

## THOMAS J. MADDEN

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## PUBLICATIONS

### Books

Marketing Management: Strategies and Programs, sixth edition (with Joseph P. Guiltinan and Gordon W. Paul), McGraw Hill, Sixth Edition, 1997.

Marketing Research in a Marketing Environment, third edition (with W.R. Dillon and N.H. Firtle) Chicago, IL: Irwin, 1987, 1990, 1994.

Essentials of Marketing Research (with W.R. Dillon and N.H. Firtle) Chicago, IL: Irwin, 1993.

### Refereed Journal Articles

“Understanding What’s in a Brand Rating: A Model for Assessing Brand and Attribute Effects and Their Relationship to Brand Equity” (with William R. Dillon, Amna Kirmani, and Soumen Mukherjee), Journal of Marketing Research, November 2001, pp 415-429. Winner of Paul Green Award for best paper in the Journal of Marketing Research, 2001.

“Managing Images in Different Cultures: A Cross-National Study of Color Meanings and Preferences” (with Martin S. Roth and Kelly Hewett), Journal of International Marketing, Vol. 8, Number 4, pp. 90-107, 2000.

“Toward the Development of a Pursuit Decision Calculus: Pursuit Benefits Versus Pursuit Costs” (with Geoffrey P. Alpert), Justice Research and Statistics Association, Fall 1999, Vol. 1, Number 2, pp. 23-42.

“Police Pursuit Driving: An Empirical Analysis of Critical Decisions,” American Journal of Police, 1996, Vol. 13, #4, pp. 23-45.

“Consumer Innovativeness and the Adoption Process” (with Kenneth C. Manning and William O. Bearden), Journal of Consumer Psychology, 1995, Vol. 4 No. 4, pp. 347-370.

“Countries and Their Products: A Cognitive Structure Perspective,” (with T. Shimp and S. Samiee), Journal of the Academy of Marketing Sciences, Fall 1993, Vol. 21, pp. 323-330.

- "The Mature Brand and Brand Interest: An Alternative Consequence of Ad-Evoked Affect" (with K. MacLeight and C. Allen), Journal of Marketing, October 1993, Vol. 57, pp. 72-82.
- "A Comparison of the Theory of Planned Behavior to the Theory of Reasoned Action" (with Pamela S. Ellen and Icek Ajzen) Personality and Social Psychology Bulletin, February 1992, Vol.18 No. 1, pp. 3-9.
- "Optimale Skalierung und Urteilsbildung in unterschiedlichen Einstellungsbereichen: Eine Reanalyse," (with Jorg Doll and Icek Ajzen), Zeitschrift fur Sozialpsychologie, 1991, 102-111.
- "Affective Cues in Persuasion: An Assessment of Causal Mediation" (with Icek Ajzen), Marketing Letters, 2:4 1991, pp. 359-366.
- "The Impact of Response Format on Relations among Intentions, Attitudes and Social Norms" (with Pamela S. Ellen), Marketing Letters, 1990, Vol. 1 No. 2, pp. 161-170.
- "All's Not Fair in Pricing: An Initial Look at the Dual Entitlement Principle" (with Joel Urbany and Peter Dickson), Marketing Letters, 1989, Vol. 1 No. 1, pp. 17-25.
- "Attitude Toward the Ad: An Assessment of Diverse Measurement Indices Under Different Processing "Sets" (with C. Allen and J. Twible) Journal of Marketing Research, August 1988, pp. 242-252.
- "Prediction of Goal-Directed Behavior: Attitudes, Intentions, and Perceived Behavioral Control (with I. Ajzen) Journal of Experimental Social Psychology, 1986, 22, pp. 453-474.
- "Evaluating Alternative Product Positioning Strategies" (with W.R. Dillon and T.J. Domzal), Journal of Advertising Research, August/September 1986, Vol. 26, No. 4, pp. 29-35.
- "Physical Attractiveness, Message Evaluation, and Compliance: A Structural Examination" (with K. Debevec and J.B. Kernan). Psychological Reports, 1986, pp. 503-508.
- "A Closer Look at Classical Conditioning" (with C.T. Allen), Journal of Consumer Research, December 1985, Vol. 12, No. 3, pp. 301-315.
- "Neighborhood Influences on Travel Behavior and Availability Constraints," (with J. Naroff and W.R. Dillon), Environment and Planning, A, 1984, Vol. 16, pp. 33-47.
- "Humor in Advertising: A Practitioner's View," (with M. Weinberger), Journal of Advertising Research, August/September 1984, Vol. 24, No. 4, pp. 23-30.
- "Analyzing Sequential Categorical Data on Dyadic Interactions; A Latent Structure Approach," (with W.R. Dillon and A. Kumar), Psychological Bulletin, 1983, Vol. 94, No. 3, pp. 564-585.
- "Scaling Models for Categorical Variables: An Application of Latent Structure Models to Likert-Type Items and the Analysis of Multitrait-Multimethod Data," (with W.R. Dillon and N. Mulani), Journal of Consumer Research, September 1983, Vol. 10, pp. 209-224.
- "Predicting Regional Shifts: The Use of Discriminant Analysis," (with J. Naroff), Growth and Change, April 1983, Vol. 14, No. 2, pp. 24-29.

