

Randall L. Rose

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University of South Carolina
Columbia, SC 29208

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Columbia, SC
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Education

1986	Ph.D.	The Ohio State University Major: Marketing Minor: Consumer Behavior
1981	M.B.A.	The University of Tennessee
1978	B.A.	The University of Tennessee Major: Anthropology

Dissertation

1986	“Attributional Processes in Buyer-Seller Negotiations” Chair: Peter R. Dickson Committee: Bob Burnkrant, Roy Lewicki, Martha Cooper
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Academic Experience

2006-pres.	<u>Professor of Marketing and Executive Director,</u> Moore School of Business Doctoral Programs University of South Carolina
2003-pres.	<u>Professor of Marketing</u> University of South Carolina
1992-2003	<u>Associate Professor of Marketing</u> University of South Carolina
1986-1992	<u>Assistant Professor of Marketing,</u> University of South Carolina

Undergraduate teaching - Consumer Behavior, Marketing Management, Marketing Principles. Marketing Research

MBA teaching - Consumer Behavior, Marketing Management, Promotion Management, Customer Satisfaction

Doctoral teaching – Concepts and Theories in Consumer Research, Current Topics in Consumer Research

Academic Honors and Awards

2002	Honorable Mention, Exceptional Contribution Award - <i>Journal of Public Policy & Marketing</i> Editorial Review Board
1997	Exceptional Contribution Award Winner - <i>Journal of Public Policy & Marketing</i> Editorial Review Board
1996	Nominated for Golden Key Award for Creative Synergy in Teaching and Research
1986	Ohio State University Alumni Graduate Research Fellowship
1985	American Marketing Association Doctoral Consortium Fellow
1985	Phi Kappa Phi National Honor Society
1978	Magna cum laude graduate (University of Tennessee)
1974	Distinguished Honor Graduate (Valedictorian), US Army Behavioral Science School, Baylor University
1971	Berkline Scholarship
1971	National Merit Scholarship Finalist

Peer-Reviewed Publications

Peter Kaufman, Satish Jayachandran, and **Randall L. Rose** (2006), "The Role of Relational Embeddedness in New Product Acceptance Decisions," *Journal of Marketing Research*, 43 (November), 581-587.

Miniard, Paul W., Michael J. Barone, **Randall L. Rose**, and Kenneth C. Manning (2006), "A Further Assessment of Indirect Comparative Advertising Claims of Superiority Over All Competitors," *Journal of Advertising*, 35 (Winter), 53-64.

Matthew J. Bernthal, **Randall L. Rose**, and Peter Kaufman (2006), "When Norms Collide: Normative Conflict in the Processing of Public Service Announcements," *Journal of Non-Profit & Public Sector Marketing*, 16 (1-2), 21-40.

Randall L. Rose and Stacy L. Wood (2005), "Paradox and the Consumption of Authenticity through Reality Television," *Journal of Consumer Research*, 32 (September), 284-296. (This paper was cited or reported on by dozens of news organizations, blogs, and websites throughout the world including such diverse outlets as CBSNews.com, FoxNews.com, United Press International, the

Hindustan Times of India, the Sun-Herald of Australia, Health Magazine, and WebMD.)

Matthew J. Bernthal, David K. Crockett, and **Randall L. Rose** (2005), "Credit Cards as Lifestyle Facilitators," *Journal of Consumer Research*, 32 (June), 130-145.

Bradley W. Brooks and **Randall L. Rose** (2004), "A Contextual Model of Negotiation Orientation," *Industrial Marketing Management*, 33 (2), 125-133.

Kenneth C. Manning, Paul W. Miniard, Michael J. Barone, and **Randall L. Rose** (2001), "Understanding the Mental Representations Created by Comparative Advertising," *Journal of Advertising*, 30 (Summer), 27-39.

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 Role of Group Attractiveness," *Journal of Public Policy & Marketing*, 20 (Spring), 84-92.

Michael J. Barone, **Randall L. Rose**, Paul W. Miniard, and Kenneth C. Manning (1999), "Improving Detection of Misleading Comparative Advertising," *Journal of Advertising Research*, 39 (September/October), 43-50.

