

Dr. A. Dwayne Ball
University of Nebraska-Lincoln
Marketing
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Education

Ph D, The Ohio State University, 1982.
Major: Quantitative Psychology
Supporting Areas of Emphasis: Consumer Behavior Research

MA, The Ohio State University, 1980.
Major: Quantitative Psychology

BA, Rice University, 1973.
Major: Psychology

Academic, Government, Military and Professional Positions

Academic

Department Chair, University of Nebraska-Lincoln. (September 2013 - Present).

Associate Professor (Courtesy Appointment), Survey Research & Methodology, University of Nebraska-Lincoln. (January 2013 - Present).

Associate Professor of Marketing, University of Nebraska-Lincoln. (September 1994 - Present).

Interim Department Chair, University of Nebraska-Lincoln. (June 2012 - August 2013).

Assistant Professor of Marketing, University of Nebraska-Lincoln. (January 1987 - August 1994).

Visiting Lecturer (Assistant Professor), University of Canterbury, New Zealand. (February 1986 - November 1986).

Professional

Visiting professor 2-3 weeks each year, New University of Lisbon. (January 1999 - Present).

Marketing Institute of New Zealand. (September 1, 1986 - September 10, 1986).

Manager of Consumer Research, Procter and Gamble Company. (April 1982 - January 1986).

Licensures and Certifications

CAP - Certified Analytics Professional, The Institute for Operations Research and the Management Sciences. (June 2014 - Present).

Professional Memberships

Founding Member, Customer Satisfaction Research Association of Europe. (2003 - Present).

Academic Freedom Coalition of Nebraska. (1999 - Present).

Academy of Marketing Science. (1992 - Present).

Institute for Operations Research in Management Science. (1991 - Present).

American Marketing Association. (1987 - Present).

Charter Member, Direct Marketing Association Professors Academy. (1987 - Present).

Gallup Research Advisory Council. (1990 - 2014).

Association for Consumer Research. (1987 - 2011).

Phi Beta Delta. (2000 - 2010).

Gallup Research Center Board of Fellows. (2007).

Development Activities Attended

Conference Attendance, "Marketing Analytics Conference," Direct Marketing Association, Chicago, IL. (2015).

Conference Attendance, "INFORMS Conference on the Business of Big Data," The Institute for Operations Research and the Management Sciences, San Jose, CA. (June 2014).

Conference Attendance, "35th Annual Macromarketing Conference," Macromarketing Society, Laramie, WY. (June 2011).

Conference Attendance, "National Conference on Human Trafficking," US Government, Arlington, VA. (May 2010).

Conference Attendance, "American Association for Public Opinion Research," San Diego, CA, USA. (May 2008).

Conference Attendance, "Midwest Association for Public Opinion Research," Chicago, IL. (November 2006).

Conference Attendance, "Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers," Chicago, IL, USA. (August 2, 2006 - August 4, 2006).

Conference Attendance, "Pan-Pacific," Pan-Pacific, Busan, Korea. (June 2006).

Conference Attendance, Academy of Marketing Science, San Antonio, TX, USA. (May 2006).

Conference Attendance, American Association for Public Opinion Research, Montreal, Canada. (May 2006).

Conference Attendance, Pan-Pacific, Shanghai, China. (May 2005).

Conference Attendance, Society for Consumer Psychology, St. Petersburg Beach, FL, USA. (February 2005).

Conference Attendance, Association for Consumer Research, Portland, OR, USA. (October 2004).

Conference Attendance, AMA Educator's Summer Conference. (August 2003).

Conference Attendance, AMA Educator's Summer Conference. (August 2002).

Conference Attendance, AMA Educator's Winter Conference. (February 2002).

Conference Attendance, Association for Consumer Research, Austin, TX, USA. (October 2001).

Conference Attendance, AMA Educator's Summer Conference, Washington D.C., USA. (August 2001).

Conference Attendance, AMA Educator's Summer Conference, Boston, MA, USA. (August 1998).

Conference Attendance, Social Marketing and Public Health, Clearwater, FL, USA. (March 1998).