"Causal Analysis and Latent Class Models: An Application to a Communication Hierarchy of Effects Model," (with W.R. Dillon), Journal of Marketing Research, November 1982, Vol. 19, pp. 472-490.

"The Effects of Humor on Attention in Magazine Advertising," (with M. Weinberger), Journal of Advertising, 1982, Vol. 11, No. 3, pp. 8-14.

### **Published Chapters**

"Gauging and Explaining Advertising Effects: Emergent Concerns Regarding Construct/Ecological Validity (with C.T. Allen) in Patricia Cafferata and Alice Tybout, eds., Cognitive and Affective Responses To Advertising, Lexington, MA: Lexington Books 1989.

"Construct Validity of Attitude Toward the Ad: An Assessment of Convergent/Discriminant Dimensions (with W.R. Dillon and J.L. Twible), in Jerry Olson and Keith Sentis, eds., Advertising and Consumer Psychology, Volume 3, Westport, CT: Praeger, 1986, Chapter 5.

"Latent Structure Analysis of Message Reactions," in Larry Percy and Arch G. Woodside, eds., Advertising and Consumer Psychology, Lexington, MA: Lexington Book, 1983, Chapter 16.

### **Refereed Proceedings**

"Unfair Seller Behavior and Consumer Flight: The Implications of High Switching Costs," Pricing Conference Proceedings (with Joe Urbany and Peter Dickson), 1997.

"A Comparison of Extensions to the Theory of Reasoned Action" Society for Consumer Psychology (with David Sprott). Proceedings of 1995 AMA Winter Educators Conference.

"Abstract of 'A comparison of the Theory of Planned Behavior to the Theory of Reasoned Action'," Proceedings of 1989 AMA Summer Educators' Conference, (with P. Ellen).

"Measuring and Modeling Brand Interest as an Alternative Ad Effect with Mature Brands," Proceedings of 1989 Annual Conference for the Association of Consumer Research, (with K. MacLeight and C. Allen).

"Consumer-Object Relations: A Conceptual Framework Based Analogously on Sternberg's Triangular Theory of Love" (with T. Shimp) 1987 Proceedings of the Association for Consumer Research.

"Assessing the Effects of Ad on Brand Attitudes: A Multitrait-Multimethod Design: (with K. Debevec and J. Twible) Proceedings of 1985 AMA Winter Educators' Conference.

"How to Better Serve the Health Care Needs and Wants of the Elderly: An Exploratory Study," (with C. Schewe and J. Twible), ACR Health Care Conference, 1984.

"Assessing Inter-Judge Reliability: A Probabilistic Latent Class Approach," (with W.R. Dillon), 1983 Proceedings of the Association for Consumer Research.

