Southern Marketing Association Annual Conference, New Orleans, 1979.

Marketing Research Track Chairman, Southern Marketing Association Annual Conference, Atlanta, 1981.

Editorial Review Board, *Journal of Retailing*, 1980-Present.

Marketing Education Track Chairman, American Marketing Association, Chicago, Illinois, 1982.

Treasurer, Southern Marketing Association, 1981-82.

Co-Editor (with J. Barry Mason) of a special issue of *Journal of Retailing*, entitled "Consumer Satisfaction/Dissatisfaction: Theory Implications for Retailing." Vol. 57 (Fall 1981).

Chairman of Division 23, American Psychological Association, Education and Training Committee, 1981-82.

Secretary, Southern Marketing Association, 1982-83.

Chairperson of Dissertation Competition, Southern Marketing Association, 1983.

Secretary-Treasurer, Beta Gamma Sigma, University of South Carolina Chapter, 1983-84.

President, Southern Marketing Association, 1984-85.

Editorial Review Board, *Journal of Business Research*, 1983-97.

Associate Editor, Buyer Behavior, *Journal of Business Research*, 1984-87.

President, Beta Gamma Sigma, University of South Carolina Chapter, 1984-85.

American Marketing Association Education Council, 1986-88, 1990-92.

American Marketing Association, Faculty Consortium Speaker, 1987.

Advisory Board, *Journal of the Academy of Marketing Science*, 1988-1995.

Co-Editor, American Marketing Association Fall Educator Conference Proceedings, *Enhancing Knowledge Development in Marketing*, Vol. 1, Chicago, IL: American Marketing Association, 1990.

Vice President of American Marketing Association, Education Division, 1991-92.

American Marketing Association Board of Directors, 1990-92.

Editorial Review Board, *Journal of the Academy of Marketing Science*, 1991-2000.

Editorial Review Board, *Marketing Education Review*, 1991-Present.

Association for Consumer Research Publications Committee, 1992-95.

Southern Marketing Association Doctoral Consortium Speaker, 1991, 1992, 1993, 1994, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2004.

Program Committee, Association for Consumer Research Annual Conference, 1992.

American Marketing Association Divisional Performance Task Force, 1993.

Co-chair (with T.A. Shimp), American Marketing Association Annual Dissertation Competition, 1994.

Co-editor (with Michael J. Etzel) of Special Issue in the *Journal of Business Research* entitled "Linking Consumer Behavior Theory To Public Policy, Social Policy, and the Environment," 30, (May 1994).

American Marketing Association Nominating Committee, 1994.

Co-editor (with Stan Madden) of Special Issue in the *Journal of Business Research* entitled "Integrated Marketing Communications: Reconceptualizing the Role of Advertising," Vol. 37 (3), November 1996.

Co-editor (with Joe Urbany) of Special Issue in the *Journal of Retailing*, entitled "Research Perspectives on Retailer Pricing Decisions," Vol. 74 (Fall) 1998.

Vice President Elect for Marketing, American Marketing Association, Education Division, 1999-2000.

Vice President for Marketing, American Marketing Association, Education Division, 2000-2001.

Associate Editor, *Journal of Consumer Research*, July 1999-June 2002.

Program Committee, Association for Consumer Research Annual Conference, 2000.

Editorial Review Board, *Journal of Consumer Psychology*, 2002-Present.

Association for Consumer Research Doctoral Symposium, 2001, 2002.

Co-chair, American Marketing Association Annual Dissertation Competition, 2004.

Advisory Board, *Journal of Product and Brand Management* (Pricing section), 2003-2004.

Editorial Review Board, *Journal of Advertising*, 2006-present.

Associate Editor, *Journal of Retailing*, August 2006-present.

Editorial Review Board, *Journal of Marketing*, 1997-2005, 2006-present.

Editorial Review Board, *Marketing Letters*, 2007-present.

Editorial Review Board, *Journal of Consumer Research*, 1992-1998, 2002-present.