Kirby, Susan D., John R. Ureda, **Randall L. Rose**, and James Hussey (1998), "Peripheral Cues and Involvement Level: Influences on Acceptance of a Mammography Message," *Journal of Health Communication*, 3 (2), 119-135.

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

Paul W. Miniard, **Randall L. Rose**, Kenneth C. Manning, and Michael J. Barone (1998), "Tracking the Effects of Comparative and Noncomparative Advertising with Relative and Nonrelative Measures: A Further Examination of the Framing Correspondence Hypothesis," *Journal of Business Research*, 41 (2), 137-144.

Ann P. Minton and **Randall L. Rose** (1997), "The Effects of Environmental Concern on Environmentally Friendly Consumer Behavior," *Journal of Business Research*, 40 (September), 37-48.

Randall L. Rose, William O. Bearden, and Kenneth C. Manning (1996), "Using Individual Differences to Segment the 'Market' for an Attribution-Based Substance Abuse Intervention Program," *Journal of Public Policy & Marketing*, 15 (Fall), 252-262. [one of four finalists for JPPM best paper award, 1994-96]

- Michael J. Barone, **Randall L. Rose**, Kenneth C. Manning, and Paul W. Miniard (1996), "Another Look at the Impact of Reference Information on Consumer Impressions of Nutrition Information," *Journal of Public Policy & Marketing*, (Spring), 55-62.
- Dana N. 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.
- William O. Bearden, **Randall L. Rose**, and Jesse E. Teel (1994), "Correlates of Conformity in the Illicit Consumption of Drugs and Alcohol," *Journal of Business Research*, 30 (May), 25-32.
- Paul W. Miniard, **Randall L. Rose**, and Michael J. Barone, and Kenneth C. Manning (1993), "On the Need for Relative Measures When Assessing Comparative Advertising Effects," *Journal of Advertising*, 22 (September), 41-57.
- Randall L. Rose**, Paul W. Miniard, Michael J. Barone, Kenneth C. Manning, and Brian D. Till (1993), "When Persuasion Goes Undetected: The Case of Comparative Advertising," *Journal of Marketing Research*, 30 (August), 343-358.
- Richard L. Celsi, **Randall L. Rose**, and Thomas W. Leigh (1993), "An Exploration of High-Risk Leisure Consumption through Skydiving," *Journal of Consumer Research*, 20 (June), 1-23. [one of four finalists for Best Article in JCR, 1992-94]
- 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.
- Simeon Chow, **Randall L. Rose**, and Darral G. Clarke (1992), "SEQUENCE: Structural Equations Estimation of New Copy Effectiveness," *Journal of Advertising Research*, (July/August), 60-72,
- William O. Bearden and **Randall L. Rose** (1990), "Attention to Social Comparison Information: An Individual Difference Factor Affecting Consumer Conformity," *Journal of Consumer Research*, 18 (March), 461-471.
- Paul Miniard, Sunil Bhatla, and **Randall L. Rose**, (1990) "On the Formation and Relationship of Ad and Brand Attitudes: An Experimental and Causal Analysis," *Journal of Marketing Research*, 27 (August), 290-303.
- Martha C. Cooper and **Randall L. Rose** (1985), "The Segment Competition Matrix: A Strategic Management Tool For The Transportation Industry," *Transportation Journal* , 25 (1), 25-37.

Research: Under Revision or Review

Catherine Poynor and Randall L. Rose (2007), "Yours, Mine, and Ours: An Experimental Investigation of Consumers' Propensity to Participate in Commercial Sharing Systems" (under revision for second review at *JMR*)

Bradley W. Brooks and Randall L. Rose (2007), "The Effects of Matched and Mismatched Negotiation Orientations on Bargaining Behavior and Outcomes," (under third review at *Journal of Marketing Theory & Practice*)

Research: Work in Progress

Laura Smarandescu, Randall L. Rose, and Douglas Wedell (2007), "Changing Brand Perceptions through a Brand Ally: Contrast and Assimilation Effects in Processing Across-Category Brand Advertising Alliances" (revising manuscript for submission to *JMR*)

Kelly Tian and Randall L. Rose (2007), "Microcultural Survival in a Modern World: A Comparative Analysis of Natural Parenting and Adoptive Parenting Microcultures," (revising paper for submission to *JCR*)

David Crockett and Randall L. Rose (2007), "Building the "Good Life" with Plastic Tools" (revising working paper, target: *JCR*)

Miniard, Paul W., Michael J. Barone, Kenneth C. Manning, and Randall L. Rose (2006), "Assessing Comparative Advertising Effects: How Mental Transformations Reduce the Sensitivity of Relative Measures," *Status*: preparing manuscript for submission to *JMR*.

