Richard P. Bagozzi **Curriculum Vitae** **July 1, 2026**

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Prior Appointments

University of Michigan, Ann Arbor, MI

Dwight F. Benton Professor of Behavioral Science in Management 1986-2001, 2005-2023

Professor of Social and Administrative Sciences, College of Pharmacy 2005-2015

Rice University, Houston, TX

J. Hugh Liedtke Professor of Behavioral Science in Management and Professor of Psychology 1999-2005

Stanford University, Stanford, CA

Associate Professor (with tenure), Graduate School of Business 1983-1986

Massachusetts Institute of Technology Associate Professor, Sloan School of Management 1979-1983

University of California, Berkeley, CA Assistant Professor, School of Business Administration, 1976-1979

Education

Northwestern University, Ph.D., 1976

University St. Thomas, Houston, TX, MA, 2005

Wayne State University, M.B.A., 1972 **University of**

Colorado, M.S., 1969

General Motors Institute (now Kettering University) B.S.E.E., 1970

Selected Honors

Medal of Science, University of Bologna, Italy, 2013

Thomson Reuters recognition for ranking among the top 1% most cited researchers in economics and business between 2002 and 2012.
http://sciencewatch.com/grr/prese nting-highly-cited-researchers
http://research.umich.edu/blog/2014/07/31/ u-m-ranks-no-11-in-new-list-of-most-cited-researchers/

Honoris Causa, Norwegian School of Economics (NHH), Norway,

2011 Honoris Causa, University of Antwerp, Belgium, 2008

Honoris Causa, University of Lausanne, Switzerland, 2001

Senior Fulbright Hays Research Grant, Germany, 1981-1982

Fellow: American Marketing Association, Association for Consumer Research, Association for Psychological Science, Society of Multivariate Experimental Psychology, Michigan Society of Fellows

Selected Contri-butions (Ideas and Methods)

"Marketing as social exchange", "Trying to consume", "We- intentions", "Anticipated emotions", "Brand love", "Brand hate", "Brand Coolness", "Brand communities", "Desires", "Social identity, "Consumer materialism and the material self ", "The holistic construal", "Structural equation models", "Casual models in marketing", "Basic, self-conscious, and moral emotions", "Neuroscience in marketing and management", "Genetic research in marketing and management", Hormonal research in marketing and management," "Salesperson behavior", "Consumer behavior", "Technology acceptance model", "Corporate social responsibility/ irresponsibility", "Philosophical foundations of statistics, methods, and neuroscience", "Model of Goal-directed behavior", "Attitudes", "Decision making".

Selected Fields Published In

Marketing, management (organization behavior), information systems/technology, business ethics, strategy, psychology, sociology, health behavior, statistics, economics.

Society Member-ships

American Marketing Association, Association for Consumer Research, American Psychological Association, Association for Psychological Science, American Psychological Society, American Sociological Association, American Anthropological Association

Journal Publications

[368] Manfrin Artêncio, M., Cassago, A. L. L., de Moura Engracia Giraldi, J., & Bagozzi, R. P. (2026). How and under what Conditions Self-conscious Emotions influence Word of Mouth and Decisions to Buy. *Psychology & Marketing*, in press.

[367] Cassago, A. L. L., Artêncio, M. M., Bagozzi, R. P., de Giraldi, J. D. M. E., & Da Costa, F. B. (2026). The Role of Intrinsic Quality in Reducing Consumer Xenocentrism: Evidence From a New World Wine Market. *Psychology & Marketing*. https://doi.org/10.1002/mar.70181

[366] Bagozzi, R. P., Xie, C., & Mari, S. (2026). Benefit Mediates the Gratitude-Morality Link and Political Ideology Moderates the Effect. *Journal of Community & Applied Social Psychology*, 36(2), e70229.

[365] Zarei M, Le NQ, Supphellen M, Bagozzi RP (2026), Effects of leadership on marketing creativity: a comparative experimental study of four leadership styles. *European Journal of Marketing*, Vol. 60 No. 6 pp. 1359–1394, doi: https://doi.org/10.1108/EJM-03-2024-0235

[364] Du, S., Bagozzi, R.P., Xie, C., Skeie, K. B., Iakovleva, T. A., Oftedal, E. M. (2026). Elderly Consumers' Reaction to an eHealth App: The Critical Role of Socio-Emotional Aspects of Technology Adoption. *Technological Forecasting & Social Change*, 226, 124558.

[363] Grappi, S., Romani, S., Monsurrò, L., Querci, I., & Bagozzi, R. P. (2026). Customer Delight in AI-Driven Services, Journal of Business Research, 203, 115808.

[362] Bagozzi, R.P., & Ascione, F.J. (2026). Reactions of Consumers to Government Wrongdoing: The Case of the Food and Drug Administration. Journal of Business Ethics, 206(2), 383-398. https://doi.org/10.1007/s10551-025-06169-5

[361] Bagozzi, R. P., Stornelli, J., Verbeke, W., Bagozzi, B. E., Chakrabarti, A., & Vu, T. (2025). All Together Now: Genes, Interpersonal Touch, and Self-Conscious Processes Jointly Guide Cooperative Behavior. Journal of Behavioral Decision Making, *38*(4), 1-20. e70046.

[360] Bagozzi, R. P., Xie, C., Mari, C., & Oklevik, O. (2025). How and When Positive Actions by Agents Influence Action Tendencies in Observers: Benefits Mediate the Gratitude to Morality

Link under Dyadic Morality. Journal of Community & Applied Social Psychology, 35(5), e70161.

[359] Bagozzi, R. P., Yap, S. F., Herjanto, H., & Franklin, D. (2025). An experimental investigation of second-hand clothing consumption. Journal of Macromarketing, 02761467251336991.

[358] Atakan, S. S., & Bagozzi, R. P. (2025). Unpacking healthy eating: An application of the model of goal-directed behavior. Food Quality and Preference, 105553.

[357] Sharma, E., Bagozzi, R. P., Mahmoud, R. R. A. (2025). Consumer Reactions to Direct-to-Consumer Advertising: The Model of Goal-Directed Behavior, Moral Identity, and Self-discrepancy Regulation. Journal of Marketing Theory and Practice, 33(4), 730-750. https://doi.org/10.1080/10696679.2024.2380715

[356] Taqi, M., Bagozzi, R. P., Tugrul, T. and Yaprak, A. (2025). The Phenomenon of Brand Hate: A Systematic Literature Review, Journal of Marketing Theory and Practice, 33(4), 649-676. https://doi.org/10.1080/10696679.2024.2376021

[355] Bagozzi, R.P. & Batra, R. (2025). Brand coolness: Development and validation of a short scale. Journal of Product & Brand Management, 34(4), 575-587.

[354] Gallego, M. D., Bagozzi, R., Bueno, S., & Racero, F. J. (2024). Analyzing the Behavior Towards the Use of Interactive Digital Whiteboards for Educational Purposes: A Proposal Based on the Model of Goal-Directed Behavior and the Theory of Planned Behavior. Behavioral Sciences, 14 (11), 975.

[353] Bagozzi, R. P., Xie, C., Mari, S., & Oklevik, O. (2024). The theory of dyadic morality and moral identity explain the public's response to harm done by government and organisations. Journal of Community & Applied Social Psychology, 34(6), e70004.

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[350] Bagozzi, R. P., Soscia, I., and Babutsidze, Z. (2024). Yes, we care! Consumer Emotional Responses to Corporate Neglect of Climate Change and the Role of Individual Differences. Journal of Consumer Affairs, 58(4), 1161-1192.

[349] Zarei, M., Supphellen, M., and Bagozzi, R. P (2024). "Research Streams, Gaps and Opportunities in Servant Leadership Research", Leadership & Organization Development Journal, (45)2, 251 - 264.

[348] Bagozzi, R. P., Mari, S., Oklevik, O.,and Xie, C. (2023). Responses of the public towards the government in times of crisis. British Journal of Social Psychology, *62*(1), 359-392.

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[345] Foroudi, P., Marvi, R., Cuomo, M. T., Bagozzi, R., Dennis, C., & Jannelli, R. (2023). consumer perceptions of sustainable development goals: Conceptualization, measurement and contingent effects. British Journal of Management, 34(3), 1157-1183.

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Quality Judgments into Positive Word of Mouth and Intentions to Buy/Use", Journal of Marketing Theory and Practice, 2023, 3(4), 383–402.

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[342] Zarei, M., M. Supphellen, and R. P. Bagozzi, "Servant Leadership in Marketing: A Critical Review and a Model of Creativity-Effects", Journal of Business Research, 2022, 153, 172-184.

[341] Shamsi, M., T. Iakovleva, E. Olsen, and R. P. Bagozzi. "Employees' Work-related Well-being during COVID-19 Pandemic: An Integrated Perspective of Technology Acceptance Model and JD-R Theory", International Journal of Environmental Research and Public Health, 2022, 18(22), 11888.

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[324] Bagozzi, R. P. "Some Thoughts on Happiness, Well-Being, and a Meaningful Life for Academics", in D. Iacobucci (Ed.), Review of Marketing Research: Continuing to Broaden the Marketing Concept, Vol. 17, Bingley, UK: Emerald Publishing, 2020, 137-169.

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[322] Ruvio, A., Bagozzi, R.P., Hult, G. T. M., and Spreng, R. "Consumer arrogance and Word-of- Mouth", Journal of the Academy of Marketing Science, 2020, 48, 1116–1137.

[321] Grappi, S., Romani, S., and Bagozzi, R.P. "The effects of reshoring decisions on employees", Personnel Review, 2020, 49(6), 1254-1268.

[320] Sguera, F., Bagozzi, R.P., Huy, Q. N., Boss, W. R, and Boss, D. S. "What We Share is Who We Are and What We Do: How Emotional Intimacy Shapes Organizational Identification and Collaborative Behaviors", Applied Psychology, 2020, 69(3), 854-880.

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https://doi.org/10.1080/17470919.2019.1566171

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[312] Bagozzi, R.P. and N. Lee, "Philosophical Foundations of Neuroscience in

Organizational Research: Functional and Nonfunctional Approaches", Organizational Research Methods, 2019, 22(1), 299–331. https://doi.org/10.1177/1094428117697042

[311] Xie, C., Bagozzi, R. P., and Grønhaug, K., "The impact of corporate social responsibility on consumer brand advocacy: The role of moral emotions, attitudes, and individual differences," Journal of Business Research, 2019, 95, 514-530.

[310] Bagozzi, R. P., Verbeke, W. J., Belschak, F., & van Poele, M. "Facial Attractiveness as a Function of Athletic Prowess". Evolutionary Psychology, 2018, 16(3), 1-17, 1474704918801369.

[309] Verbeke, W. J., Belschak, F., Ein-Dor, T., Bagozzi, R. P., & Schippers, M. "Exploring the Effect of Attachment Styles and Winning or Losing a Status Contest on Testosterone levels". Frontiers in psychology, 2018, 9.

[308] Soscia, I., Bagozzi, R. P., and Guenzi, P., "Cognitive and affective determinants of salesforce performance: A two-wave study", Industrial Marketing Management, 2018, 75, 206-217.