"An Assessment of the Effects of Time Provided for Thought Elicitation on Subsequent Standard Scaled Measures of Attitude and Intentions," (with K. Debevec), 1983 AMA Educators' Proceedings.

"Modeling Trait Response Error in the Context of a Multitrait-Multimethod Matrix: Scaling Models for Discrete Items," (with W.R. Dillon), 1982 Proceedings of the Association for Consumer Research.

"Causal Modeling in Marketing: A Latent Structure Analysis Approach," (with W.R. Dillon and M. Weinberger), Marketing Theory: Philosophy of Science Perspectives, (1982)

"Discriminant Analysis: The Case of Correlated Predictors," (with W.R. Dillon), 1981 Proceedings of the Southern Marketing Association.

"Measuring Attributional Causality: Integrating Cognitive Responses and Functional Scaling Methodologies," (with W.R. Dillon, M. Weinberger and C. Allen), 1981 Proceedings of the Association for Consumer Research.

"Assessing Group Conformity: A Test of an Individualized Measurement Approach," (with S. Garfunkel, L. Schiffman and W.R. Dillon), 1981 AMA Combined Proceedings.

"Categorical Segmentation: An Empirical Evaluation of Several Methods for Selecting Profile Descriptions," (with W.R. Dillon and L. Lement), 1980 AMA Combined Proceedings.

## **Presentations**

"Managing Images in Different Cultures: A Cross-National Study of Color Meaning and Preferences," (with Kelly Uscategui and Martin S. Roth) 1999 American Marketing Association Summer Marketing Educator's Meeting.

"Segmentation and Target Marketing of Industrial Services in International Markets," (with R. Bruce Money and Martin S. Roth), Association for International Business, Summer 1999.

"Unfair Seller Behavior and Consumer Flight: The Implications of High Switching Costs," Fordham University Pricing Seminar, 1997.

"Attitude-Toward the Ad: An Assessment of Diverse Measurement Indices Under Different Processing Sets" (with C.T. Allen and J.L. Twible) 1985 AMA Educators' Conference.

"Estimating Path Coefficients of Systems Having Categorical Variables and Unobservable Constructs: The Use of Latent Structure Analysis," 1984 Winter Educators' Conference.

"Examining the Link Between Attitude Toward an Advertisement and Brand Attitude: A Classical Conditioning Approach," (with C. Allen), 1983 Association for the Advancement of Consumer Research.

"Latent Structure Analysis: A Sequential Testing Strategy for the Scalability of Traits Having Categorical Components," 1983 AMA Winter Educators' Conference.

"Utilization of Reduced Space Configurations for the Analysis of Urban Revitalization Projects," 1980 New England Business and Economics Conference.

"Do Cartoon Preferences Predict Behavior: A Sex Role Analysis" (with A. Shepard), 1978 Western American Psychological Association Conference.

### **Awards and Honors**

- 2001 Paul Green Award, Best Paper in the Journal of Marketing Research, 2001
- 1998 Masters in International Business Studies (MIBS) Outstanding Teaching Professor
- 1997 Alfred G. Smith, Jr. Award for Teaching Excellence
- 1997 IMBA Class Outstanding Professor
- 1997 Mortar Board Excellence in Teaching
- 1994 Mortar Board Excellence in Teaching
- 1990 Alfred G. Smith, Jr. Award for Teaching Excellence
- 1984 Management Research Excellence Award, Univ. of Massachusetts
- 1982 AAAA/AAA Seminar Fellow
- 1979 American Marketing Association Consortium Fellow
- 1975 Business Advisory Council Award, Top Ranked MBA student, California State University, Fresno

### **Courses Taught**

Seminar in Multivariate Data Analysis (Doctoral)  
Current and Classic Readings in Marketing (Doctoral)  
Consumer Behavior (Doctoral)  
Marketing Management Core (Masters in International Business)  
Marketing Management Core (International Masters in Business Administration)  
New Product Development (Graduate and Undergraduate)  
Market Segmentation and Product Positioning (Graduate)  
Marketing Management (Graduate and Undergraduate)  
Marketing Research (Graduate and Undergraduate)  
Marketing Strategy (Graduate)  
Marketing Principles (Undergraduate)