PUBLISHED RESEARCH: CONFERENCE PROCEEDINGS

Randall L. Rose and Mandy Niedermeyer (1999), "From Rudeness to Rage: The Antecedents and Consequences of Marketplace Aggression," *Advances in Consumer Research*, (26), eds. Eric Arnould and Linda Scott, (Provo, UT: Association for Consumer Research).

William O. Bearden, Randall L. Rose, and Kelly Uscategui (1995), "Motivations Underlying Over- and Under-Estimation of Product Ownership Among Peers by Adolescent Consumers," *Proceedings of the American Marketing Association Summer Educator's Conference*, (Chicago: American Marketing Association).

Susan Kirby, John Ureda, James Hussey, Randall L. Rose, and Murray Vincent (1995), "Peripheral Cues and Argument Strength as Variables in Persuasive

Communications for Promoting Mammography Screening," *Proceedings of the Conference in Social Marketing*, Atlanta, GA.

Bradley W. Brooks and Randall L. Rose (1995), "Matching Versus Mismatching: The Interactive Effects of Negotiation Orientations on Behavior and Outcomes in Purchasing Negotiations," *Proceedings of the Society for Consumer Psychology Conference* Clemson, SC: CtC Press.

Randall L. Rose, Kenneth C. Manning, Paul W. Miniard, and Michael J. Barone (1994), "The Effects of Comparative Advertising on Brand Judgments and Confidence," *Proceedings of the Society for Consumer Psychology Conference*, eds. Wes Hutchinson and Kevin Lane Keller, Clemson, SC: CtC Press, 9-16.

Paul W. Miniard, Michael J. Barone, Randall L. Rose, and Kenneth C. Manning (1993), "A Re-examination of the Relative Persuasiveness of Comparative and Noncomparative Advertising For Moderate Share Brands," *Advances in Consumer Research*, (21), eds. Chris T. Allen and Deborah Roedder John, (Provo, UT: Association for Consumer Research), 299-303.

Paul W. Miniard, Randall L. Rose, and Brian D. Till (1992), "Factors Moderating the Effectiveness of Comparative Advertising: An Elaboration Likelihood Model Approach," *Proceedings of the American Marketing Association Winter Educator's Conference*, (Chicago: American Marketing Association).

Randall L. Rose and Murray Young (1991), "Competitive Versus Cooperative Motives in Buyer-Seller Negotiations," *Proceedings of the American Marketing Association Summer Educator's Conference*, (Chicago: American Marketing Association).

Randall L. Rose, Paul W. Miniard, and Sunil Bhatla (1990), "Brand Cognitions as Determinants of Brand Attitudes: The Influence of Measurement and Processing Involvement," *Advances in Consumer Research*, 17 (Provo, Utah: Association for Consumer Research), 128-134.

Randall L. Rose and Peter R. Dickson (1988), "An Initial Test of the Effects of Cue Patterns on Behavior and Attributions in a Purchasing Negotiation," *Advances in Consumer Research*, 15 (Provo, Utah: Association for Consumer Research), 101-107.

Randall L. Rose and Peter R. Dickson (1987), "He Says No, But Does He Really Mean It? Bargaining Behavior, Cue Consistency, and Attribution," *Advances in Consumer Research* 14, (Provo, Utah: Association for Consumer Research), 382-386.

Paul Miniard, Thomas Page, Jr., April Atwood, and Randall L. Rose (1985), "Representing Attitude Structure: Issues and Evidence," *Advances in*

Consumer Research 13, (Provo, Utah: Association for Consumer Research), 72-76.