[307] Sguera, F., Bagozzi, R. P., Huy, Q. N., Boss, R. W., & Boss, D. S. The More You Care, the Worthier I Feel, the Better I Behave: How and When Supervisor Support Influences (Un) Ethical Employee Behavior, Journal of Business Ethics, 2018, 153(3), 615-628.

[306] Bagozzi, R.P., "Three Systems Underpinning Marketing Behavior", Academia of Marketing Science (AMS) Review, 2018, 8(1-2), 23-29. https://doi.org/10.1007/s13162-018-0116-0.

[305] Bagozzi, R.P., S.S. Gaur, and S.P. Tiwari, "Social Influence and Intentional Social Action in Dyadic Relationship Decisions under a Key Informant Methodology", Archives of Psychology, 2018, 2(6), 1-23.

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[301] Grappi, S., S. Romani, and R.P. Bagozzi, "Reshoring from a Demand-side Perspective: Consumer Reshoring Sentiment and Its Market Effects", Journal of World Business, 2018, 53. 194.208.

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[298] Pozharliev, R., W. Verbeke, and R.P. Bagozzi, "Social Consumer Neuroscience: Neurophysiological Measures of Advertising Effectiveness in a Social Context", Journal of Advertising, 2017, 46, 351-362.

[297] Verbeke, W., F. Belschak, R.P. Bagozzi, R. Pozharliev, and T. Ein-Dor, "Why Some People Just "Can't Get No Satisfaction": Secure versus Insecure Attachment Styles Affect One's "Style of Being in the Social World"", International Journal of Marketing Studies,

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Lennart Sjöberg, Richard P. Bagozzi, and David Ingvar, editors, Will and Economic Behavior, Stockholm, The Economic Research Institute, 1998.

Richard P. Bagozzi, J.H. Rosa, K. Celly, and F. Coronel, Marketing Management, Englewood Cliffs, NJ: Prentice-Hall, 1998.

Translated into Italian as Fondamenti di Marketing by Gian Luca Marzocchi, il Mulino Press, Bologna, Italy, 2001.

Richard P. Bagozzi, Atteggiamenti Intenzioni Comportamento (Attitudes, Intentions, and Behavior). Milano, Italy: Franco Angeli, 1999, 286 pages.

Richard P. Bagozzi, Zeynep Gürhan-Canli, and Joseph R. Priester, The Social Psychology of Consumer Behaviour, Open University Press, Buckingham, United Kingdom, 2002.

Richard P. Bagozzi and Ayalla Ruvio, eds., Wiley International Encyclopedia of Marketing, Vol. 3, Consumer Behavior, Chichester, United Kingdom: Wiley, 2011.

Richard P. Bagozzi and Atilla Yaprak (2025). International Marketing and Management Research: Foundations of Consumer Behavior. Palgrave.

Chapters in Books

Verbeke, W., Bagozzi, R. P., and Beuk, F. (2024). A social neuromarketing perspective on price negotiations: how biomarkers add to our understanding of negotiation dynamics. in Hinterhuber. A. (Ed.) Elgar Encyclopedia of Pricing. Edward Elgar Publishing. pages 6-14.

L.T. Wright, L. Moutinho, M. Stone, S. Gupta, and R. P. Bagozzi (Eds.). Routledge Companion to Marketing Research, 2021, London: Routledge.

Stern, L. W., R.P. Bagozzi, and R. R. Dholakia, "Mediational Mechanisms in Interorganization Conflict," in D. Druckman (Ed.), Dimensions and Processes of Interparty Negotiations: A Social- Psychological Perspective, New York: Sage/Halsted, 1977, 367-387.

Kasulis, J. J., R. E. Spekman, and R.P. Bagozzi, "A Taxonomy of Channel Influence: A Theoretical- Operational Framework," in G. Fish, J. Arndt, and K. Gronhaug (Eds.), Future Directions for Marketing, Cambridge, Mass.: Marketing Science Institute, 1978, 167-184.

Bagozzi, R.P., "XP-235." A case on model building in marketing research, appearing in R. L. Schultz, G. Zaltman, and P. C. Burger (Eds.), Cases in Marketing Research, Hinsdale, Illinois: Dryden Press, 1975, 83-86.

Reprinted in: W. J. Lundstron and W. G. Zikmund (Eds.), The Best Cases in Marketing Management, New York: Holt, Rinehart, and Winston, 1979.

Bonoma, T. V., R.P. Bagozzi, and G. Zaltman, "The Dyadic Paradigm in Marketing Thought," in T. Bonoma and G. Zaltman (Eds.), Organizational Buying Behavior, Chicago: American Marketing Association, 1978, 46-66.

Bagozzi, R.P., "Discussion Comments on Three Articles: 'Attributes: Important, Salient and Ideal'," in W. L. Wilkie (Ed.), Advances in Consumer Research, Vol. VI, Ann Arbor, Michigan: Association for Consumer Research, 1979.

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Bagozzi, R.P. and C. Fornell, "Theoretical Concepts, Measurements, and Meaning," with C. Fornell. In C. Fornell, A Second Generation of Multivariate Analysis. Vol. II. Measurement and Evaluation. New York: Praeger Publishing Company, 1982, 24-38.

Bagozzi, R.P., "Marketing Management: Strategies, Tactics, New Horizons," in G. E. Germane, Ed., The Executive Course, Reading, MA: Addison-Wesley, 1986, pp. 1-66.

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Firat, A.F., N. Dholakia, and R.P. Bagozzi, “Breaking the Mold,” in A.F. Firat, N. Dholakia, and R.P. Bagozzi (Eds.), Philosophical an Radical Thought in Marketing, Lexington, MA: Lexington Books, 1987, pp. xiiixxi.

Dholakia, N., A.F., Firat, and R.P. Bagozzi, “Rethinking Marketing,” in A.F. Firat, N. Dholakia,
and R.P. Bagozzi (Eds.), Philosophical and Radical Thought in Marketing, Lexington, MA: Lexington Books, 1987, pp. 373-384.

Bagozzi, R.P., "Measurement in Marketing Research: Basic Principles of Questionnaire Contribution to Design," in R.P. Bagozzi, editor, Basic Principles of Marketing Research, Oxford, England: Blackwell, 1994, 1-49.

Bagozzi, R.P., "Structural Equation Models in Marketing Research: Basic Principles," in R.P. Bagozzi, editor, Basic Principles of Marketing Research, Oxford, England: Blackwell, 1994, 3 17-385.

Bagozzi, R.P. and H. Baumgartner, "The Evaluation of Structural Equation Models and Hypothesis Testing," in R.P. Bagozzi, editor, Basic Principles of Marketing Research, Oxford, England: Blackwell, 1994, 386-422.

Bagozzi, R.P. and Y. Yi, "Advanced Topics in Structural Equation Models," in R.P. Bagozzi, editor, Advanced Methods of Marketing Research, Oxford, England: Blackwell, 1994, 1-51.

Bagozzi, R.P., "ACR Fellow Speech," Advances in Consumer Research, Vol. 21, 1994.

Bagozzi, R.P., "Self-Regulatory Processes and New Product Adoption Behavior," in Konsumentenforschung, Munich: Verlag Franz Vahlen, 1994, pp. 369-378.

Bagozzi, R.P., G. Henderson, P.A. Dabholkar, and D. Iacobucci, "Network Analyses of Hierarchical Cognitive Connections Between Concrete and Abstract Goals: An Application to

Consumer Recycling Attitudes and Behaviors," in D. Iacobucci, ed., Networks in Marketing, Newbury Park, CA: Sage, 1996.

Sekerka, L.E. and R.P. Bagozzi, "Moral Courage in the Workplace: Self-Regulation as the Cornerstone to Virtuous Action," in A. Delee Fave, ed., Dimensions of Well-Being: Research and Intervention, Milan, Italy: Franco Angeli, pp. 226-240, 2006.

Rhee, S.-Y., J.E. Dutton, and R.P. Bagozzi, "Making Sense of Organizational Actions with Virtue Frames and Its Link to Organizational Attachment", in C.C. Manz, K.S. Cameron, R.D. Marx, eds., The Virtuous Organization: Insights from The World's Leading Management Thinkers. Singapore: World Scientific Publishing Ltd, 2008.

Bagozzi, R.P., W. Verbeke, and F. Belschak, "Self-conscious emotions as emotional systems: The role of culture in shame and pride systems," in R.S. Wyer, C.-Y. Chiu, and Y.-Y. Hong (Eds.), Understanding Culture: Theory, Research, and Application. New York: Psychology Press, pp. 393-409, 2009.

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Bagozzi, R.P., "Consumer Agency and Action," in P. Maclaran, M. Saren, B. Stern, and M. Tadajewski (Eds.), The SAGE Handbook of Marketing Theory. London: Sage, pp. 316-331, 2010.

Bagozzi, R.P., and W.J.M.I. Verbeke, "Exploring the minds of managers: Insights from three neuroscience studies," in K.C. Cameron and G.M Spreitzer (Eds.), Handbook of Positive Organizational Scholarship. Oxford: Oxford University Press, 2011, pp. 138-15 1.

Bagozzi, R.P. "Reflections on a Scholarly Career: From Inside Out and Back Again", in Naresh K. Malhotra, ed., Review of Marketing Research, Volume 8, 2011, pp. 1-41.

Sekerka, L.E., J.D. McCarthy, and R.P. Bagozzi, "Developing Profession Moral Courage: Leadership Lessons from Everyday Ethical Challenges in Today's Military," in D.R. Comer and G. Vega (Eds.), *Moral Courage in Organizations: Doing the Right Think at Work*. Armonk, N.Y.: M.E. Sharpe, 2011, 130-141.

Bagozzi, R.P. "Social Influence and the Self," in A.Ruvio and R. Belk (Eds.), *Identity and Consumption,* London: Routledge, 2012.

Bagozzi, R.P., & Sguera, F. "Overview of Structural Equation Models in Business Research: Basic Principles and Suggestions for Interpretation of SEM Research," in N. Belhsen (Ed.), *Applied Marketing Studies*. Paris: EMS Home Edition, 2012.

Bagozzi, R.P. "Social Influence and the Self," in A. A. Ruvio and R. W. Belf (eds.), The Routledge Companion to Identity and Consumption, pp. 255-264, New York: Routledge, 2012.

Bagozzi, R.P., & Verbeke, W. "Biomarketing: An Emerging Paradigm Linking Neuroscience, Endocrinology, and Genetics to Buyer-Seller Behavior," in L. Moutinho, E. Bigne, and A.K. Manral (Eds.), pp. 107-133, Routledge Companion on the Future of Marketing. New York: Routledge, 2014.

Morandin G., Bergami M., Bagozzi R.P. "The second generation of the laddering methodology and its use in studying decision making," in A. Ghorbani, and A. Takhar (Eds.), pp. 199-217, Market Research Methodologies: Multi-method and Qualitative Approaches,. Hershey PA, USA: IGI Global, 2015.

Bagozzi, R.P., and C. Xie. "Advances in corporate social responsibility: Effects on the public and consumers", in A. S. Krishen and O. M. Berezan (eds.), Marketing & Humanity: Discourses in the Real World, Newcastle upon Tyne, UK: Cambridge Scholars Publishing, 2018.

Bagozzi, R. P. (2025). Social influence and the self. In The Routledge Handbook of Identity and Consumption (pp. 311-322). Routledge.