Co-editor (with David Hardesty) of Special Issue in the *Journal of Retailing*, entitled "Consumer Behavior and Retailing," in-progress for mid-2009 publication.

Editorial Review Board, *Journal of Marketing Research*, 1983-2002, 2008-present.

American Marketing Association, Doctoral Consortium Speaker, 1986, 1991, 2001, 2002, 2003, 2009.

## **UNIVERSITY AND MOORE SCHOOL OF BUSINESS SERVICE**

Graduate Policy and Curricula Committee, College of Business Administration; 1979-80, 1980-81, 1981-82, 1982-83, 1987-88, 1990-1992.

University Graduate Council, 1980-81, 1981-82, 1982-83.

Academic Policy and Advisory Committee, College of Business Administration; Member 1981-82; Chair, 1983-84.

Ph.D. in Business Administration Study Committee, College of Business Administration; 1981-82.

Student Faculty Commission, College of Business Administration; 1979-80.

Committee to Promote Teaching Effectiveness, College of Business Administration; Member 1981-82; Chair, 1982-83; Member 1983-84.

Graduate Appeals Committee, College of Business Administration; 1983-84.

Strategic Planning Committee, College of Business Administration; 1983-85.

Graduate Council Subcommittee for Humanities and Behavioral Sciences on Programs and Curricula, University Committee; 1983-85.

University Promotion and Tenure Committee; 1985-86, 1986-87, 1987-88.

University Promotion and Tenure Committee Panel Chair; 1987-1988.

University Faculty Senate; 1988-89, 1989-90, 1990-91.

USC Graduate School Advisory Committee, 1989-90.

USC Faculty Steering Committee for Southern Accreditation Review; 1989-1990.

Chair, University AMOCO Selection Committee, 1990-91, 1991-92, 1992-93, 2000-01;  
Member, 1985-86, 1986-87, 1987-88, 1988-89, 1989-90, 1993-94, 1994-95, 1995-96, 1996-97, 1997-98, 1998-99, 1999-20, 2001-02, 2002-03, 2003-2004.

University Task Force on Teaching and Faculty Development; 1990-91, 1991-92, 1992-93, 1993-94.

Co-director, University of South Carolina Lilly Foundation Faculty Mentoring Program; 1992-93, 1993-94, 1994-95.

Chair, College of Business Administration Undergraduate Program Task Force; 1992-1993.

University Committee on Faculty Instruction and Development; 1995-96, 1996-97, 1997-98.

University Promotion and Tenure Committee; 1994-95, 1995-96, 1996-97.

University Promotion and Tenure Committee Panel Chair; 1995-96.

Ph.D. Program Coordinator, Department of Marketing; 1995-96, 1996-97, 1997-98, 1998-99, 1999-2000, 2000-2001, 2001-2002, 2002-2003.

University Grievance Committee; 1998-99, 1999-2000, 2000-2001.

McNair and Carolina Scholars Mentoring Program; 1998-99, 1999-2000, 2000-2001, 2004-2005, 2007-2008.

University Graduate Teaching Assistant Awards Committee; 2000-2001, 2001-2002, 2002-2003.

Moore School of Business Dean's Search Committee; 1998-99, 1999-2000.

MSB Doctoral Program Faculty Executive Committee; Chair, 2000-2001; Member 1995-96, 1996-97, 1997-98, 1998-99, 1999-2000, 2001-2002, 2002-2003.

University Faculty Advisory Committee; Member 2001-2002, 2002-2003; Chair 2003-2004.

Chair, College of Business Administration, Outstanding Alumni Selection Committee; 1995-96; Member 1996-97, 1997-98, 1998-99, 1999-2000, 2000-2001, 2001-2002, 2002-2003, 2003-2004, 2004-2005.

Academic Affairs and Faculty Liaison Committee of the USC Board of Trustees, Member, 2003-2004.

Faculty Senate Steering Committee, 2003-2004, 2004-2005, 2005-2006.

University Budget Committee, 2003-2004; 2004-2005.