### **Conference Responsibilities**

- 1995 Track Chair: Marketing Research  
Academy of Marketing Science, Orlando
- 1993 Co-Track Chair: Marketing Research  
American Marketing Association Summer Educators (with W.R. Dillon), Boston, MA
- 1992 Co-Chair  
American Marketing Association  
Winter Educators Conference (with C.T. Allen), San Antonio, TX
- 1991 Track Chair: Marketing Education  
American Marketing Association Summer Educators, Washington, D.C.
- 1990 Co-Chair Marketing Track  
Decision Science Institute National Conference, San Diego, CA

## **EXECUTIVE DEVELOPMENT PROGRAMS**

### **Wu Wien Executive MBA, University of Minnesota**

Vienna Austria

2002 Marketing Strategy

2001 Marketing Strategy

### **International Executive MBA, University of Pittsburgh**

Czech Management Center Celakovice, Czech Republic

1999 Marketing Strategy

### **American Marketing Association: School of Marketing Research**

July 2001	Conjoint Data Analysis
July 2000	Conjoint Data Analysis
July 1999	Conjoint Data Analysis
July 1998	Conjoint Data Analysis
July 1997	Conjoint Data Analysis

### **Company In-house Marketing Management/Strategy Seminars**

1999	Wienerberger, Vienna, Austria
1999	Milliken, Spartanburg, SC
1998	Xerox, Stamford, CT
1998	Xerox, Napa, CA
1998	Xerox, Stamford, CT
1997	State Newspaper, Columbia, SC
1997	Torrington Corp., Torrington, CT
1996	Gulfstream Corp., Savannah, GA
1995	South Carolina Electric & Gas, Columbia, SC
1995	Medical University of South Carolina, Charleston, SC
1994	Milliken Corp., Spartanburg, SC
1994	Raychem Corp., Raleigh, NC
1994	Colonial National Bank, Philadelphia, PA
1993	BRANDMAPS Simulation - Milliken Corp., Spartanburg, SC
1992	Colonial Life, Columbia, SC

### **Vienna, Austria**

1997	Customer Focused Marketing Seminar sponsored by IMBA, Wirtschafts Universitat, Wien
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### **Advanced Management Institute**

- 1995 Management Development Program for Central and Eastern Europe, Bratislava, Slovakia
- 1994 Management Development Program for Central and Eastern Europe, Bojnice, Slovakia

### **Pontifica Universidad Catholice Madre Y Mastral Santo Domingo Dominican Republic**

- 1991 Principles of Marketing Management
- 1990 Market Segmentation/Product Positioning
- 1988 Marketing Management for Financial Managers

### **Daniel Management Center Moore School of Business University of South Carolina**

- Market Focused Management – 1999, 1998, 1997, 1996, 1995, 1994, 1993
- Customer Satisfaction - 1995
- Marketing Decisions and How to Make Them - 1993, 1992, 1991

### **College of Journalism University of South Carolina**

- December 1995 Program for Administrators of Social Security Administration and Public Affairs
- March 1995 Program for Administrators of Veterans Hospitals

### **Consulting Arrangements**

Bell South  
Colonial Life and Accident  
Land Rover North America  
Stouffers  
South Carolina Department of Agriculture  
South Carolina Technical College System  
United States Department of Agriculture  
Xerox Corporation  
Zeneca Corporation



## **GRANTS**

- Research Coordinator  
Facilitating Organizational Change: Shaping Philosophies through Individual and Organizational Evaluations  
National Institute of Justice  
Geoff Alpert, Principal Investigator  
1996-1998  
\$199,978
  
- Research Coordinator  
Analysis of Police Use of Force Data  
National Institute of Justice  
Geoff Alpert, Principal Investigator  
1996-1997  
\$99,780.00
  