Bagozzi, R.P. "A Personal Tribute to Jagdish N. Sheth", in Atul Parvatiyar and Rajendra Sisodia (eds.), *Handbook of Marketing Advances in the Era of Disruptions – Essays in Honor of Jagdish N. Sheth*. New Delhi: Sage, 2018.

Bagozzi, R. P., & Xie, C. Advances in corporate social responsibility: Effects on the public and consumers. In A. S. Krishen and O. Berezan (eds.), *Marketing and Humanity: Discourses in the Real World*, (pp. 290-305). Newcastle upon Tyne, UK: Cambridge Scholars Publishers, 2019.

Book Reviews

Marketing Theory: Conceptual Foundations of Research in Marketing, Shelby D. Hunt (Columbus, Ohio: Grid, 1976) in the Journal of the Academy of Marketing Science, 1978.

Advances in Factor Analysis and Structural Equation Models, Karl G. Joreskog and Dag Sorbom (Cambridge, Mass.: Aby Associates, 1979) in the Journal of Marketing Research, 17, 1980, 133- 134.

Marketing Exchange Transactions and Relationships, Franklin S. Houston, Jule B. Gassenheimer, and James M. Maskulka (Westport, CT: Quorum Books, 1992), in the Journal of Marketing, 1994, 58, 155-157.

Patterns in Industrial Buying Behavior, Wesley J. Johnston, New York: Praeger, 1981, vii-viii.

Measurement Error and Research Design, Madhu Viswanathan, Thousand Oaks, CA: Sage Publications, 2005.

Honors, Awards, And Other Special Recognition

- Alpha Tau Iota (now Tau Beta Pi, National Honorary Society for Engineering Students 1968
- Gold Medallion Award for Excellence in Athletics 1967
- Albert Sobey Memorial Award for Excellence in Scholarship and Student Leadership 1968
- General Motors Scholarship/Fellowship for MS Degree 1968-1969
- General Motors Scholarship 1969-1971
- Xerox Corporation Scholarship/Fellowship 1972-1975
- Harold T. Martin Scholarship/Fellowship 1975-1976
- American Marketing Association Doctoral Consortium Fellow 1974
- American Marketing Association Doctoral Research Grant Recipient 1975
- Dean's Prize for Doctoral Research, Northwestern University 1975
- First Place Winner - American Marketing Association, Doctoral Dissertation Competition 1976
- Nominated for Senior Fulbright-Hays 1977
- Outstanding Marketing Professor Award, University of California, Berkeley 1977-1978

- Award for Outstanding Teaching - Undergraduate School of Business, University of California, Berkeley 1977-1978

- Campus-wide Distinguished Teaching Award, Committee on Teaching, University of California, Berkeley 1978

- Academic Council of the Institute of Certified Travel Agents (ICTA) 1979 to 1981

- Outstanding Paper Award, American Marketing Association Special Conference on Marketing Theory 1979

- Senior Fulbright Hays Research Grant (Federal Republic of Germany) 1981-1982

- Elected Fellow, Society of Multivariate Experimental Psychology 1982

- Nominated for the Cattel Award (SMEP) 1982

- O'Dell Award for the most significant contribution appearing in The Journal of Marketing Research during 1977 1982

- Academic Advisory Council, Marketing Science Institute 1983-1985

- Faculty Member, Annual American Marketing Association
  Doctoral Consortium, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1986, 1987, 1988, 1992, 1996

- Treasurer of Association for Consumer Research 1984

- Maynard Award for best contribution to marketing theory and thought in the 1984 Journal of Marketing 1985

- Education and Training Chair, Society for Consumer Psychology 1988-1989

- Academic Advisory Group, Consumer Research Unit, The University of Birmingham, England 1990-1993

- Honorary Research Professor, The University of Birmingham, England 1992 - 1995

- Paul D. Converse Award, for Outstanding Contribution to the Science of Marketing, American Marketing Association 1992

- Fellow in Consumer Behavior Award, Association for Consumer Research 1993

- Senior Fellow, Society of Fellows, University of Michigan 1993-1997

- Outstanding Marketing Educator of the Year Award, the Academy of Marketing Science 1994

- Outstanding Professor Award, Ph.D. Program, University of Michigan, School of Business Administration 1994

- Outstanding Researcher of the Year Award, University of Michigan, School of Business Administration 1994

- Distinguished Educator Award, American Marketing Association/Richard D. Irwin Publishing Co. 1995
- Associate Editor, Journal of Consumer Research 1996-1997

- External Examiner of Marketing Program, National University of Singapore 1996-1998

- Outstanding Teaching Award, Ph.D. Program, University of Michigan, School of Business 1998

- Medal of Honor for Meritorious Service to the Republic of Italy (distinzione onorifica di UFFICIALE dell'Ordine "Al Merito della Repubblica Italiana") 1998

- Best article award, Korean Marketing Association 2001

- Honorary doctorate, University of Lausanne, Switzerland 2001

- The Gilbert A. Churchill, Jr. Award for Lifetime Achievement in Marketing Research, American Marketing Association 2003

- Best article award, Journal of Interactive Marketing (for 2002) 2003

- Advisory Board, Graduate School of Information Technology, Management, and Communication, University of Bologna, Italy 2003 - present

- Paul D. Converse Award, for Outstanding Contribution to the Science of Marketing, American Marketing Association 2004

- First Honorary Member, Italian Marketing Society 2004

- Advisory Board, Alma Graduate School, University of Bologna, Italy 2004 – present

- Fellow, Association for Psychological Science 2007

- Wroe Alderson Distinguished Lecturer—Wharton 2007

- Board of Scientific Counselors, Centers for Disease Control and Prevention 2008 -2012

- Honorary doctorate, University of Antwerp, Belgium 2008

- Society for Consumer Psychology, C.W. Park Award, for best article in 2006 Journal of Consumer Psychology 2009

- Highly commended award for article in Asia-Pacific Journal of Business Administration, Vol. 2., no. 1 2011

- Honoris Causa, Doctor in Economic Sciences, Norwegian School of Economics (NHH), Bergen 2011

- Best Paper Proceedings Award, Organizational Development and Change Division, Academy of Management Meetings, San Antonio, TX 2011

- Best Paper Proceeding, Academy of Management, Sguera, F., Bagozzi, R. P., Boss, R.W., and Huy, N.Q., "Workplace Incivility and Turnover Intentions: The Efficacy of Managerial Interventions". 2011

- Best Paper Proceedings Award, Organizational Development and Change Division, Academy of Management Meetings, Boston, MA 2012

- Researcher of the Year Award (over 3-year period), University of Michigan 2012

- Best Paper Proceedings, Academy of Management, Sguera, F., Bagozzi, R.P., Huy, N. Q., Boss, R. W., and Boss, D., "Unveiling the Interrelatedness of Emotion Saring and Identification with the Organization". 2012

- Sheth Foundation Best Article Award, Journal of the Academy of Marketing Science, for 2012 article, “Genetic and neurological foundations of customer orientation: Field and experimental evidence”. 2013

- Istituto di Studi Avanzati Medal for Science, “in recognition of research contributions characterized by both excellence and influence”, University of Bologna, Italy 2013

- Runner up, Harold H. Maynard Award for best article in 2012 volume of Journal of Marketing 2013

- Distinguished Scholar of the Year Award, Society for Marketing Advances 2015

- American Marketing Association Fellow, in the first cohort of the award, “for significant contributions to the research, theory and practice of marketing” 2015

- Winner of the Jan-Benedict E.M. Steenkamp Award for Long-Term Impact for 2004 article in the International Journal of Research in Marketing 2015

- Winning paper, Emerald Citations of Excellence for 2015, for article, “Specification, evaluation, and interpretation of structural equation models”, Journal of the Academy of Marketing Science 2012

- Winning paper, Emerald Citations of Excellence for 2015, for article, “Brand Love”, Journal of Marketing, 2012

- Outstanding Paper, “Brand Hate”, Journal of Product & Brand Management, Emerald Literati Network Awards for Excellence 2017

- Winning paper, Emerald Citations of Excellence for 2017, for article, “Contribution 2017

- Behavior in virtual communities: Cognitive, emotional, and social influences”, MIS Quarterly 2014

- Google “classic article” recognition for article among top 10 cited over a 10 year period (2006-2017) 2017

- Parasuraman Award for Long-Term Impact of article, "On the evaluation of structural equation models" with Youjae Yi, in the Journal of the Academy of Marketing Science, 1988 2020

- Contribution to the Research Environment (CORE) Award, University of Michigan, Ross School of Business 2023

Society Meetings And Paper Presentations

"Structural Analysis and the Sociology of Consumption," presented at the l975 Annual Meetings of the American Sociological Association, August 1975, San Francisco, California.

Acting Chairman - American Sociological Association Annual Meetings Program on the Sociology of Consumption, 1975, San Francisco, California.

"Exchange and Decision Making in the Buying Center," presented at the American Marketing Association Workshop on Organizational Buying Behavior, April 1976, Pittsburgh, Pennsylvania.

Discussant - Factor Analytic Techniques in Transportation Research, Midwest Aids Meetings, May 1976, Detroit, Michigan.

"Science, Politics, and the Social Construction of Marketing," presented at the Annual American Marketing Association Meetings, August 1976, Memphis, Tennessee.

"Marketing at the Societal Level: Theoretical issues and problems," presented at the First Annual

Macro-marketing Seminar, August 1976, Boulder, Colorado.

Convergent and Discriminant Validity by Analysis of Covariance Structures: The Case of the Affective, Behavioral, and Cognitive Components of Attitude, presented at the Association for Consumer Research Annual Meetings, October 1976, Atlanta, Georgia.

"Microeconomic Models of Fertility," paper presented at Economic Theory Seminar, California State University at Hayward, April 1977.

"Stimulus-Organism-Response Models of Public Opinion: A Structural Equation Approach," American Association for Public Opinion Research (Pacific Chapter), Pacific Grove, California, March 1978.

"Reliability Assessment in Marketing Research: A Structural Equation Approach," Invited Guest Lecture, School of Business, University of Chicago, March 27, 1978.

Chairman - Research Workshop on "Sales Management: New Developments from Behavioral and Decision Model Research," sponsored jointly by the American Marketing Association and the Marketing Science Institute, April 1978, Cambridge, Massachusetts.

"Structural Equation Models and Behavioral Research in the Sales Force: Some Findings," Research Workshop on Sales Management, AMA-MSI, April 1978, Cambridge, Massachusetts.

"Structural Equation Models in Marketing," (with D. Aaker). Joint Stanford-Berkeley Seminar in Marketing, Stanford, California, April 1978.

"Marketing as Exchange and Other Developments in Marketing Thought," Invited Guest Lecture, Graduate School of Business, University of Washington, Seattle, Washington, May 1978.

"Reliability Assessment by Analysis of Covariance Structure," presented at the Annual American Marketing Association Meetings, August 1978, Chicago, Illinois.

Contribution to the Research Environment (CORE) Award, University of Michigan, 2023

Ross School of Business International Congress For Research Excellence, International Best December 2023 Researcher Award, for "Genetic and psychological underpinnings
of motivation and satisfaction of industrial salespeople",
by Richard P. Bagozzi and Willem Verbeke, 2020,
Industrial Marketing Management, 113, 168-179.