Conference Attendance, AMA Educator's Summer Conference. (1995).

Conference Attendance, AMA Educator's Winter Conference. (1994).

Conference Attendance, Asia Pacific. (1994).

Conference Attendance, ORSA/TIMS Marketing Science Conference. (1993).

Conference Attendance, Association for Consumer Research. (1992).

Conference Attendance, ORSA/TIMS Marketing Science Conference. (1988).

Conference Attendance, ORSA/TIMS Marketing Science Conference. (1980).

Awards and Honors

Marketer of the Month, American Marketing Association, Lincoln Chapter. (August 2009).

James A. Lake Academic Freedom Award, UNL Faculty Senate. (April 2006).

Outstanding Service to Students Award, Stuart Leadership Development Program/College of Business, University of Nebraska-Lincoln. (1993).

Runner-up for The Journal of Marketing Research O'Dell Award, Journal of Marketing Research. (1981).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

MRKT 341, Honors: Marketing, 3 courses.

MRKT 345, Market Research, 20 courses.

MRKT 350, Marketing Information Systems, 14 courses.

MRKT 399, Special Project, 3 courses.

MRKT 821, Applied Marketing Research, 7 courses.

MRKT 850, Strategic Database Marketing, 3 courses.

MRKT 898, Seminar: Special Topics; Lincoln Industries, 2 courses.

MRKT 996, Directed Reading or Research, 2 courses.

MRKT 998, Measurement, 2 courses.

MRKT 998D, Seminar in Special Topics; Seminar In Measurement, 3 courses.

RAIK 341H, Honors: Marketing, 3 courses.

Directed Student Learning

Doctorate (committee chair/supervisor)

Doctorate (committee chair/supervisor), Marketing. (2006 - 2009).

Advised: Julie Pennington

Doctorate (committee chair/supervisor), Marketing. (2003).

Advised: Matt Bunker

Doctorate (committee chair/supervisor), Marketing. (2000).

Advised: Preeti Sharma

Doctorate (committee co-chair)

Doctorate (committee co-chair), Other (Outside University of Nebraska-Lincoln). (2007 - 2008).

Advised: Susana Pereira Esteves

Doctorate (committee co-chair), Marketing. (January 2005 - August 2007).

Advised: Anyuan Shen

Doctorate (committee co-chair), Marketing. (2001).

Advised: Lynn Samsel

Doctorate (committee co-chair), Marketing. (1998).

Advised: Zhongbing Hu

Doctorate (committee member)

Doctorate (committee member), Marketing. (February 2014 - January 2016).

Advised: Andrea (Lynn) Phillips

Doctorate (committee member), Marketing. (January 2011 - August 2014).

Advised: Jessica Mikeska

Doctorate (committee member), Other (Within University of Nebraska-Lincoln). (2007 - 2011).

Advised: Michelle Howell Smith

Doctorate (committee member), Management. (2004 - March 2009).

Advised: Jamie Hamaker

Doctorate (committee member), Marketing. (2003).

Advised: Athinodoros Chronis

Doctorate (committee member). (2003).

Advised: Paul Hinrichs

Doctorate (committee member), Marketing. (1999).

Advised: Marko Grunhagen

Doctorate (committee member), Economics. (1996).

Advised: David Eberle

Doctorate (committee member), Marketing. (1996).
Advised: Jonna Holland

Doctorate (committee member), Marketing. (1993).
Advised: Sunkyu Jun

Doctorate (committee thesis reader)

Doctorate (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (2001).
Advised: Ranjana Mitra

Masters (committee chair/supervisor)

Masters (committee chair/supervisor), Other (Within University of Nebraska-Lincoln). (2006).
Advised: Kumar Rao

Masters (committee chair/supervisor), Other (Within University of Nebraska-Lincoln). (2006).
Advised: Natalia Agisheva

Masters (committee chair/supervisor), Marketing. (1998).
Advised: Matt Bunker

Masters (committee member)