University Athletics Advisory Committee, Chair, 2004-2005, 2005-2006; ex officio, 2006-2007, 2007-2008.

University Review Committee on Named and Distinguished Professorships; 1997-98, 1998-1999, 1999-2000, 2004-2005, 2005-2006, 2006-2007.

University Tenure Review Board, 2006-2007, 2007-2008.

USC Educational Foundation Research Award for Professional Schools, Selection Committee; 2005-2006, 2006-2007; chairperson, 2007-2008.

Moore School of Business, Undergraduate Task Force Committee for Strategic Planning, 2007.

Moore School of Business Promotion and Tenure Advisory Committee, 2004-2005, 2005-2006, 2006-2007; 2007-2008.

MSB Undergraduate Program Faculty Executive Committee; Chair, 2001-2002; Member, 2002-2003, 2003-2004, 2004-2005, 2005-2006, 2006-2007; Chair, 2007-2008.

University Faculty Athletic Representative, May 2006-present.

University Ad Hoc Faculty Awards Evaluation Committee, 2007-2008.

Department Promotion and Tenure Chair, 2007-2008, 2008-2009.

University SECAC Academic Leadership Development Program, USC Selection Committee Chair, 2008.

SEC Executive Committee; Member, May 2008-present.

## **BOOKS**

*Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research*, 2<sup>nd</sup> Edition, Sage Publications and the Association for Consumer Research, 1999 (with Richard E. Netemeyer).

*Marketing Principles and Perspectives*, 5th Edition, Burr Ridge, IL: Irwin/McGraw-Hill, 2006 (with Thomas N. Ingram and Raymond W. LaForge).

*Scaling Procedures for Self-Report Measures in the Social Sciences: Issues and Applications* (2003), Newbury Park, CA: Sage Publications (with Richard E. Netemeyer and Subhash Sharma).

## **JOURNAL ARTICLES**

William O. Bearden and Arch G. Woodside, "Interactions of Consumption Situations and Consumer Brand Attitudes," *Journal of Applied Psychology*, 16 (December 1976), 764-769.

William O. Bearden, "Inventory Control and Forecasting for Finished Goods with Seasonal Demand Patterns," *Industrial Management*, 19 (Jan.-Feb. 1977), 7-10.

William O. Bearden and Arch G. Woodside, "Testing Variations of Fishbein's Behavioral Intention Model Within a Consumer Behavior Context," *Journal of Applied Psychology*, 62 (1977), 352-357.

William O. Bearden, "Determinant Attributes of Store Patronage: Downtown versus Outlying Shopping Center," *Journal of Retailing*, 43 (Summer 1977), 15-22.

William O. Bearden and Arch G. Woodside, "Consumption Occasion Influence on Consumer Brand Choice," *Decision Sciences*, 9 (April 1978), 273-284.

William O. Bearden, Jesse E. Teel, and Richard M. Durand, "Media Usage, Psychographic, and Demographic Dimensions of Retail Shoppers," *Journal of Retailing*, 54 (Spring 1978), 65-74.

Jesse E. Teel, William O. Bearden, and Richard M. Durand, "Psychographic Characteristics of Radio and Television Audiences," *Journal of Advertising Research*, 19 (April 1979), 53-58.

Sandra J. Teel, Jesse E. Teel, and William O. Bearden, "Lessons Learned from the Broadcast Cigarette Advertising Ban," *Journal of Marketing*, 43 (January 1979), 45-50.

William O. Bearden and J. Barry Mason, "Elderly Use of In-Store Information Sources in Supermarket Purchase Decisions and Dimensions of Product Satisfaction/Dissatisfaction," *Journal of Retailing*, 55 (Spring 1979), 79-91.

William O. Bearden and J. Barry Mason, "Consumer Perceived Risk and Attitudes Toward Generically Prescribed Drugs," *Journal of Applied Psychology*, 63 (December 1978), 741-746.