"Reliability and Validity by Analysis of Covariance Structures," presented at the Marketing Study Center Lecture Series, University of California at Los Angeles, August 1978.

"Attitude Measurement and Behavior Change: A Reconsideration of Attitude Organization and Its Relationship to Behavior," presented at the Association for Consumer Research Annual Meetings, October 1978, Miami, Florida.

Discussant - for three papers presented at the Association for Consumer Research Annual Meetings, October 1978, Miami, Florida.

"Performance and Satisfaction in an Industrial Sales Force," Invited Guest Lecture, University of British Columbia, Vancouver, British Columbia, Canada, November 1978.

"The Psychology of Travel," presented at the Institute for Certified Travel Agents Conference, San Francisco, November 1978.

"Decision Making and Fertility: A Theory of Exchange in the Family," presented at the American Academy for the Advancement of Science Annual Convention, Houston, January 1979.

"Consumer Decision Making Processes," presented at the American Association for University Women, Berkeley, California, January 10, 1979.

"Toward a Formal Theory of Marketing Exchanges," and "The Role of Measurement in Theory Construction and Hypothesis Testing: Toward a Holistic Model," both presented at the American Marketing Association Special Conference on Marketing Theory, Phoenix, Arizona, February 1979.

"Have we Reached Agreement of What the Marketing Discipline Should be?" Panel discussant, AMA Special Conference on Marketing Theory, Phoenix, Arizona, February 1979.

"Family Decision Making Processes," Women in Management Program, University of California, Berkeley, March, 1979.

"Consumer Behavior: Theory and Measurement," American Telephone and Telegraph Seminar, April 1979.

"Reliability, Validity and Theory Testing in Marketing Research: A Structural Equation Approach," Joint National TIMS/ORSA Meeting, New Orleans, Louisiana, May 1979.

"Structural Equation Models in Marketing Research," Symposium on MarketingScience: New Developments and Current Practice, Massachusetts Institute of Technology, June 1979.

"A Conceptual System for Discovering and Testing Causal Relationships in Marketing," Fourth Macro-Marketing Conference, Boulder, Colorado, August 1979.

"Consumer Behavior and Marketing Segmentation," American Telephone and Telegraph Seminar, August and September, 1979.

"Single Component versus Multicomponent Models of Attitude: Same Cautions and Contingencies for their Use," Presented at the Association for Consumer Research Annual Meetings, October 1979, San Francisco, California.

"Philosophy of Science in Marketing and The Exchange Paradigm in Marketing Thought," Invited Guest Lecture, Marketing Department, University of Oregon, January 1980.

"Market Segmentation/Consumer and Industrial Buyer Behavior," American Telephone and Telegraph Seminar, January 1980.

"A Holistic Methodology for Modeling Consumer Response to Innovation," Invited Guest Lecture, University of Rochester, April 1980.

"The Construct Validity of Attitudes," and "Fertility, Labor Force Participation and Tastes: A simultaneous Equation Model with Measurement Error," Distinguished Guest Lecture, Visiting Scholar Program, Virginia Polytechnic Institute and State University, Blacksburg, May 1980.

"Psychological Aspects of Travel and Their Meaning for Managers," Institute for Certified Travel

Agents, Kona, Hawaii, May 1980.

"Management and Behavioral Science Applications in Sales Force Management: and "Structural Equation Models in Marketing Research," Symposium on Marketing Science: An International Perspective, Paris, June 1980.

"On the Validity of the Expectancy-Value Model of Attitude," TIMS/ORSA/EURO Conference, Paris, June 1980.

"Alternatives to Canonical Correlation Analysis in Consumer Research: A Structural Equation Approach," and "On the Construct Validity of the Expectancy-Value Model of Attitude," American Psychological Association Annual Meetings, Montreal, September 1980.

"Attitudes Toward Public Policy Alternatives to Reduce Air Pollution," and "Causal Modeling: A General Method for Developing and Testing Theories in Consumer Research," Association for Consumer Research Annual Meetings, Washington, D.C., October 1980.

"Psychological Aspects of Decision Making: The Case of Selection of a Graduate School," American College in Paris, December 1980.

"An Examination of the Validity of Two Models of Attitude," Invited Guest Lecture, University of Michigan, February 1981.

"Attitudes, Intentions, and Behavior: A Test of Some Key Hypotheses," Invited Guest Lecture, DuPont, Wilmington, Delaware, March 1981.

"Labor Force Participation and Tastes: A Social Analysis of Their Antecedentsand Simultaneity," Eastern Sociological Association Meetings, New York, New York, March 1981.

"Fertility, Labor Force Participation, and Tastes: A Simultaneous Equation Model with Measurement Error," with M. F. Van Loo, Population Association of America. Annual Meetings, Washington, D.C., March 1981.

"The Psychology of Advertising," Keynote Speaker, East Boston Kiwanis Club, March 1981.

"Theoretical and Methodological Considerations in Attitude Formation and the Prediction of Behavior," Invited Guest Lecture, University of Toronto, April 1981.

"Psychology and the Management of the Salesforce," Keynote Speaker, Bay Banks Seminar, Boston, April 1981.

"On Modeling Salesforce Behavior," Invited Guest Lecture, Amos Tuck Graduate School of Business, Dartmouth, May 1981.

"New Developments in Attitude Theory and the Attitude-Behavior Relationship," Invited Guest Lecture, Bradley University, Peoria, Illinois, September 1981.

"Structural Equation Models in Consumer Research," Invited Guest Lecture, European Institute of Business Administration (INSEAD), Fontainebleau, France, November 1981.

"Problems in the Prediction and Explanation of the Behavior of Salespeople," and "Representing Consumer Decision Making Processes," Invited Guest Lecture, Universitat Bielefeld, Bielefeld, West

Germany, November 1981.

"Recent Developments in Attitude Research," Invited Guest Lecture, Technische Universitat Berlin, December 1981

"The Social Psychology of Salesforce Behavior and Its Relationship to Management," Invited Guest Lecture, Ruhr Universitat, Bochum, West Germany, January 1982.

"On the Representation of Affect and Cognitions and Its Impact on Intentions and Behavior," Invited Guest Lecture, Erasmus Universiteit, Rotterdam, The Netherlands, January 1982.

"Fertility and Labor Force Participation of the Wife: Social, Psychological, and Economic Theories," Invited Guest Lecture, Istituto di Statistica, Sezione Demografia, Universita di Padova, Italy, February 1982.

"Behavioral Science in Management Education and Research," Invited Guest Lecture, Dipartimento di Economia Aziendale, Universita di Venezia, February 1982.

"Structural Equation Models with Latent Variables in Marketing Research: A Holistic Methodology., Istituto di Statistica, Invited Guest Lecture, Sezioni Statistica, Economia e Marketing, Universita di Padova, February 1982.

"Simultaneous Equation Models with Unobservables and Their Role in Measurement and in Modeling Cause and Effect," Invited Guest Lecture, Istituto di Statistica, Universita di Roma, February 1982.

"New Developments in Attitude Theory and Measurement and the Relationship of Attitudes to Behavior," Invited Guest Lecture, Istituto di Psycologia, Universita di Padova, February 1982.

"On the Determinants and Performance of Industrial Salespeople," and "New Developments in Attitude Formation and the Relationship of Attitude to Behavior," Invited Guest Lecture, Stockholm School of Economics, Stockholm, March 1982.

"Causal Models in Marketing," Invited Guest Lecture, European Institute of Business Administration, Fountainebleau, France, April 1982; and University of Mannheim, May 1982.

"Attitude Formation and Its Effect on Intentions and Behavior," Conference on Contributions to Management Research, European Institute for Advanced Studies in Management, Lauzelle, Belgium, May 1982.

"Attitudes Toward Work and Technological Change Within an Organization: Revisited, Revised, and Extended," Ninth Annual International Research Seminar in Marketing, Aix-en-Provence, France, June 1982.

Discussant - for four papers in Symposium of Causal Models, American Psychological Association Annual Meetings, Washington, D.C., August 1982.

"Marketing Theory and Metatheory," Seventeenth Annual AMA Doctoral Consortium, Minneapolis, August 1982.

"Theory Construction and Hypothesis Testing in Marketing," Invited Guest Lecture, McGill University, Montreal, September 1982.

"A Holistic Methodology for Conducting Research," Invited Guest Lecture, University of Rhode Island, Kingston, October 1982.

"The Effect of Arousal on Attitude Formation," Invited Guest Lecture, Cornell University, Ithaca, New York, November 1982.

"Philosophy of Science in Marketing Research," Fifth Annual Alpha Iota Delta Distinguished Guest Lecture, University of Arkansas, Fayetteville, December 1982.

"New Developments in Attitude Theory and Measurement," Marketing Leaders Forum, New York University, January 1982.

"Contemporary Issues in Causal Modeling," AMA Educator's Conference, Research Methods and Causal Modeling in Marketing, Sarasota, Florida, February 1983.

"Philosophy of Science, Causal Models, and Measurement," Invited Guest Lecture, University of Wisconsin, Madison, February 1983.

"Memory, Attitudes, and Intentions: A Laboratory Experiment," D. Maynard Phelps Distinguished Lecture, University of Michigan, Ann Arbor, March 1983.

"An Investigation of Decision Processes of Blood Donors and Nondonors," Invited Guest Lecture, University of Ohio, April 1983.

"Expectancy-value Models of Attitude: An Examination of the Multiplicative Assumption," American Psychological Association Annual Convention, Anaheim, California, August 1983.

"Representing Affective Responses in Marketing," Eighteenth Annual AMA Doctoral Consortium, Ann Arbor, Michigan, August 1983.

"Representing Emotional Processes in Consumer Behavior," Paper presented at Association for Consumer Research, Chicago, October 1983.

"The Role of Attitudes in Decision Making," Invited Guest Lecture, University of Nebraska, Lincoln, November 1983.

"Attitude Theory and Measurement," Invited Guest Lecture, Societal Analysis Group, General Motors Research Laboratories, Warren, Michigan, June 1984.

"New Developments in Social Psychology," Six Lecturers presented to the Department of Psychology, Padova University, Padova, Italy, June 1984.

"Theory Construction: Positivist, Post Positivist, and Realist Representations," Nineteenth Annual AMA Doctoral Consortium, Evanston, Illinois, August 1984.

"Theoretical and Empirical Issues in Attitude Theory," Invited Guest Lecture, Appalachian State University, North Carolina, October 1984.

"Philosophy of Science and Theory Construction," and "Attitude Theory in Marketing," Invited Guest Lectures, University of Southern California, October 1984.

"Behavioral Research Foundations of Management in Not for Profit Organizations," Invited Guest Lecture, University of California, Berkeley, February 1985.

"Structural Equation Methods in Behavioral Science Research," Invited Guest Lecture, University of British Columbia, Vancouver, March 1985.

"An Investigation of the Motivational Component of Expectancy-value Attitudes," Distinguished Centennial Scholar, Arizona State University, Tempe, April 1985.

"Emotional Arousal and Attitude Formation," Invited Guest Lecture, University of California, Los Angeles, May 1985.