Masters (committee member), Other (Outside University of Nebraska-Lincoln). (2005).
Advised: Miguel Carmona

Masters (committee member), Marketing. (1993).
Advised: Allen Klose

Other

"Independent Study," Marketing. (January 2009 - May 2009).
Advised: Jonathan Kuehler

Other (Outside University of Nebraska-Lincoln). (January 2006 - May 2006).
Advised: Juan Varela Vaamonde

(August 2005 - December 2005).
Advised: Amanda Blanks

(August 2005 - December 2005).
Advised: Bradley Blomberg

(August 2005 - December 2005).
Advised: Juan Varela

Marketing. (2005).
Advised: Luke Miller

Marketing. (2005).
Advised: Phillip Baker

Marketing. (January 2005 - May 2005).
Advised: Nicole West

"Independent Study," Marketing. (1995).
Advised: David Chase

"Independent Study," Marketing. (1995).
Advised: Jason Kubik

"Independent Study," Marketing. (1994).
Advised: Tyson Moeller

Postbaccalaureate, Independent study MRKT 996, Other (Within University of Nebraska-Lincoln).
(August 2012 - December 2012).
Advised: Khloe Keeler

Postbaccalaureate, Independent study MRKT 996, "Study of Marketing Research," Other (Within
University of Nebraska-Lincoln). (January 2009 - May 2009).
Advised: Jennie Pearson

Postbaccalaureate, Marketing. (August 2008 - May 2009).
Advised: Julie Pennington

Postbaccalaureate, Marketing. (May 2008 - May 2009).
Advised: Julie Pennington

Postbaccalaureate, Marketing. (May 2008 - May 2009).
Advised: Julie Pennington

Postbaccalaureate, Marketing. (January 2008 - May 2009).
Advised: Julie Pennington

Postbaccalaureate, Marketing. (August 2007 - May 2009).
Advised: Julie Pennington

Postbaccalaureate, Marketing. (July 2007 - May 2009).
Advised: Julie Pennington

Postbaccalaureate, Marketing. (January 2007 - May 2009).
Advised: Julie Pennington

Postbaccalaureate, Marketing. (August 2006 - May 2009).
Advised: Julie Pennington

Postbaccalaureate. (July 2007 - August 2007).
Advised: Rui Jiao

Postbaccalaureate, Marketing. (May 2007 - August 2007).
Advised: Anyuan Shen

Postbaccalaureate, Marketing. (January 2007 - August 2007).
Advised: Anyuan Shen

Postbaccalaureate, Marketing. (August 2006 - August 2007).
Advised: Anyuan Shen

Postbaccalaureate, Marketing. (May 2006 - August 2007).
Advised: Anyuan Shen

Postbaccalaureate, Marketing. (January 2006 - August 2007).
Advised: Anyuan Shen

Postbaccalaureate, Marketing. (August 2005 - August 2007).
Advised: Anyuan Shen

Postbaccalaureate, Marketing. (August 2004 - August 2007).
Advised: Anyuan Shen

Postbaccalaureate, SRAM Masters Program, Other (Within University of Nebraska-Lincoln).
(August 2006 - December 2006).
Advised: Emilio Serrano

Masters (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (2006).
Advised: Miguel Carmona

Masters (committee thesis reader), Other (Within University of Nebraska-Lincoln). (2006).
Advised: Natalia Agisheva

SRAM Masters Program, Other (Within University of Nebraska-Lincoln). (2006).
Advised: Rui Jiao

Masters (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (2006).
Advised: Tania Duarte Goncalves

Postbaccalaureate. (June 2006 - July 2006).
Advised: Thearon Staddon

Postbaccalaureate, Marketing. (January 2006 - May 2006).
Advised: Seungwoo Chun

Postbaccalaureate, Marketing. (August 2005 - May 2006).
Advised: Seungwoo Chun

Postbaccalaureate, Marketing. (July 2005 - May 2006).
Advised: Seungwoo Chun

Postbaccalaureate, Marketing. (August 2004 - May 2006).
Advised: Seungwoo Chun

Postbaccalaureate, Marketing. (July 2005 - August 2005).
Advised: Anyuan (Daniel) Shen

Postbaccalaureate, MBA, Other (Within University of Nebraska-Lincoln). (August 2004 - July
2005).
Advised: Rajat Das

MBA, Other (Within University of Nebraska-Lincoln). (2004).
Advised: Dipanjan Nag

Awards and Honors

Distinguished Teaching Award Nomination, College of Business Administration/University
Nebraska-Lincoln. (2003).