- Research Coordinator  
Helicopter Pursuits  
Continuation of (3-8952-SC-IS)  
National Institute of Justice  
Geoff Alpert, Principal Investigator  
\$35,000
  
- Research Coordinator  
1994-1996 Police Pursuit Driving and Use of Excessive Force  
(3-8952-SC-IS)  
National Institute of Justice  
Geoff Alpert, Principal Investigator  
\$199,967.00

## **Committee Assignments**

- Beta Gamma Sigma, President, 1981-1982
- Ph.D. Core Examination in Quantitative Methods, 1982
- Ph.D. Core Examination in Marketing, 1983
- Marketing Department Secretary, 1982-1983
- Faculty Advisor to Marketing Club, 1983-1985
- Math (Stat.) Task Force for Curriculum Development, 1983-1984
- Chair - Ph.D. Core Examination Committee in Marketing, 1984
- School Personnel Committee, 1984
- MBA Core Curriculum Committee, 1986
- MBA Oversight Committee, 1989
- PMBA Oversight Committee, 1988
- Academic Responsibility Committee, 1987, Chair 1988
- Marketing Ph.D. Committee, 1987-Present
- Honors College Task Force, 1991-1992
- Committee for the Marketing of USC - 1991-1992

- Task Force for Assessment of Residence Hall policies, 1992
- Corporate and Public Relations Task Force, 1992
- Teaching Effectiveness, 1993, Chair 1995
- MBA Faculty Committee, 1993-1997
- MIBS Faculty Executive, 1994 to present
- DMC Oversight Committee, 1997 to present
- MSB Branding Committee
- EMBA Development Committee

### **Dissertations**

Alexander Gorelik – Member, 2002  
 Kelly Usategui - Member, 1998  
 Soumen Mukherjee – Member, 1997  
 Carol Fiske - Chair, 1997  
 John Killough - Member, 1990  
 Daniel Butler, Chair, 1988  
 Pamela S. Ellen - Member, 1987  
 Narendra Mulani - Member, 1986  
 Ajith Kumar - Member, 1986  
 Evangelos Christos - Member, 1985  
 Mary Dereshiwsky - Member, 1985  
 David Moore - Member, 1984  
 Rajiv Grover - Member, 1983

### **Editorial Board Member**

Journal of Advertising Board Member  
 Journal of Business Research Board Member

### **Ad Hoc Journal Reviewer**

American Journal of Police  
 American Sociological Review  
 Basic and Applied Social Psychology  
 Decision Sciences  
 Health and Education Research: Theory and Practice  
 Journal of the Academy of Marketing Science  
 Journal of Applied Psychology  
 Journal of Applied Social Psychology  
 Journal of Consumer Psychology  
 Journal of Consumer Research  
 Journal of Experimental Social Psychology  
 Journal of Marketing Research  
 Journal of Personality and Social Psychological Bulletin

### **Membership in Professional Societies**

American Academy of Advertising

American Marketing Association  
American Psychological Association  
Association for Consumer Research

## **PERSONAL DATA**

- 1982 Ph.D., University of Massachusetts at Amherst  
Major Area: Marketing  
Minor Areas: Quantitative Analysis  
Urban Economics  
Dissertation: "Humor in Advertising: Applications of a Hierarchy of Effects Paradigm."
- 1975 M.B.A., California State University, Fresno, CA  
Thesis: "Elements of the Inquiry Method: An Application."
- 1970 B.S., University of Bridgeport
- 2002 Executive Director for Moore School Professional MBA Program  
Executive Director for Proposed Executive MBA program with  
Tec de Monterrey, Guadalajara, Mexico
- 1986-Present Professor  
Department of Marketing  
Moore School of Business  
University of South Carolina
- 1981-1986 Assistant Professor  
Department of Marketing  
School of Management  
University of Massachusetts at Amherst
- 1975-1977 Lecturer  
California State University/Fresno