"Explorations in Attitude Theory," and "Theory Construction in Marketing," Hanson Distinguished Lecture, University of Washington, Seattle, June 1985.

"Special Topics in Structural Equation Models," National Symposium on Causal Models, University of Alabama, July 1985.

"Motivation to Give Blood," Invited Guest Lecture, University of Pittsburgh, October, 1985.

"Salesforce Management," Invited Guest Lecture, Kansas State University, April 1986.

"Advances in Attitude Research," Invited Guest Lecture, Southern Methodist University, Dallas, May 1986.

"Future Directions in Marketing Theory," Nineteenth Annual AMA Doctoral Consortium, Notre Dame, South Bend, August 1986.

"Strategic Marketing and Competitive Analysis," Invited Guest Lecture, University of Michigan Club of Chicago, IL, November 1986.

"Affect and Reason in Decision Making," University Seminar, University of Michigan, November 1986.

"A Purposive Behavior Model of Attitude," Invited Guest Lecture, Rutgers University, Newark, NJ, December 1986.

"Attitude Models," and "Advertising Styles," Invited Guest Lectures, San Diego State University, February, 1987.

"Statistical Power in Structural Equation Models," National Symposium on Structural Equation Models, University of Alabama, March 1987.

"Factors Affecting the Donation of Blood," Invited Guest Lecture, University of Pennsylvania, April 1987. "Advertising Styles," President's Weekend, University of Michigan, May 1987.

"Basic and Applied Research: Similarities and Contrasts," Academy of Marketing Science Annual Meetings, Bal Harbor, Florida, May 1987.

"Philosophy of Science in Marketing," Twentieth Annual AMA Doctoral Consortium, New York University, August 1987.

"The Structure of Individual Attitudes and Structures of Attitudes," American Psychological Association Annual Meetings, New York, August 1987.

“Panelist on: The Diffusion of Great Ideas in the Decade of Marketing" and "Measurement Issues in Marketing Research,"American Marketing Association Annual Educators' Conference, Toronto, August 1987.

"Advances in Attitude Research," Invited Guest Lecture, Michigan State University, January 1988.

"Causal Models in Marketing" and "Modeling Attitudes in Marketing," Invited Papers, European Institute of Management, Brussels, Belgium, March 1988.

"Multiplicative Models and Multidimensional Approaches in Attitude Research," Invited Guest Lecture, University of Illinois, Champaign, April 1988.

"New Developments in Strategic Research in Marketing," Plenary Session Presentation, Annual Academy of Marketing Science Conference, Montreal, April 1988.

"Buyer Behavior Models for Technological Products and Services: A Critique and Proposal," Symposium on "Purchasing in the 1990s," Center for Telecommunications Management, University of Southern California, Los Angeles, May 1988.

"Motivational and Reasoned Processes in Economic Behavior: Notes on the Theory of Consumer Choice," Annual Conference of the Society for the Advancement of Behavioral Economics, San Diego, June 1988.

"Some Recent Developments in Attitude Research with Special Reference to Relationships to the Emotional and Cognitive Literatures," Twenty-first Annual AMA Doctoral Consortium, Berkeley, August 1988.

"APurposeful Behavior Model of Attitudes and Other Advances in Attitude Research,"the Fred H. Moore Endowed Lectureship, University of Texas, Austin, March 1989.

"Methodological Issues in Expectancy-value Models" and "The Effects of Arousal on Cognitive Structure," Invited Guest Lecture, the University of Alabama, Tuscaloosa, April 1989.

"A Purposeful Behavior Theory of Work and Family Size Decisions," paper presented at the conference, "Female Labor Market Behavior and Fertility: Preferences, Restrictions, and Behavior," Netherlands Interdisciplinary Demographic Institute, the Hague, April 1989.

"Affective Processing in Fear Appeals," Invited Guest Lecture, Northwestern University, Evanston, Illinois, May 1989.

"The Role of Empathy and Negative Affect in Information Processing of Advertisements," invited paper, Second Annual Columbia University Summer Workshop, New York, June 1989.

"Structural Equation Models in Consumer Research," Conference on Statistics Applied to Marketing Management, American Statistical Association, Ann Arbor, Michigan, June 1989.

"New Advances in Attitude Research," Invited Address, American Psychological Association Annual Meetings, New Orleans, August 1989.

"Emotions and Empathy in Anti-child Abuse Ad Appeals," paper presented at Association for Consumer Research Annual meetings, New Orleans, October 1989.

"Structural Equation Models in Management and the Behavioral Sciences," Invited Guest Lecture, Oakland University, Rochester, Michigan, January 1990.

"The Suspension of Disbelief and other Qualities of Success in Marketing Academia: Lessons from Nobel Prize Winners," paper presented at the American Marketing Association Winter Educators' Conference, Phoenix, Arizona, February 1990.

"Fear Appeals and the Role of Negative Emotion and Empathy in Anti-child Abuse Advertisements," Invited Guest Lecture, Appalachian State University, Boone, North Carolina, March 1990.

"Structural Equation Models in Psychological Research," and "A Theory of Goal-Directed Behaviors," Invited Guest Lecture, Psychology Department, the University of Padova, Italy, May 1990.

"Construct Validation," Invited Guest Lecture, Psychology Department, Ohio State University, Columbus, May 1990.

"Convergent and Discriminant Validity: New Approaches," Invited Guest Lecture, Georgia State University, Atlanta, June 1990.

"Structural Equation Models in Marketing Research," Invited Guest Lecture, American Marketing Association Conference on Statistical Methods, Beaver Creek, Colorado, June 1990.

"Modeling Interactions Among Exogenous Latent Variables" and "Structural Equation Models in Panel Designs," Papers presented at American Marketing Association Annual Meetings, Washington, D.C., August 1990.

"Attitudes and Behavior: The Relation Depends on Omitted Variables,"Paper presented at theAmerican Psychological Association Annual Meetings, Boston, August 1990.

"APurposeful Behavior Model of Action," Invited Guest Lecture, Pennsylvania State University, University Park, August 1990.

"Action Control and Coupon Usage," Paper presented at the Association for Consumer Research Annual Meetings, New York, NY, October 1990.

"A Theory of Volitions" and "Structural Equation Models in the Assessment of Construct Validation," Invited Guest Lecture, Vanderbilt University, Nashville, January 1991.

"Attitude Theory in Behavioral Research," The Giovanni Pico Della Mirandola Lecture, School of Pharmacy, The University of Michigan, Ann Arbor, Michigan, January 1991.

"Structural Equation Models in Marketing Research," Invited Guest Lecture, Kent State University, Kent, Ohio, February 1991.

"Self-Regulation of Attitude Processes," and "Volitional Processes," Invited Guest Lecture, Psychology Department, the University of Padova, Italy, May 1991.

"The Theory of Reasoned Action and the Theory of Planned Behavior in Consumer Research," Paper presented at the American Psychological Association Annual Meetings, San Francisco, August 1991.

"Enactment Process in Attitude Theory," Paper presented at the Association for Consumer Research Annual Meetings, Chicago, October 1991.

"Structural Equation Models," keynote address, and "Introduction to Causal Models," symposium presented at National Symposium on Structural Equation Models, Atlanta, Georgia, January 1992.

"Assessing Construct Validity in Personality Research," Paper presented at the Personality Colloquium Series, Department of Psychology, University of Michigan, March 1992.

"The Social Regulation of the Attitude-Intention and Subjective Norm-Intention Relations," paper presented at the "Conference on Customer Relationship Management: Theory and Practice," Atlanta, April 1992.

"Advances and Special Topics in Attitude Research," Invited Guest Lecture, Helsinki School of Economics, Finland, May 1992.

"Structural Equation Models in Marketing" and "Attitude Theory," Invited Guest Lecture, University of Tampere, Finland, May 1992.

"Volitional Processes in Marketing," Invited Guest Lecture, the Chinese University of Hong Kong, June 1992.

"Theory Development," American Marketing Association Doctoral Consortium, Michigan State University, Lansing, August 1992.

"Attitude Theory: Critique and a New Approach," School of Business Administration, University of Birmingham, England, September 1992.

"Advances in Attitude Research," Paper presented at psychology department seminar, University of Michigan, September 1992.

"The Self-Regulation of Attitudes, Intentions, and Behavior," Invited Guest Lecture, School of Business Administration, Georgetown University, Washington, D.C., October 1992.

"New Developments in Attitude Research," Invited Guest Lecture, Department of Psychology, University of Padova, Padova, Italy, December 1992.

"Self-Regulation and Decision Making," Invited Guest Lecture, Department of Economics and Business, University of Bologna, Bologna, Italy, December 1992.

"Self-Determination and Attitude Theory," Invited Guest Lecture, Marketing Department, Kellogg School of Management, Northwestern University, Evanston, IL., March 1992.

"The Role of Attitudes and Volition in the Self-Regulation of Economic Behavior," Invited Paper, The Raol Wallenberg International Symposium on Will and Economic Behavior, Stockholm School of Economics, Sweden, March 1993.

"The Interplay Between Theory and Measurement in Business Research," 30th Anniversary Address for the Chinese University of Hong Kong, May, 1993.

"Structural Equation Models," Invited Guest Lecture, Escuela Superior de Administración y Dirección de Empresas (ESADE), Barcelona, Spain, August 1993.

"Future Developments in Consumer Research," and "The Role of Self-schemas and Action Control in the Regulation of Goal-directed Behaviors," Association for Consumer Research Conference, Nashville, TN, October 1993.

"On the Representation of Individual Difference Variables," and "A Program of Research in Marketing," Invited Guest Lecture, Cornell University, Ithaca, NY, November 1993.

"The Role of Empathy and Negative Emotions in Public Service Advertisements; and New Developments in Communication Research," Invited Guest Lecture, Syracuse University, Syracuse, NY, November 1993.

"Reflections on the Psychology of Blood and Bone Marrow Donation," paper presented at the Society for Consumer Psychology Meetings, St. Petersburg, Florida, February, 1994.

"The Construct Validity of the Affect Intensity Measure," paper presented at the American Marketing Association, Winter Educator's Conference, St. Petersburg, Florida, February, 1994.

"A General Approach to Representing Organization Behavior Constructs" and "Construct Validity," papers presented at the Causal Modeling Symposium and Workshop, the Academy of Management, West Lafayette, Indiana, March, 1994.

"Interactions in Small Groups: The Social Relations Model," paper presented at the Research Conference on Relationship Marketing, Atlanta, Georgia, June 1994.

"Three Directions for Future Research in Marketing," speech at the Academy of Marketing Science Annual Meetings, Nashville, TN, June 1994.

"Construct Validation in Organization Research," Invited Guest Lecture, University of Bologna, Bologna, Italy, June 1994.

"On the Representation of Personality Variables," Invited Guest Lecture, University of Padova, Padova, Italy, July 1994.

"Emotion and the Enactment of Exercising and Dieting," Invited Guest Lecture, University of Houston, September 1994.

"Goal-directed Emotions," Invited Guest Lecture, University of Washington, September 1994.

"Onthe Representation of Constructs" and "The Regulation of Behavior," Papers presented at the Association for Consumer Research annual meetings, Boston, October 1994.

"New Developments in Emotion Research," Invited Guest Lecture, University of Birmingham, Birmingham, England, November, 1994.