Distinguished Teaching Award Nomination, College of Business Administration/University Nebraska-Lincoln. (1992).

Distinguished Teaching Award Nomination, College of Business Administration/University Nebraska-Lincoln. (1988).

RESEARCH

Published Intellectual Contributions

Book Chapters

Zuckweiler, K., Schniederjans, M. J., Ball, A. D. (2008). Methodologies to Determine Class Sizes for Fair Faculty Work Load in Web Courses. In Lawrence Tomei (Ed.), *Online and Distance Learning: Concepts, Methodologies, Tools, and Applications*. New York: Information Science Reference.

Arnould, E. J., Ball, A. D., Plastina, A. (2007). In Jose Antonio Rosa and Madhu Viswanathan (Ed.), *Market Disintermediation and Producer Value Capture: The Case of Fair Trade Coffee in Nicaragua, Peru and Guatemala*. Oxon: Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers.

Sawyer, A. G., Ball, A. D. (2007). Statistical Power and Effect Size in Marketing Research. In Naresh Malhotra (Ed.), *Fundamentals of Marketing Research*.

Ball, A. D., Tasaki, L. (1998). In Philip Stone (Ed.), *The role and measurement of attachment in consumer behavior*. Organizational Psychology, Volume II.

Refereed Journal Articles

Shen, A., Ball, A. D. (2011). Preference Stability Belief as a Determinant of Response to Personalized Recommendations. *Journal of Consumer Behavior*, 10, 71-77.

Bunker, M., Ball, A. D. (2009). Consequences of Customer Powerlessness: Secondary Control. *Journal of Consumer Behaviour*, 8, 268-283. www.doi.wiley.com/10.1002/cb.287

Shen, A., Ball, A. D. (2009). Customer Perceptions and Sustained Usage of Recommender Systems. *International Journal of Electronic Business*, 7, 642-663.

Arnould, E., Plastina, A., Ball, A. D. (2009). Does Fair Trade Deliver on Its Core Value Proposition? Impacts on Educational Attainment and Health in Three Countries. *Journal of Public Policy and Marketing*, 28, 186-201. www.atypon-link.com/AMA/doi/abs/10.1509/jppm.28.2.186

Shen, A., Ball, A. D. (2009). Is Personalization of Services Always a Good Thing? Exploring the Role of Technology-Mediated Personalization (TMP) in Service Relationships. *Journal of Services Marketing*, 23, 80-92. www.emeraldinsight.com/0887-6045.htm

Pennington, J., Ball, A. D., Hampton, R. D., Soulakova, J. (2009). The Cross-National Market in Human Beings. *Journal of Macromarketing*, 29, 119-134. jmmk.sagepub.com

Pennington, J., Ball, A. D. (2009). Customer Branding of Commodity Products: The Customer-Developed Brand. *Journal of Brand Management*, 16, 455-467.