- J. Barry Mason and William O. Bearden, "Sources and Levels of Satisfaction/Dissatisfaction Affecting Consumer Behavior of the Elderly," *Journal of Consumer Affairs*, 13 (Winter 1979), 359-369.
- Brady, Donald L. and William O. Bearden (1979), "The Effect of Managerial Attitudes on Alternative Exporting Methods," *Journal of International Business Studies*, 10 (3), 79-84.
- William O. Bearden, Jesse E. Teel, and Robert R. Wright, "Family Income Effects on Measurement of Children's Attitudes Toward Television Commercials," *Journal of Consumer Research*, 6 (December 1979), 308-311.
- J. Barry Mason and William O. Bearden, "Generic Drugs: Consumer Pharmacist, and Physician Perceptions of the Issues Involved," *Journal of Consumer Affairs*, 14 (Summer 1980), 193-206.
- William O. Bearden and J. Barry Mason, "Physician and Pharmacist Support of Generic Drugs," *Journal of Consumer Research*, 7 (September 1980), 121-130.
- William O. Bearden and Jesse E. Teel, "An Investigation of Personal Influences On Consumer Complaining," *Journal of Retailing*, 56 (Fall 1980), 3-20.
- William O. Bearden, Robert S. Headen, Jay E. Klompmaker, and Jesse E. Teel, "Attentive Audience Delivery of TV Advertising Schedules," *Journal of Marketing Research*, 18 (May 1981), 187-191.
- William O. Bearden and Melissa Crockett, "Self-Monitoring, Norms, and Attitudes As Influences On Consumer Complaining," *Journal of Business Research*, 9 (September 1981), 255-266.
- Jesse E. Teel and William O. Bearden, "A Media Planning Algorithm for Retail Advertising," *Journal of Retailing*, 56 (Winter 1980), 23-39.
- William O. Bearden and Terence A. Shimp, "The Use of Extrinsic Cues to Facilitate Product Adoption," *Journal of Marketing Research*, 19 (May 1982), 229-239.
- Terence A. Shimp and William O. Bearden, "Warranty and Other Extrinsic Cue Effects on Consumers' Risk Perceptions," *Journal of Consumer Research*, 9 (June 1982), 38-46.
- William O. Bearden, Subhash Sharma, and Jesse E. Teel, "Sample Size Effects on Chi-Square and Other Statistics Used in Evaluating Structural Equations," *Journal of Marketing Research*, 19 (November 1982), 425-430.
- William O. Bearden and Michael J. Etzel, "Reference Group Influence on Product and Brand Purchase Decisions," *Journal of Consumer Research*, 9 (Summer 1982), 183-194.
- William O. Bearden and Jesse E. Teel, "Selected Determinants of Consumer Satisfaction and Complaint Reports," *Journal of Marketing Research*, 20 (February 1983), 21-28.

William O. Bearden, "Profiling Consumers Who Register Complaints Against Auto Repair Services," *Journal of Consumer Affairs*, 17 (Winter 1983), 315-335.

Subhash Sharma, William O. Bearden, and Jesse E. Teel, "Differential Effects of In-Home Shopping Methods," *Journal of Retailing*, 59 (Winter 1983), 29-52.

Richard L. Oliver and William O. Bearden, "Disconfirmation Processes and Consumer Evaluations in Product Usage," *Journal of Business Research*, 13 (June 1985), 235-246.

William O. Bearden, Donald R. Lichtenstein, and Jesse E. Teel, "Brand Type, Coupon, and Price Format Effects on Consumer Evaluation of Newspaper Appeals," *Journal of Retailing*, 60 (Summer 1984), 11-34.

William O. Bearden and Richard L. Oliver, "The Role of Public and Private Complaining in Satisfaction with Problem Resolution," *Journal of Consumer Affairs*, 19 (Winter 1985), 222-240.

Ellen M. Moore, William O. Bearden, and Jesse E. Teel, "Use of Labeling and Assertions of Dependency in Appeals for Consumer Support," *Journal of Consumer Research*, 12 (June 1985), 90-96.