"Construct Validity" and "Behavioral Research in Management," Invited Guest Lecture, University of Padova, November, 1994.

"Structural Equation Modeling," Invited Guest Lecture, University of Bologna, February, 1995.

"Emotions and Goals," The Giovanni Pico Della Mirandola Lecture, School of Pharmacy, University of Michigan, Ann Arbor, March 1995.

"International Marketing Research," Invited Guest Lecture, Michigan State University, Lansing, March 1995.

"Cross-Cultural Research," Invited Guest Lecture, Center for International Business Education and Research, University of Texas, Austin, March 1995.

"Perspectives on International Marketing," Keynote Paper at the Joint Korean Marketing Association and American Marketing Association Conference, Seoul, Korea, May 1995.

"Emotional and Volitional Processes in Decision Making," Invited Guest Lecture, University of Cincinnati, June 1995.

"Personal, Social, and Ethnic Identity and their Relevance for Marketing," Invited Guest Lecture, Queen's University, Kingston, Canada, September 1995.

"Structural Equation Models," Invited Guest Lecture, University of Tampere, Finland, October 1995.

"Attitudes and Cross-cultural Research" and "Social Identity," Invited Guest Lecture, the University of Kentucky, Lexington, November 1995.

"Appraisal Processes and Emotions by Customers in Service Contexts," Invited Address, Society for Consumer Psychology Annual Meetings, Hilton Head, South Carolina, February 1996.

"The Public's Perception of President Clinton: The Role of Cognitive Schemas," Invited Guest Lecture, University of Alabama, Tuscaloosa, April 1996.

"Organizational Identification" and "Political Attitudes," Invited Guest Lecture, Emory University, Atlanta, April 1996.

"On the Representation of Organizational Identification and Its Causes and Effects," Invited Guest Lecture, Southern Methodist University, Dallas, May 1996.

"Goal-Directed Behavior," Invited Guest Lecture, University of Padova, Padova, Italy, June 1996.

"Values and Cognitive Schemas in Perception and Decision Making for Political Candidates," Invited Guest Lecture, European Institute for Business Administration, Fontainebleau, France, June 1996.

"Emotions in Goal-Directed Behavior," Invited Lecture, American Marketing Association Doctoral Consortium, Boulder, Colorado, August 1996.

"The Motivation to Donate Bone Marrow," Invited Presentation, the Academy of Management, Cincinnati, Ohio, August 1996.

"The Role of Emotions in Customer Service," "The Structure of Emotions in Confucius-Based and Western Cultures," and "Cross-cultural Influences on the Decision to Donate Bone Marrow," papers presented at Association for Consumer Research Annual Conference, Tucson, October 1996.

"Motivational and Cultural Perspectives on Bone Marrow Donation," Invited Guest Lecture, The University of Padova, Padova, Italy, November, 1996.

"Organizational Identification," Invited Guest Lecture, Washington University, St. Louis, MO., December 1996. "Goal-Directed Behavior," Invited Guest Lecture, University of Washington, Seattle, January 1997.

"Purposive Behavior and Emotion," Invited Guest Lecture, University of Pittsburgh, Doctoral Student Camp, January 1997.

"The Theory of Self-Regulation," Invited Guest Lecture, The University of Southern California, Los Angeles, February 1997.

"Cognitive Schemas and the Decision to Vote for President Clinton," Paper presented at the Society for Consumer Psychology, St. Petersburg, Florida, February 1997.

"Organization Identification in the Italian Army," Ministry of Defense, Rome, Italy, March 1997.

"How to Publish an Article," Doctoral Colloquium, European Marketing Association, Warwick, England, May 1997.

"Cross-cultural Emotions," Center for International Business Education and Research, Doctoral Consortium for Marketers, Austin, Texas, June 1997.

"Volitional Processes in Health" and "Representing Affect across Cultures," Invited Guest Lecture, The University of Rome, Italy, July 1997.

"Structural Equation Models," Invited Guest Lecture, University of Padova, Italy, July 1997.

"Construct Validation and Theory Testing in Organizational Research," Invited Guest Lecture, Academy of Management Annual Meetings, Boston, August 1997.

"Cross-cultural Emotions" and "Quantitative and Qualitative Approaches to Construct Validity," Invited Guest Lecture, Case Western Reserve, Cleveland, OH, October 1997.

"Emotions: A Cross-Cultural Perspective," and "Structural Equation Models," Invited Guest Lecture, University of Padova, Padova, Italy, November, 1997.

"The Representation of Affect in America, China, and Korea," Invited Guest Lecture, New York University, December, 1997.

"The Self-Regulation of Blood Pressure," Invited Guest Lecture, University of Michigan Hospital, February, 1998.

"Cross-Cultural Issues in Theory Testing and Measurement" and "Goal-Directed Behaviors in Marketing," Invited Guest Lecture, National University of Singapore, May 1998.

"Goal-Settingand Goal-Striving in Consumer Behavior," Invited Guest Lecture, Marketing Science Institute Conference, Boston, June 1998.

"Attitudes and Related Processes in Marketing," Paper presented at the Annual INFORMS Conference, Tel Aviv, Israel, July 1998.

"Organizational Identification and Citizenship Behaviors," American Marketing Association Annual Meetings, Boston, August 1998.

"Cross-Cultural Emotions," "Volition and Goal-Directed Behaviors in Marketing," "Identity and Identification in Organizations," and "A General Approach for Representing Personality, Organizational, and other Multidimensional Constructs," Invited Guest Lecture, The Norwegian School of Economics and Business Administration, Bergen, September 1998.

"Consumer Resistance to, and Acceptance of, Innovation," Paper presented at Association for Consumer Research Annual Meetings, Montreal, Canada, October 1998.

"Goal Setting and Goal Pursuit," Invited Guest Lecture, University of Padova, Padova, Italy, November 1998.

"Self-categorization and Commitment as Distinct Aspects of Social Identity in the Organization," and

“Hierarchical Representation of Motives in Goal-setting,” Invited Guest Lecture, Wayne State University, Detroit, MI, April 1999

"Structural Equation Models," Invited seminar, Statistical Innovations Workshop, Boston, MA, June 1999.

"The Role of Emotions in Marketing and Marketing's Role in Human Happiness," Keynote Address, Ninth Biennial World Marketing Conference, Malta, June 1999.

"Causal Models," Invited Seminar, 5th Applied Statistics Week, University of Pompeu Fabra, Barcelona, Spain, July 1999.

"Social Identity in Organizations," Invited Guest Lecture, Rice University, Houston, TX, July 1999.

“Attitudes Toward Dieting: The Role of Normative Pressure and Consumer Resistance to Eating Temptations,” Paper presented at Association for Consumer Research Annual Meetings, Columbus, Ohio, October 1999.

“Professor Mauser’s Legacy Spreads Far and Wide,” Invited Guest Lecture, Mauser Harmony with Nature Foundation Seminar, Wayne State University, Detroit, Michigan, November 12, 1999.

“Intentional Social Action and the Reasons Why We Do Things with Others,” Paper presented at First Annual Society for Personality and Social Psychology Conference, Nashville, TN, February 2000.

“Group Intentions,” Invited Guest Lecture, Department of Psychology, University of Padova, Padova, Italy, February 2000.

“The Model of Goal-Directed Behavior,” Invited Guest Lecture, Department of Psychology, Göteborg University, Göteborg, Sweden, March 2000.

“Intentional Social Action and the Reasons Why We Do Things with Others,” Invited Guest Lecture, School of Business Administration, the University of Houston, Houston, TX, March 2000.

“The Role of Emotions in Marketing,” Keynote Address, European Marketing Association Congress, Rotterdam, The Netherlands, May 2000.

“Personality Research in Marketing,” Paper presented at European Conference on Personality, Krakow, Poland, July 2000.

“Introducing Social Processes into Attitude Theory” and “Social Identity in Organizations,” Invited Guest Lecture, Freeman Business School, Tulane University, New Orleans, LA, August 2000.

“Attitudes, Emotions, Volitions, and Action,” Invited Guest Lecture, Department of Psychology, University of Padova, Padova, Italy, September 2000.

“Social Processes in Marketing,” Invited Guest Lecture, Texas A&M University, College Station, Texas, March 2001.

“Consumer Behavior in Web Environments,” Invited Guest Lecture, Department of Business Administration, Utah State University, Logan, June 2001.

“Brand Communities,” Cardiff Business School and “The Model of Goal Directed Behavior,” Department of Psychology, Cardiff, Wales, Invited Guest Lecture, June 2001.

“Emotions across Cultures,” Invited Presentation, Management Education Alliance Workshop on International Business, University of Michigan Business School, Ann Arbor, June 2001.

"Brand Communities," Invited Guest Lecture, Shailesh J. Mehta School of Management, India, August 2001; "Emotions in Marketingand Example Research," Invited Guest Lecture, SIES College of Management Studies, Navi Mumbai, India, August 2001.

"The Role of Individualism and Collectivism in the Relationship Between Positive and Negative Affect," Paper presented at Association for Consumer Research Annual Conference, Austin, Texas, October 2001.

"Brand Communities," Invited Guest Lecture in conjunction with receipt of honorary doctorate at the University of Lausanne, Switzerland, October 2001.

"Key Social Processes in Consumption," Invited Guest Lecture, Boconni University, Milan, Italy, December 2001. "Emotions and Goal-Directed Behavior," Invited Guest Lecture, Auburn University, Alabama, March 2002.

"Commencement Address," Invited Address at first commencement for joint MBA – Communication-Engineering MBA, University of Bologna, Bologna, Italy, July 2002.

"Organizational Identification," Paper presented at Academy of Management, Annual Meetings, Denver, Colorado, August 2002.

"Personal and Social Identity in Dieting Decisions," Competitive paper presented at Annual Association for Consumer Research Meetings, Atlanta, Georgia, October 2002.

"Shared Intentions and Social Influence," Invited Guest Lecture, Psychology Department and School of Business, Texas A&M University, February 2003.

"Structural Equation Models," Invited Guest Lecture, University of Bocconi, Milan, Italy, March 2003.

"Goal Setting," Invited Guest Lecture, United States Naval Post-Graduate School, Monterrey, CA, April 2003.

"Social Identity," Paper presented at Academy of Management, Annual Meetings, Seattle, Washington, August 2003.

"Emotions in Management," Invited Keynote Address, 20th Anniversary of University of Bologna, Business School, Bologna, Italy, October 2003.

"Goal-Directed Behavior, Emotion, and Social Identity: New Developments in Attitude Theory," HEC-Montreal (University Montreal), Montreal, November 2003.

"The Role of Emotions in Deciding to Enter into and Bid in Online Auctions," The Sixth Annual University of Colorado, Invitational Choice Symposium, Estes Park, Colorado, June 2004.

"New Developments in Consumer Action Theory," Invited Guest Lecture, Cardiff Business School, Cardiff, Wales, the United Kingdom, July 2004.

"Emotions and Sociality in Consumer Behavior," Invited Guest Lecture, Marketing Department, University of Michigan, Ann Arbor, January 2005.

"New Developments in Consumer Action," Invited Guest Lecture, University of Kansas, Lawrence, April 2005.