- Bunker, M., Ball, A. D. (2008). Causes and Consequences of Grudge-Holding in Service Relationships. *Journal of Services Marketing*, 22, 37-47.
- Ball, A. D., Coelho, P., Villares, M. (2006). Service Personalization and Loyalty. *Journal of Services Marketing*, 20, 391-403.
- Zuckweiler, K., Schniederjans, M. J., Ball, A. D. (2004). Methodologies to Determine Class Sizes for Fair Faculty Work Load in Web Courses. *International Journal of Distance Education Technologies*, 2, 46-59.
- Ball, A. D., Coelho, P., Villares, M. (2004). The Role of Communication and Trust in Consumer Loyalty: An Extension of the European Customer Satisfaction Index Mode. *European Journal of Marketing*, 38, 1272-1293.
- Chakraborty, G., Ball, A. D., Gaeth, G., Jun, S. (2002). The Ability of Ratings-Based and Choice-Based Conjoint Analysis to Predict Market Share: A Monte Carlo Simulation. *Journal of Business Research*, 55, 237-249.
- Spoth, R., Ball, A. D., Klose, A., Redmond, C. (1996). Illustration of a Market Segmentation Technique Using Family-focused Prevention Program Preference Data. *Health Education Research*, 11, 259-267.
- Parthasarathy, M., Rittenburg, T., Ball, A. D. (1995). A Re-evaluation of the Innovation - Decision Process. *The Journal of Product and Brand Management*, 4, 35-47.
- Klose, A., Ball, A. D. (1995). Using Optical Mark Read Surveys: An Analysis of Response Rate and Quality. *International Journal of Marketing Research*, 37.
- Gentry, J. W., Ball, A. D., Jun, S. (1993). Modes of Consumer Acculturation. *Advances in Consumer Research*.
- Spoth, R., Ball, A. D., Redmond, C. (1993). Stages of Quitting and Motivational Factors Relevant to Smoking Cessation Program Choices. *Journal of Addictive Behaviors*, 7, 29-42.
- Ball, A. D., Tasaki, L. H. (1992). Role and Measurement of Attachment in Consumer Behavior. *Journal of Consumer Psychology*, 1, 155-172.
- Ball, A. D., Lamb, C. S., Brodie, R. L. (1992). Segmentation and Market Structure When Both Situational Effects and Consumer Characteristics are Explanatory. *Psychology and Marketing*, 9, 395-408.
- Marquardt, R., Ball, A. D. (1991). How Do Venture Capitalists Rank Investments? The Role of Government Incentives. *Regional Science Perspectives*, 21, 50-66.
- Ball, A. D., Lamb, C. C., Brodie, R. L. (1989). Segmentation of A Commercial Radio Market: A Situation-based Approach. *New Zealand Journal of Business*.
- Ball, A. D., McKenry, P. C., Price-Bonham, S. (1983). Use of Repeated Measures Designs in Family Research. *Journal of Marriage and the Family*, 885-896.
- Sawyer, A. G., Ball, A. D. (1981). Statistical Power and Effect Size in Marketing Research. *Journal of Marketing Research*, 18, 275-290.
- Pokorny, A. D., Kaplan, J. B., Thornby, J. S., Ball, A. D. (1976). Prediction of Chronicity in Psychiatric Patients. *Archives of General Psychiatry*, 33, 932-937.