Richard L. Oliver and William O. Bearden, "Crossover Effects in the Theory of Reasoned Action: A Moderating Influence Attempt," *Journal of Consumer Research*, 12 (December 1985), 324-340.

Jesse E. Teel, William O. Bearden, and Subhash Sharma, "Interpreting LISREL Estimates of Explained Variance in Nonrecursive Structural Equation Models," *Journal of Marketing Research*, 23 (May 1986), 164-168.

Donald R. Lichtenstein and William O. Bearden, "Measurement and Structure of Kelley's Covariance Theory," *Journal of Consumer Research*, 13 (September 1986), 290-296.

William O. Bearden, Mary F. Mobley, and Jesse E. Teel, "An Investigation of Individual Responses to Tensile Price Claims," *Journal of Consumer Research*, 15 (September 1988), 273-279.

Joel E. Urbany, William O. Bearden, and Dan C. Weilbaker, "The Effects of Reference Pricing on Consumer Perceptions and Price Search," *Journal of Consumer Research*, 15 (June 1988), 95-110.

Donald R. Lichtenstein and William O. Bearden, "An Investigation of Consumer Evaluations of Reference Price Discount Claims," *Journal of Business Research*, 17 (September 1988), 189-200.

William O. Bearden, Richard G. Netemeyer, and Jesse E. Teel, "Measurement of Consumer Susceptibility to Interpersonal Influence," *Journal of Consumer Research*, 15 (March 1989), 473-481.

Donald R. Lichtenstein and William O. Bearden, "Contextual Influences on Perceptions of Merchant-Supplied Reference Prices," *Journal of Consumer Research*, 16 (June 1989), 55-66.

William O. Bearden and Randall L. Rose (1990), "Attention to Social Comparison Information: An Individual Difference Factor Affecting Consumer Conformity," *Journal of Consumer Research*, 16 (March), 461-471.

Kelly Shuptrine, William O. Bearden, and Jesse E. Teel (1990), "An Analysis of the Dimensionality and Reliability of the Lennox and Wolfe Revised Self-Monitoring Scale," *Journal of Personality Assessment*, 54 (3,4), 515-522.

Pam E. Scholder, William O. Bearden, and Subhash Sharma (1991), "Resistance to Technological Innovations: An Examination of the Role of Self-Efficacy and Performance Satisfaction," *Journal of the Academy of Marketing Science*, 19 (Fall), 297-308.

Richard G. Netemeyer and William O. Bearden (1992), "A Comparative Analysis of Two Models of Behavioral Intention," *Journal of Academy of Marketing Science*, 20 (Winter), 49-60.

Richard G. Netemeyer, William O. Bearden, and Jesse E. Teel (1992), "Interpersonal Influence and Attributional Sensitivity," *Psychology and Marketing*, 9 (September-October), 379-394.

Randall L. Rose, William O. Bearden, and Jesse E. Teel (1992), "An Attributional Analysis of Resistance to Group Pressure Regarding Illicit Drug and Alcohol Consumption," *Journal of Consumer Research*, 19 (June), 1-13.

William O. Bearden, Randall L. Rose, and Jesse E. Teel (1994), "Correlates of Conformity in the Consumption of Illicit Drugs and Alcohol," *Journal of Business Research*, 30 (May), 25-32.

Dana-Nicoleta Lascu, William O. Bearden, and Randall L. Rose (1995), "Norm Extremity and Interpersonal Influences On Consumer Conformity," *Journal of Business Research*, 32 (March), 201-212.

Richard W. Easley, William O. Bearden, and Jesse E. Teel (1995), "Testing Predictions Derived From Inoculation Theory and The Effectiveness of Self-Disclosure Communications Strategies," *Journal of Business Research*, 34 (October), 93-106.

Terence A. Oliva, Richard L. Oliver, and William O. Bearden (1995), "The Relationships Among Consumer Satisfaction, Involvement, and Product Performance: A Catastrophe Theory Application," *Behavioral Science*, 40 (2), 104-132.