"New Ideas and Methods for Studying Consumer Action: Sociality in Product/Brand Communities", Invited Special Paper, the European Marketing Association Conference, Milan, Italy, May 2005.

"The Motivation to Participate: Disclosing Cognitive Schemas in Brand Communities," Paper presented at 65h Annual Academy of Management Meetings, Honolulu, HI, August 2005.

"New Directions in Social Theory in Marketing," Keynote Address, Korean Academy of Marketing Science Meetings, Hannam, Korea, November 2005.

"The Theory of Mind and Theory of Action in Marketing," Invited Address, Norwegian School of Economics and Business Administration, Bergen, December 2005.

"Socializing Marketing and Consumer Action", Invited Guest Lecturer, the University of Texas Pan American, Edinburg, December 2005.

"What is Consumer Action and How Can We Account For It?", Distinguished Guest Lecturer, the University of South Florida, Tampa, January 2006.

"Cognitive Processes, Emotion, and Self-Regulation in Consumer Behavior," Invited Guest Lecturer, Old Dominion University, Norfolk, VA, February 2006.

"New Insights on Emotions in Marketing," Invited Guest Lecturer, J.D. Power International Research Conference, Santa Barbara, CA, March 2006.

"New Developments in Research on Emotions with Some Applications to Decision Making and Marketing," Invited Guest Lecture, KOC University, Istanbul, Turkey, May 2006." "A Theory of Consumer Action," Invited Guest Lecture, Humboldt University, Berlin, Germany, June 2006.

"Emotions in Marketing: A Cross-Cultural Perspective," Special Address, Academy of Marketing Science/Korean Academy of Marketing Science Conference, Seoul, Korea, July 2006.

"Reactions to Subsistence Marketing," Subsistence Marketing Conference, University of Illinois, Chicago, August 2006.

"Marketing Theory" and Comments on Channels of Distribution Research," American Marketing Association Annual Meetings, Chicago, August 2006.

"Self-Regulation and Emotions," Invited Guest Lecturer, INSEAD, Fontainebleau, France, September 2006. "Emotion Research in Marketing," Invited Guest Lecturer, Montana State University, Bozeman, October 2006.

"New Developments in Marketing Research," Invited Guest Lecturer, University of Texas, Arlington, November 2006.

"Shame and Pride in Salesforce Behavior," Invited Presentation, Hong Kong conference on Cultural Influences on Behavior, Hong Kong, December 2006.

"Reaction to the New Dominant Service Logic for Marketing," American Marketing Association, Winter Educator's Conference, February 2007, San Diego, CA.

"Research Methods: Structural Equation Modeling," Workshop Address, American Pharmacy Association, 1 55th Annual Meeting, Atlanta, Georgia, March 2007.

"Emotions in Marketing and a Theory of Action," Keynote Address Twenty-fifth University of Houston Marketing Doctoral Consortium, Houston, April, 2007.

"Emotions and Salesforce Behavior," Wroe Alderson Distinguished Lecturer, the Wharton School, University of Pennsylvania, Philadelphia, April 2007.

"Structural Equation Models in Marketing," Special Session on Methodology, Summer Marketing Educator's Conference, American Marketing Association, Washington, D.C., August 2007.

"Brand Communities from the Perspective of Plural Subject Theory," and "Consumers are Members of Organizations too: Social Identity and Brand Communities," Marketing Educator's Conference, Austin, Texas, February 2008.

"Shame, Pride, and Other Emotions in Marketing," Invited Guest Lecture, University of Rhode Island, February 2008.

"Emotions in Marketing," Fortieth Anniversary Distinguished Lecturer, Shih Chien University, Kaoschiung and Tapei, Taiwan, March 2008.

"Salesforce Behavior and Neural Processes," Invited Guest Lecture,Pennsylvania State University, University Park, March 2008.

"Coping with Emotions is Fundamentally Different Between Individual- and Group-Based Cultures and Leads to Opposite Effects on Performance: The Cases of Shame and Pride of Salespersons in the Netherlands and Philippines," and "Two Fundamental Issues in the Use of Structural Equation Models: (1) formative versus Reflective Indicators and (2) Representing Concepts with Social Content and Testing Theories of Social Action", Antwerp University, Belgium, May 2008.

"Cross-cultural Roles of Emotion in the Sales Force: Pride and Shame," and "Plural Subject Theory in Marketing", Invited Guest Lecturer, Antwerp University, Belgium, May 2008.

"A Theory of Consumer Action," Ph.D. Student Consortium, University of Texas, Pam American, McAllen, Texas, May 2008.

"Cross-cultural and Neuroscience Research on Emotions in Marketing," Invited Guest Lecturer, University of Sassari, Italy, June 2008.

"Methodology in Marketing," the Ph.D. Project, San Diego, CA, August 2008.

"Three Experiments Examining Brain Processes in Managers", Clinical, Social, and Administrative Sciences Group, College of Pharmacy, University of Michigan, February 2009.

"Attitudes, Intentions, and Emotions in Decision Making," Invited Guest Lecture, Soar Technology, Ann Arbor, MI, March 2009.

"Neuroscience in Marketing: Three Studies with Managers," University of Oklahoma, Distinguished Guest Lecture, March 2009.

"Autistic-like, Machiavellian, and Selfish versus Mutual Behavior of Managers", Positive Organization Scholarship Lecture, University of Michigan, Ross School of Business, March 2009.

"Sociality in Marketing" and "Neuroscience in Marketing," Conference to honor Johan Arndt,

Trondheim, Norway, June 2009.

"Neuroscience in Marketing," Invited Guest Lecture, University of Sassari, Italy, June 2009.

"Theory of Mind and Empathy in Information Systems," Invited presentations, INFORMS Conference, San Diego, October 2009.

"Three Neuroscience Experiments," Invited Guest Lecture, University of Padova, Department of Psychology, Padova, Italy, October 2009.

"Three Neuroscience Experiments," "Emotions, Intentions, and the Theory of Action," "Plural Subject Theory," Invited Guest Lectures, University of Milano-Bicocca, Milan, Italy, October 2009.

"Structural Equation Models," Invited Lecturer, University of Zurich, Switzerland, December 2009.

"Theory of Mind and Empathy in Sales Managers," Invited Guest Lecturer, University of Innsbruck, Austria, January 2010.

"Views on a Changing Economy," Presentation at Legends in Marketing session, Winter American Marketing Association Conference, New Orleans, February 2010.

"Three Neuroscience Studies of the Minds of Managers," Invited Guest Lecture, University of Aalborg, Denmark, March 2010.

"Where Businessand Brain Science meet," Keynote speaker, BizSecrets Congress, Warsaw, Poland, March 2010.

"Explorations into the Minds of Mangers," Keynote speaker, Neuromarketing Symposium: Breakthrough Ideas in Consumer Science, The Center for Neural Decision Making, Fox School of Business, Temple University, March 2010.

"Social Identity in Organizations," Invited Guest Lecturer, Haugesund University College, Haugessand, Norway, May 2010.

"Affective Enablers of Knowledge Sharing in Service Organizations," Invited Guest Lecturer, Norwegian School of Economics and Business Administration, Bergen, Norway, May 2010.

"Affective Enablers of Knowledge Sharing in Service Organizations," Invited Guest Lecturer, BI-Management School, Oslo, Norway, May 2010.

"Explorations into The Minds of Managers: Neuroscience Findings" and "Affective Enablers of Knowledge Sharing by Nurses in a Hospital," Invited Guest Lecturer, LUISS Business School, Rome, Italy, May 2010.

"Knowledge Sharing in Organizations: A Study of Nurses," Invited Guest Lecturer, University of Bologna, Italy, October 2010.

"Martin Fishbein's Legacy: Contributions to Consumer, Health, and Basic Research," Invited presentation, Martin Fishbein Memorial Lecture Series, Annenberg Public Policy Center, University of Pennsylvania, Philadelphia, November 2010.

"Three Neuroscience Studies Investigating Managerial Interpersonal Mentalizing, Empathy, and Machiavellianism," Invited Presentation, University of Illinois, Chicago, January 2011.

"Workplace Incivility and Turnover Intentions: The Efficacy of Managerial Interventions", conference presentation, Academy of Management Annual Meeting Proceeding, January 2011.

"Neuroscience in Marketing," Invited Guest Lecturer, College of Business Administration, University of Hunan, Changsha, China, March 2011.

"Three Studies of Managerial Mind Processes," Marketing Master Class Seminar Series and "Theory of Mind and Mirror Neurons in Explaining Managerial Action," Invited Lecturer, Birmingham Business School, University of Birmingham, Great Britain, March 2011.

"Interpersonal Mentalizing and Empathy in Sales Managers," Invited Guest Lecturer, University of Iowa, Iowa City, April 2011.

"Structural Equation Models," Invited Guest Lecturer, LUIIS University, Rome, Italy, May 2011.

"Neuroscience in Marketing and Management," invited lecture in honor of presentation of honorary doctorate, Norwegian School of Economics, Bergen, September 2011.

"The Coming Revolution in Neuroscience, Genetics, and Endrocrinology in Marketing," Keynote Address, AEMARK, Spanish Academic Marketing Conference, Castelleon, Spain, September 2011.

"New Developments in Neurological, Genetic, and Hormonal Research in Marketing,"

"Keynote Address, Conference sponsored by four Korean Consumer Behavior Organizations", Muju, Korea, November 2011.

"The Role of Neuroscience and Genetics in Marketing Research," Invited Guest Lecture, School of Business, Auckland University of Technology, New Zealand, November 2011.

"Initial Ventures into the Social Neuroscience of Organizational Life," Invited Guest Lecture, University of Notre Dame, South Bend, IN, February 2012.

"Three Programs of Research: Brand Communities, Corporate Social Responsibility, and the Behavior of Nurses in a Hospital Setting," University of Zaragoza, Spain, March 2012.

"Ventures into the Social Neuroscience of Marketing and Organizational Life," and "Three Programs of Research: Brand Communities, Corporate Social Responsibility, and the Behavior or Nurses in a Hospital Setting," University of Granada, Spain, March 2012.

"Ventures into the Social Neuroscience of Marketing and Organizational Life" and "Early Stages of Work on Moral Decision Making", Invited Guest Lectures, University of Wyoming, September 2012.

"Two Positive Forces in Modern Marketing Practice: The Role of Empathy in Company Boundary Spanning and Customer Reactions to Corporate Social Responsibility," Presentation to Center for Positive Organizational Scholarship Speaker Series, University of Michigan, October 2012.

"The Role of Moral Emotions and Virtues in Explaining Consumer Reactions to Corporate Socially Responsible and Irresponsible Actions," Invited Lecture, Brigham Yung University—Notre Dame

University Conference on Virtue Ethics, Notre Dame University, October 2012.

"The Role of Biology in Management Research: Neuroscience, Genetic, and Hormonal Processes" and "Research Methodology: Structural Equation Models," Invited Guest Lectures, Aukland University of Technology, New Zealand, November 2012.

"Consumer Response to Corporate Social Actions: The Role of Moral Emotions and Virtues", Keynote Address, Korean Marketing Association, Seoul, Korea, March 2013

"Theory of Mind and Empathy in Marketing: Neuroscience Insights", Marketing Trends Workshop, Korean Marketing Association, Seoul, Korea, March 2013.