Conference Proceedings

- Hampton, R. D., Ball, A. D. (2015). *A Method for Estimating the Number of Underage Female Domestic Victims of Human Trafficking*. Lincoln, NE: 7th Annual Interdisciplinary Conference on Human Trafficking.
- Mikeska, J., Carlson, L., Ball, A. D. (2013). *Conjoint Analysis of the Consumer Trade-Off Decisions Associated With a Beverage Tax*. Washington, DC: 2013 Marketing & Public Policy Conference/American Marketing Association.
- Ball, A. D., Hampton, R. D., Pennington, J. R., Ngyuen, A. (2012). *A Method for Determining Advertising Effectiveness in Bring HT Victims to Rehabilitation*. Lincoln, NE: 2012 Interdisciplinary Conference in Human Trafficking Proceedings.
digitalcommons.unl.edu/humtraffconf4/
- deMcKinney, T., Pennington, J., Ball, A. D., Hampton, R. D., Creswell, J. (2011). *Finding Weak Points in the Human Trafficking System: An Analysis of 156 Cases*. Lincoln, NE: Third Annual Interdisciplinary Conference on Human Trafficking Proceedings.
- Shen, A., Ball, A. D. (2011). *Preference Stability Belief: An Alternative View of How Customers Respond to Personalized Recommendations*. Boston, MA: Direct Marketing Association Annual Summit.
- Ball, A. D., Hampton, R. D., Pennington, J., Ngyuen, A. (2010). *Understanding Human Trafficking as a Marketing System*. Lincoln, NE: Second Interdisciplinary Conference on Human Trafficking Proceedings/UNL Human Trafficking Team.
digitalcommons.unl.edu/humtraffconf2/
- Hampton, R. D., Ball, A. D., Pennington, J. (2010). *Estimating the Number of Out-Migration Human Trafficking Victims Using a Key Informant Methods: Toward A Global Approach*. Bali: Pan-Pacific Conference.
- Pennington, J., Rao, K., Krush, M., Ball, A. D. (2010). *Understanding How Consumers Cope with Food Safety Concerns: Using Qualitative Panel Data to Obtain a Complete Picture*. Chicago, IL: American Association for Public Opinion Research 65th Annual Conference Proceedings.
- Shen, A., Ball, A. D. (2010). *Does Personalized Recommendation Service Increase Customer Loyalty?*. New Orleans, LA: AMA Winter Educators' Conference Proceedings.
- Rao, K., Lee, G., Ball, A. D. (2009). *Dealing With Extremely Long Response Lists in a Multi-Mode Survey Environment*. Midwest Association for Public Opinion Research Annual Meeting Proceedings.
- Ball, A. D., Hampton, R. D., Pennington, J., Nguyen, A. (2009). *Estimating the Extent of Human Trafficking in the Ukraine*. Lincoln, NE: First Interdisciplinary Conference on Human Trafficking Proceedings.
- Shen, A., Ball, A. D. (2009). *Accuracy or Ease-of-Access: What Do We Want in Personalized Recommendations?*. Chicago, IL: Second International Business Conference.
- Pennington, J., Ball, A. D., Rao, K. (2009). *Customer Branding: A Look at How Consumers Brand Fruit and Vegetables*. 19th Annual World Forum and Symposium.

Pennington, J., Rao, K., Ball, A. D. (2009). *Produce Food Safety in the Marketing Channel and the American Consumer*. Hollywood, FL: American Association for Public Opinion Research Conference.

Hampton, R. D., Pennington, J., Ball, A. D. (2008). *Human Trafficking as a Marketing System: How to Disrupt or Disable the System*. San Jose: Pan Pacific Conference.

Ball, A. D., Rao, K., Hampton, R. D. (2007). *Examination of Types and Effects of Spiritual Seeking*. San Diego, CA:.

Hampton, R. D., Ball, A. D., Rao, K. (2006). *Spiritual but not Religious: Insights from an Online Panel*. Chicago: presented at the Midwest Association for Public Opinion Research conference.

Ball, A. D., Jiao, R. (2006). *The Relation of Attachment to Possessions to Object Symbolism and Commitment to Developmental Tasks*. Chicago: Midwest Association for Public Opinion Research Annual Meeting Proceedings.

Ball, A. D., Arnould, E., Plastina, A. (2006). *Market Disintermediation and Producer Value Capture: The Case of Fair Trade Coffee in Nicaragua, Peru and Guatemala*. Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers Conference Proceedings.

Hampton, R. D., Ball, A. D., Pennington, J. (2006). *Human Trafficking: A Marketing Perspective*. Pan Pacific Conference.

Hampton, R. D., Ball, A. D., Rao, K. (2006). *Modes of Religious and Spiritual Orientation and their Relationships to Consumer Behavior*. Montreal: AAPOR conference.

Shen, D., Ball, A. D. (2006). *Toward a Conceptualization of Technology-mediated Personalization*. San Antonio, TX: Association for Marketing Science Conference Proceedings.

Hampton, R. D., Ball, A. D., Chronis, A. (2005). *The Spiritual Quest and the Universal Effects on the Global Consumer: Are There Differences Across Cultures?*. Shanghai: XXI Pan-Pacific Conference.

Hampton, R. D., Ball, A. D., Chronis, A., Bunker, M. (2002). *Evidence for the Effect of Spiritual Development on Consumer Behavior*. San Diego, CA: AMA Summer Marketing Educators' Conference Proceedings.