Ajit Kaicker, William O. Bearden, and Kenneth C. Manning (1995), "Component Versus Bundle Pricing: The Role of Selling Price Deviation from Expectations," *Journal of Business Research*, 33 (July), 231-240.

Kenneth C. Manning, William O. Bearden, and Thomas J. Madden (1995), "Consumer Innovativeness and the Adoption Process," *Journal of Consumer Psychology*, 4 (4), 329-346.

Randall L. Rose, William O. Bearden, and Kenneth C. Manning, "Using Individual Differences to Segment the 'Market' for an Attribution-Based Substance Abuse Intervention Program," *Journal of Public Policy and Marketing*, 15 (Fall 1996), 252-262.

Joel E. Urbany, William O. Bearden, Ajit Kaicker, and Melinda Smith-de Borrero, "Transaction Utility Effects When Quality Is Uncertain," *Journal of the Academy of Marketing Science*, 25 (Winter 1997), 45-55.

William O. Bearden, Charles S. Madden, and Kelly Usategui (1998), "The Pool is Drying Up," *Marketing Research: A Magazine of Management and Applications*, 10 (Spring), 27-33.

Kenneth C. Manning, William O. Bearden, and Randall L. Rose (1998), "Development of a Theory of Retailer Response to Manufacturers' Everyday Lost Cost Programs," *Journal of Retailing*, 74 (Spring), 107-138.

Kelly Tepper, William O. Bearden, and Gary L. Hunter (2001), "Consumers' Need for Uniqueness: Scale Development and Validation," *Journal of Consumer Research*, 28 (June), 50-66.

William O. Bearden, David M. Hardesty, and Randall L. Rose (2001), "Consumer Self-Confidence: Refinements in Conceptualization and Measurement," *Journal of Consumer Research*, 28 (June), 121-134.

Randall L. Rose, William O. Bearden, and Kenneth C. Manning (2001), "Attributions and Conformity in Illicit Consumption: The Mediating the Role of Group Attractiveness", *Journal of Public Policy and Marketing*, 20 (Spring), 84-92.

Kelly Hewett and William O. Bearden (2001), "Dependence, Trust, and Relational Behavior on the Part of Subsidiary Foreign Operations: Implications for Managing Global Marketing Programs", *Journal of Marketing*, 65 (4), 51-66.

Valerie Taylor and William O. Bearden (2002), "The Effects of Price on Brand Extensions Evaluations: The Moderating Role of Extension Similarity," *Journal of the Academy of Marketing Science*, 30 (Spring), 131-140.

David M. Hardesty, Jay P. Carlson, and William O. Bearden (2002), "Brand Familiarity and Invoice Price Effects on Consumer Evaluations: The Moderating Role of Skepticism toward Advertising," *Journal of Advertising*, 31 (Summer), 1-15.

William O. Bearden, Jay P. Carlson, and David M. Hardesty (2003), "Using Invoice Information to Frame Advertised Prices," *Journal of Business Research*, 56 (May), 355-366.