"Two Fundamental Mental Processes in Marketing Interactions: Empathy and Theory of Mind", Invited Guest Lecturer, Seoul National University, Korea, March 2013.

"Neuroscience in Marketing," Invited Guest Lecture, Chinese University of Hong Kong, June 2013.
"Empathetic and Theory of Mind Processes: A Neuroscience Perspective," Invited Guest Lecture, University of Texas, Pan America, McAllen, August 2013.

"Consumer Response to Corporate Actions: The Role of Moral Emotions and Virtues" and "Career in Research and Academics", Invited Guest Lecturer, Aukland University of Technology, New Zealand, September 2013.

"Theory of Mind and Empathetic Foundations of Managerial Mind-Sets", Presentation of paper in recognition of receiving the Medal of Science, University of Bologna, Italy, October 2013.

"An Investigation into the Conditions Governing the Effects of Supervisor Support on Performance", conference presentation, Academy of Management Annual Meeting Proceeding, November 2013.

"Perceived Organizational Emotion and Sharing Sensitive Knowledge in a High Performance Hospital", conference presentation, Academy of Management Annual Meeting Proceeding, November 2013.

"Theory of Mind and Empathetic Underpinnings of Managerial Mind-Sets", Invited guest lecturer, Byinton Marketing Speaker Series, Eli Broad College of Business, Michigan State University, East Lansing, Michigan, March, 2014.

"Theory of Mind and Empathy in Decision Making by Managers" and "A Neuroscience Investigation of Machiavellianism in Salesforce Behavior", Invited guest lectures, Texas A&M, School of Business, Corpus Christi, Texas, April, 2014.

"Neuroscience in Marketing" and "Moral Behavior in Marketing", invited guest lecturer, Vienna University of Economics and Business, Austria, October 2014.

"Looking into the Minds of Managers", and "Some Common Dialectics or Tensions in Academia", Invited guest Lectures, University of California, Irvine, May, 2015.

"Looking into the Minds of Managers", Distinguished Scholar Keynote Lecturer, Society for Marketing Advances, San Antonio, November 6, 2015.

"Biomarketing: Brain States, Hormones and Genes" and "Academic Career Challenges", Invited

guest lectures, University of California, Irvine, May 2015.

"Structural Equation Models in Business Research", Invited guest lectures, LUISS University, Rome, Italy, June 2015.

"Neuroscience in Marketing Research" and "Academic Career Trade-offs", Keynote Address, Distinguished Scholar of the Year Award, Society for Marketing Advances, and invited guest lecture, Doctoral Consortium, San Antonio, Texas, October 2015.

“Looking into the Minds of Managers”, invited guest lecture, University of Bologna, Italy, November 2015.

“The Role of Genes in Management and Business”, invited guest, Hosmer-Hall Interdisciplinary Research Luncheon, Ross School of Business, Michigan, November 2016.

"Neuroscience in Management: Theory of Mind, Mirror Neurons, and Machiavellianism", invited guest lecture, University of Manitoba, Canada, January 2017.

"Key Informant Models For Measuring Group-Level Variables In Small Groups: Application To Plural Subject Theory", invited guest lecture, University of Nebraska, January 2017.

“Neuroscience in Management”, Tom Arthur Distinguished Scholar Presentation, Eastern Carolina University, Greenville, North Carolina, March 2017.

“Looking into the Minds of Managers”, All College Spring Research Speaker, College of Business, Washington State University, Pullman, Washington, April 2017.

“Neuroscience in Management”, Keynote Speaker, Cairo University International Conference on Business Sciences”, Cairo, Egypt, April 2017.

“Biology Matters: Neuroscience and Genetic Foundations of Marketing Behavior”, Invited Guest Lecture, IESEG School of Management, Paris, France, May 2017.

“Theory of Mind, Mirror Neurons, and Empathy in Sales Manager Behavior”, Invited Guest Lecture, University of Zaragoza, Spain, June 2017.

“Neuroscience and Genetic Foundations of Marketing Behavior”, Invited Guest Lecture, Rennes Business School, Rennes, France, June 2017.

“Neuroscience in Marketing”, invited guest lecture, Business, Management and Entrepreneurship, University College of Southeast Norway, September 2017.

“Neuroscience in Management”, invited guest lecture, Department of Marketing and Entrepreneurship, Kent State University, Kent, Ohio, September 2017.

“Human Happiness” and “Meaning of Life”, Invited Guest Lectures, Sunway University, Kuala Lumpur, Malaysia, October 2017.

"Human Happiness and Well-Being in Management and Commerce", 1st International Conference on Management and Commerce, Keynote speech (Skype), University of Gujrat, Pakistan, April 2018.

“Genetic, Hormonal, Neuroscience, and Psychological Research Approaches: A Holistic Proposal”, Invited Guest Lecture, University of Tromsø, Tronsø, Norway, May 2018.

"Neuroscience and Genetic Research in Marketing", Invited Guest Lecture, Department of Business Administration, University of Zurich, September 2018.

“Research Methods: Structural Equation Modelling”, “Moral Behavior in Marketing: Corporate Social Responsibility/Irresponsibility, Green Behavior, Offshoring, and Reshoring”, “Contribution Behavior in Virtual Communities: Cognitive, Emotional, and Social Influences”, and “Brand Love”, Invited Guest Seminars, Florida International University, Miami, November 2018.

“Theory of Mind, Empathy and Machiavellianism, by FMRI and Gene x Phenotype x Environmental Interactions in the Centipede Game”, Invited Guest Lecture, The Decision Consortium, University of Michigan, November 2018.

“Neuroscience and Genetic Influencers on Theory of Mind, Empathy, Wanting, and Liking Systems in the Brain”, Invited Guest Lecture, University of New South Wales, Sydney, Australia, November 2018.

"The Emerging Role of Neuroscience and Genetics in Management and Marketing", Invited guest lecture, Marist College, Poughkeepsie, New York, March 2019.

"Emerging Neuroscience and Genetic Research in Marketing and Management", Invited Distinguished Guest Lecturer, Ivy College of Business, Iowa State University, April 2019.

"The Emerging Role of Neuroscience and Genetics in Management and Marketing, Invited Guest Lecture, Catholic University of Lisbon, Portugal, June 2019.

"Neuroscience and Genetics in Marketing and Management Research", Invited Guest Lecture, University of Technology Sydney, Australia, August 2019.

"Theory of Mind, Empathy, the Reward System, Emotions, and Pleasure in Neuroscience Research", Invited Guest Lecture, Politecnic University and University of Los Andes, Bogota, Colombia, September 2019.

"Happiness and well-being", Invited guest lecture, University of Texas Rio Grande Valley, January 2021.

"Basic Issues in Artificial Intelligence and Machine Learning with Application to a Model of How and When Front-Line Employees Affect Customer Reactions toward a Cardio-Health Device". Keynote Speaker, ARISI2021 Conference (Artificial intelligence, blockchain, digital transformation, Immersive technologies: virtual & augmented reality, Robots, chatbots, intelligent assistants, Sentiment analysis, influencers, social media, Internet of things, big data, omnichannel strategies), July 12, 2021.

“Moral Emotions and Ethical Behavior”, Invited paper presented at the University of Bologna, Italy, School of Business, May 2025.

University Service

University of California, Berkeley

1976-1977 Chairman of Stanford-University of California Marketing Colloquia and Ph.D. Student-Faculty Seminars
1977-1978 Undergraduate Advisor
1977-1978 Undergraduate Program Design Committee
1977-1978 Subcommittee on Undergraduate Curriculum
1977-1978 Interviewer - Career Planning and Placement Center
1977-1978 Speaker at local fraternities and other organizations
1978 Ph.D. Review Committee
1978 MBA Admissions Committee
1978 Cal Summer Orientation Program Participant
1978 Lecture at the Student Organization Officer Leadership Workshop
1978-1979 Faculty Advisor - Student AMA Organization
1978-1979 Undergraduate Advisor
1978-1979 Faculty Mentor - Freshman Cluster Program
1978-1979 Committee to Study Management in the Public Sector
1979-1980 Policy and Planning Committee

Massachusetts Institute of Technology

1979-1980 Master's Program Committee
1980-1981 Doctoral Program Committee; Ad Hoc Committee on Audio-Visual Systems
1981-1982 On leave (Senior Fulbright Research Grant, Federal Republic of Germany)
Service

Stanford University

1983-1984 Doctoral Program Committee Stanford University
1984-1986 Dean's Advisory Group, Stanford University

University of Michigan

1986-1988 Doctoral Studies Committee
1986-1987 Research Task Force
1986-1988 Research and Publications Committee
1986-1988 Chairman Doctoral Program in Marketing
1987-1989 Executive Committee, University of Michigan School of Business Administration
1988-1989 Executive Committee, Cognitive Science & Machine Intelligence Lab (CSMIL)
1989-1991 MBA Review Team
1990-1991 Dean's Search Committee, School of Business Administration
1990-1992 Curriculum Committee

1991-1993 Executive Committee, University of Michigan School of Business Administration
1993-1994 Medical Affairs Advisory Committee, Senate Advisory Committee on University Affairs
1992-1999 Executive Committee, Center for International Business Education
1994-1999 Michigan Business School Society of Scholars Board Member and Director of Evaluations
1994, winter Acting Chairman, Marketing Department
1994-1995 Chairman, Marketing Department
1994-1995 Chairman, Committee on Faculty Governance
1996-1998 Executive Committee, Tauber Manufacturing Institute
1995-1997 Mentor, University of Michigan Mentorship Program
1994-1997 Faculty Research Sponsor, Undergraduate Research
1991-present Mentor, Professor Caroline Gaither, School of Pharmacy
1996-2005 Mentor, Professor Stephanie Taylor, School of Pharmacy
1996-1999 Member, Academic Petitions Committee
1998 Search Committee for Head of Department of Kinesiology, University of Michigan
1998-1999 Executive Committee, University of Michigan School of Business Administration
2005-2006 Doctoral Studies Committee
2005-2006 Research Committee
2006 Ross School Task Force (FAST Connections)
2005-2015 Executive Committee, Center for International Business Education
2006-2008 Executive Committee, Ross School of Business
2007-2008 Marketing Chair
2013-2015 Executive Committee, Ross School of Business

2016-present Design Science Executive Committee, School of Engineering

Rice University

2000-2004 Promotion and Tenure Committee
2004 President's Advisory Group
2004-2005 Dean's Search Committee
2004-2005 Chairperson of Sarofim Chair in Strategy Search Committee

Teaching Marketing Theory

Principles of Marketing

Marketing Management (day, evening, and executive MBA)

Marketing for Public and Nonprofit Organizations

Philosophy of Science

Measurement, Methodology, and Multivariate Statistics

Behavioral Science in Management

Structural Equation Modeling

Community Service	1980 - 1983	Committee on Research, American Red Cross
	1976 - present	Occasional speaker at numerous community organizations such as Kiwanis
	1991 - 1993	Research adviser to Puget Sound Blood Center and Program
	1997 to 2000	Hunger Coalition Volunteer
	1998 - 2000	RCIA sponsor, team member; parish new marriage counselor, soup kitchen volunteer.
	2018	Speaker: Osher Life-long Learning Center, University of Michigan