Other Publications, Reports, and Reprintings

Richard L. Celsi, Randall L. Rose, and Thomas Leigh (2006), "An Exploration of High-Risk Leisure Consumption through Skydiving," reprinted in *The Economics of Leisure*, ed. Clem Tisdell, Cheltenham, UK: Edward Elgar.

Peter Kaufman, Satish Jayachandran, and Randall L. Rose (2005), "How Relational Embeddedness Affects Retail Buyers' New Product Selection," *MSI Working Paper Series*, Cambridge, MA: Marketing Science Institute.

Randall L. Rose (2005), "Plastic Lifestyles," in *30th Anniversary Commemorative Journal*, ed. Brandolyn Thomas Pinkston, Columbia, SC: The South Carolina Department of Consumer Affairs, 54.

Rose, Randall L., William O. Bearden, Thomas J. Madden, and John Ureda (1999), "Development of a Method To Study NASCAR Influence on Teen Tobacco Attitudes," Special Interest Project 10-97, Office of Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, Atlanta, GA.

Ureda, John, Karen Pendleton, Carol Rheume, William Bearden, Randall Rose, and Sara Corwin (1998), "Countering Tobacco Advertisement Among Youth," Special Interest Project 8-97, Office of Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, Atlanta, GA.

Richard L. Celsi, Randall L. Rose, and Thomas Leigh (1995), "An Exploration of High-Risk Leisure Consumption through Skydiving," reprinted in *Consumer Behavior: Readings on Domestic and International Issues*, New York, NY: Simon & Schuster.

Grants and Other Funded Research

Randall L. Rose, William O. Bearden, and John R. Ureda (1997), "The Impact of NASCAR Promotion on Teen Tobacco Attitudes and Behaviors," University of South Carolina Prevention Center (funding provided by the Centers for Disease Control, Special Interest Project SIP-10, \$25,000, Principle Investigator: Randall L. Rose)

Ureda, John R., William O. Bearden, and Randall L. Rose (1997), "Developing Communications to Counter Cigarette Smoking," University of South Carolina Prevention Center (funding provided by Centers for Disease Control, Special Interest Project SIP-8, \$100,000, Principle Investigator: John Ureda).

Kirby, Susan, John Ureda, Murray Vincent, Randall L. Rose, and James Hussey (1992), "Peripheral Cues and Argument Strength as Variables in Persuasive Communications for Promoting Mammography Screening" (funding provided by South Carolina Cancer Center, Columbia, SC, \$7500, Principle Investigator: Susan Kirby).

Paper Presentations (unpublished) and Abstracts

"Mi Casa Es Whose Casa? An Experimental Investigation of Consumers' Propensity to Share Slack Resources," Association for Consumer Research Conference, October 2006, Orlando, FL.

"Building the Good Life With 'Plastic' Tools," Association for Consumer Research Conference, October 2005, San Antonio, TX.

"Can A PSA Affect Attitudes Toward a Brand?" American Marketing Association Winter Educators' Conference, February, 2003, Orlando, FL.

"Motive Evolution in Extreme Sport," presented at the American Marketing Association Winter Educators' Conference, February, 2001, Scottsdale, AZ.

"When Norms Collide: Context Effects in the Processing of Public Service Announcements," Presented at the Society for Consumer Psychology Winter Conference, February, 2000, San Antonio, TX.

"Attributions and Conformity in Illicit Consumption," presented at the Innovations in Social Marketing Conference, May, 1996, Fairfax, VA.

"Dark Constellations: An Exploration of Alcohol-Centered Associative Networks," presented at the Society for Consumer Psychology Winter Conference, February, 1996 (with Lisa Luebbehusen Scribner).

"Assessing the Effects of Comparative and Noncomparative Advertising with Relative and Nonrelative Measures: A Test of the Framing Correspondence Hypothesis," presented at the Society for Consumer Psychology Winter Conference, February, 1996.

Randall L. Rose and William O. Bearden (1992), "Personal and Interpersonal Influences on Illicit Consumption: The Moderating Role of Protective Social Comparison," in R. Leone and V. Kumar (eds), *Enhancing Knowledge Development in Marketing*, (2), (Chicago, IL: American Marketing Association).