- David M. Hardesty and William O. Bearden (2003), "Consumer Evaluations of Different Promotion Types and Price Presentations: The Moderating Role of Promotional Benefit Level," *Journal of Retailing*, 79 (1), 17-25.
- Valerie Taylor and William O. Bearden (2003), "Ad Spending on Brand Extensions: Does Similarity Matter?", *Journal of Brand Management*, 2 (September), 63-74.
- David M. Hardesty and William O. Bearden (2004), "The Use of Expert Judges in Scale Development: Implications for Improving Face Validity of Measures of Unobservable Constructs," *Journal of Business Research*, 57 (2), 98-107.
- Ahmet Kirca, Satish Jayachandran, and William O. Bearden (2005), "Market Orientation: A Meta-Analytic Review and Assessment of Its Antecedents and Impact on Performance," *Journal of Marketing*, 69 (April), 24-41.
- William O. Bearden, R. Bruce Money, and Jennifer L. Nevins (2006), "Multidimensional Versus Unidimensional Measures in Assessing National Culture Values: The Hofstede VSM94 Example," *Journal of Business Research*, 59 (February), 195-203.
- Daniel C. Feldman, William O. Bearden, and David M. Hardesty (2006), "Varying the Content of Job Advertisements: The Effects of Message Specificity," *Journal of Advertising*, 35 (Spring), 123-142.
- Kelly L. Haws and William O. Bearden (2006), "Dynamic Pricing and Consumer Fairness Perceptions", *Journal of Consumer Research*, 33 (December), 304-311.
- William O. Bearden, R. Bruce Money, and Jennifer L. Nevins (2006), "A Measure of Long-Term Orientation: Development and Validation," *Journal of the Academy of Marketing Science*, 34 (4), 456-467.
- David M. Hardesty, William O. Bearden, and Jay P. Carlson (2007), "Persuasion, Knowledge and Consumer Reactions to Pricing Tactics," *Journal of Retailing*, 83 (2), 199-210.
- Jennifer L. Nevins, William O. Bearden, and R. Bruce Money (2007), "Ethical Values and Long-Term Orientation," *Journal of Business Ethics*, 71 (3), 261-274.
- Jay P. Carlson, William O. Bearden, and David M. Hardesty (2007), "Influences on What Consumers Know and What They Think They Know Regarding Marketer Pricing Tactics," *Psychology and Marketing*, 24 (2), 117-142.
- William O. Bearden and Ronald P. Wilder (2007), "Household Lifecycle Effects on Consumer Wealth and Well-Being for the Recently Retired," *Journal of Macromarketing*, 27 (4), 389-403.
- Manning, Kenneth C., William O. Bearden, and Kelly Tian (2008), "Development and Validation of the Agents' Socially Desirable Responding (ASDR) Scale," *Marketing Letters*, forthcoming.

Carlson, Jay P., Leslie H. Vincent, David M. Hardesty, and William O. Bearden (2009), "Objective and Subjective Knowledge Relationships: A Quantitative Analysis of Consumer Research Findings," *Journal of Consumer Research*, (February) forthcoming.

### **INVITED PUBLICATIONS**

William O. Bearden and Charles S. Madden (1996), "A Brief History of the Future of Advertising: Visions and Lessons from Integrated Marketing Communications," *Journal of Business Research*, 37 (November), 135-138.

William O. Bearden, Manoj K. Malholtra, and Kelly H. Uscategui (1998), "Customer Contact and the Evaluation of Service Experiences: Propositions and Implications for the Design of Services," *Psychology and Marketing*, 15 (8), 793-809.

William O. Bearden, Pam S. Ellen, and Richard G. Netemeyer (2000), "Challenges and Prospects Facing Doctoral Education in Marketing," *Marketing Education Review*, 10 (Spring), 1-14.

William O. Bearden (2001), "Methodological and Statistical Concerns of the Experimental Behavioral Researcher," in D. Iacobucci, ed., *Journal of Consumer Psychology*, 10 (1, 2), 65-66 and 68-69.

Kelly Tepper, and William O. Bearden (2002), "Distinguishing Consumers' Need for Uniqueness from Individuation and General Need for Uniqueness," *Advances in Business Marketing and Purchasing*, Volume 11, A.G. Woodside and E.M. Moore (eds), Amsterdam: JAI, an imprint of Elsevier Science, 171-198.

Richard Netemeyer, Chris Pullig, and William O. Bearden (2002), "Observations of Some Key Psychometric Properties of Paper-and-Pencil Measures," *Advances in Business Marketing and Purchasing*, Volume 11, A.G. Woodside and E.M. Moore (eds), Amsterdam: JAI, an imprint of Elsevier Science Ltd., 115-138.

### **NATIONAL CONFERENCE PUBLICATIONS/PRESENTATIONS**

William O. Bearden, Ted L. Chiao, Roy G. Stout, and Arch G. Woodside, "Attitudes Versus Behavior--Lessons Learned from Cross-Lagged Correlations," in *Attitude Research for High Stakes*, Proceedings of the 8th Annual Research Conference, edited by John Maloney, Chicago: American Marketing Association, 1978.

William O. Bearden, A. William Gustafson, and J. Barry Mason, "A Path-Analytic Investigation of Life Satisfaction Among Elderly Consumers," in W.L. Wilkie (ed.), *Advances in Consumer Research*, Vol. 6, Miami, Florida: Association for Consumer Research, 1978.

Terence A. Shimp and William O. Bearden, "Warranty and Other Extrinsic Cue Interaction Effects on Consumer's Confidence," in Jerry Olson (ed.), *Advances in Consumer Research*, Vol. 7, San Francisco: Association for Consumer Research, 1979.

William O. Bearden, Melissa Crockett, and Jesse E. Teel, "Alternative Frameworks for Predicting Consumer Complaining," in Neil Beckwith et al. (eds.), *1979 Educators' Conference Proceedings*, Chicago: American Marketing Association, 1979.

William O. Bearden and Jesse E. Teel, "Job Placement Determinants and Market Positioning," in R. Bagozzi et al. (eds.), *Marketing in the 80's*, Chicago: American Marketing Association, 1980.

William O. Bearden, Jesse E. Teel, and Melissa Crockett, "A Path Model of Consumer Complaint Behavior," in R. Bagozzi et al. (eds.), *Marketing in the 80's*, Chicago: American Marketing Association, 1980.

William O. Bearden, J. Barry Mason, and Jesse E. Teel, "Examining Industry and Health-Care Professionals' Support for Generic Drugs," *1981 Educators' Conference Proceedings*, Chicago: American Marketing Association, 1981.

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### **DISSERTATIONS CHAIRED**

Donald R. Lichtenstein, "Contextual Influences On Consumer Perceptions of Price Discount Claims: An Attributional Approach" (defended 1984).

Mary F. Mobley, "An Investigation of Consumer Responses to Tensile Price Claims" (defended 1986).

Pam Scholder Ellen, "The Impact of Self-Efficacy and Performance Satisfaction On Resistance to Change" (Cochaired with Subhash Sharma) (defended 1987).

Richard G. Netemeyer, "A Comparative Analysis of Two Consumer Models of Behavioral Intention" (defended 1988).

Richard W. Easley, "An Experimental Investigation of Attitude Immunization Techniques" (defended 1989).

David J. Snyder, "Brand Name and Price Effects on Consumer Evaluations of Products within a Product Line" (defended 1991).

Dana Lascau, "Normative and Informational Routes to Consumer Conformity: A General Framework and Empirical Tests" (Cochaired with Randy Rose) (defended 1992).

Ajit Kaicker, "Product Bundling and Consumer Perceptions of Value: Tests Across Alternative Purchase Scenarios" (defended 1993).

Kenneth C. Manning, "Retailer Response To Trade Deal Reductions" (defended 1994).

Valerie A. Taylor, "The Role of Price in Consumer Evaluations of Brand Extensions" (defended 1997).

David M. Hardesty, "Consumer Evaluations of Monetary and Nonmonetary Sales Promotions: Conditions Affecting Integration and Segregation of Promotional Offers" (defended 1998).

Kelly H. Uscategui, "Relationship Marketing Within the Global Firm: An Extension of Current Frameworks to Headquarters-Subsidiary Relationships" (Co-chaired with Kendall Roth) (defended 1998).

Jay P. Carlson, "Perceptions of Additional Discount Offers" (defended 2001).

Ahmet H. Kirca, "Implementation of Market Orientation in the Subsidiaries of Multinational Corporations" (Co-chaired with Kendall Roth) (defended 2004).

Kelly L. Haws, "Construing Out of Self-Control Failure" (defended 2007).

Yuliya A. Komarova, "Understanding Marketplace Misbehavior: The Role of Consumer Moral Malleability" (proposal development).