Professional Service

Editorial Review Boards

Journal of Consumer Research

		<i>Journal of Public Policy & Marketing</i>
Ad hoc reviewer		<i>Journal of Marketing</i> <i>Journal of Advertising</i> <i>Journal of the Academy of Marketing Science</i> <i>Journal of Consumer Psychology</i>
Competitive paper reviewer		<i>Advances in Consumer Research</i> <i>Society for Consumer Psychology</i> <i>American Marketing Association</i> <i>Marketing & Public Policy</i>
<i>Conference</i>		
Conference Program Committees		
	1995, 1996	Association for Consumer Research
	1996	Marketing & Public Policy
	2003	Co-Chair , Summer Marketing Educator's Conference, Chicago

Service to the College and University

University of South Carolina Committees

1992-93	Advertising and Public Relations Committee
1994-97	Faculty Senate
1995-98	Board of Student Media and Publications (chair, 1997-98)
2002-05	University Bookstore Committee

Moore School of Business Committees

1988-89	Academic Misconduct Committee
1988-90	MBA Oversight Committee
1989-90	Graduate Policy and Curriculum Committee
1990-91	Master of Science Oversight Committee
1991-92	Student Grievance Committee
1991-92	Library Committee
1992-93	Graduate Policy and Curriculum Committee
1992-93	Corporate and Public Relations Task Force
1993-94	Professional Ethics Committee
1997-98	Protection of Human Subjects Committee
1993-2000	Master of Science Oversight Committee (chair)
2002-04	Undergraduate Scholastic Standards and Petitions Committee
2003-pres.	Phd Program Faculty Executive Committee (chair, 2005-pres.)
2006-pres.	Dean's Faculty Advisory Committee – Marketing Representative

Department of Marketing Committees

1990-present	Doctoral Program Advisory Committee
1993-pres.	Faculty Recruiting Committee
1999-2000	Post-tenure Review – Faculty Development Committee
2003-2004	Master's curriculum committee
2003-2006	Doctoral Program Coordinator

Dissertation Service (role and completion date) -

Richard Easley (member, Spring, 1989), Eva Hyatt (member, Spring, 1990), John Killough (member, Summer, 1991), Dana Lasco (co-chair, Summer, 1991), Ann Minton (chair, Summer, 1994), Brian Till (member, Summer, 1993), Jeongshin Shin (member, Summer, 1993), Ken Manning (member, Fall, 1994), Brad Brooks (chair, Fall, 1995), Carol Fiske (member, Summer, 1997), Valerie Taylor (member, Summer, 1997), Lisa Luebbehusen (chair, Summer, 1997), John Reich (member, Summer, 1997), Amanda Bower (member, Summer, 1997), Jeff Langenderfer (member, Summer 1998), Carl Dresden (member, Fall 1998), Matt Bernthal (chair, Spring 1999), Andrew Cudmore (chair, Spring 2000), Scott Swain (co-chair, Summer 2002), Tracy Dunn (member, Fall 2003), Peter Kaufman (co-chair, Summer 2004), Laura Smarandescu (chair, 2007), Courtney Droms (co-chair, on-going), Kelly Haws (member, 2007)

Masters Thesis Service - 4 students

Undergraduate Honors Theses Supervised - 4 students

Independent Study Adviser - 47 graduate and undergraduate students since 1986

MBA Field Consulting Project Director

1987 - S.C. Dept. of Corrections

1989 - Carolina Steel and Wire Corp.

1990 - South Carolina Electric and Gas Corp.

1992 - Florence Morning News

1993 - Westvaco Corporation

1994 - Michelin Corporation

Director, Marketing Scholars Program

(1988-2002)- an undergraduate honors program for marketing majors

Sharing Scholarship Series Coordinator

(1996-present) - This is the marketing department's visiting speaker seminar.

Faculty Advisor - 1990 Southeast Regional MBA Case Competition Team

Professional Affiliations

American Marketing Association

Association for Consumer Research

Society for Consumer Psychology

Consulting and Executive Development Experience

South Carolina Department of Corrections, Correctional Industries, Westinghouse Electric Corporation, Union Memorial Hospital, Jenn-Air Corporation, The State-Record Company