Hampton, R. D., Ball, A. D., Chronis, A., Bunker, M. (2001). *The Development of Spirituality and Its Effect on Consumer Behavior*. AMA Summer Marketing Educators' Conference Proceedings.

Hampton, R. D., Chronis, A., Ball, A. D. (1997). *Bringing a Closure in the Consumption Narrative: 'Man-as-Scientist' and the Project of Understanding Through Vicarious Experience*. Austin, TX: AMA Winter Marketing Educators' Conference Proceedings.

Other

Ball, A. D., Sawyer, A. G. (2013). In Richard Easley and Stan Madden (Ed.), *Issues Involving the Use of Significant Sameness in Testing Replications and Generating Knowledge* (vol. 66, pp. 1389-1392). Journal of Business Research.

- Ball, A. D., Pennington, J. R. (2011). In Terrence Witkowski (Ed.), *Review of book: "Sex Trafficking: Inside the Business of Modern Slavery"* (vol. 31, pp. 410-411). *Journal of Macromarketing*. jmk.sagepub.com/
- Pennington, J. R., Ball, A. D. (2011). In Terrence Witkowski (Ed.), *Review of Film: The Darker Side of Chocolate* (vol. 31, pp. 411-412). *Journal of Macromarketing*. jmk.sagepub.com/
- Ball, A. D. (2003). *Statistical Analysis with Missing Data: Second Edition, A Review*. *Journal of Marketing Research*.
- Ball, A. D. (1995). *StatMost: A Software Review*. *Journal of Marketing Research*.
- Ball, A. D. (1993). *Solo Power Analysis: A Software Review*. *Journal of Marketing Research*.

Presentations Given

- Ball, A. D., Hampton, R. D., 7th Annual Interdisciplinary Conference on Human Trafficking, "A Method for Estimating the Number of Underage Female Domestic Victims of Human Trafficking," Lincoln, NE. (October 2015).
- Mikeska, J., Carlson, L., Ball, A. D., Marketing & Public Policy Conference, "Conjoint Analysis of the Consumer Trade-Off Decisions Associated With a Beverage Tax," American Marketing Association, Washington, D.C. (June 2013).
- Ball, A. D. (Presenter & Author), Hampton, R. D. (Author Only), Pennington, J. R. (Presenter & Author), Ngyuen, A. (Author Only), Interdisciplinary Conference in Human Trafficking, "A Method for Determining Advertising Effectiveness in Bring HT Victims to Rehabilitation," University of Nebraska-Lincoln, Lincoln, NE. (October 13, 2012).
- Shen, A. (Presenter & Author), Ball, A. D. (Author Only), Direct Marketing Research Summit, "Preference Stability Belief: An Alternative View of How Customers Respond to Personalized Recommendations," Direct Marketing Association, Boston, MA. (October 1, 2011).
- deMcKinney, T. (Presenter & Author), Pennington, J., Ball, A. D., Hampton, R. D., Ngyuen, A., Creswell, J., Interdisciplinary Conference on Human Trafficking, "Finding Weak Points in the Human Trafficking System: An Analysis of 156 Cases," University of Nebraska-Lincoln, Lincoln, NE. (September 30, 2011).
- Ball, A. D. (Author Only), Hampton, R. D. (Author Only), Pennington, J. (Presenter & Author), Tenth Annual Summer Specialization Course on International Criminal Law, "Measuring the Extent of Human Trafficking," Institute for Higher Studies in the Criminal Sciences, Syracuse, Sicily, Italy. (2010).
- Ball, A. D., Hampton, R. D., Pennington, J., Ngyuen, A., Second Interdisciplinary Conference on Human Trafficking, "Understanding Human Trafficking as a Marketing System," UNL Human Trafficking Team, Lincoln, NE. (September 30, 2010).
- Ball, A. D., Pennington, J. R., Hampton, R. D., Macromarketing Conference, "Human Trafficking (invited plenary session)," Macromarketing Society, Laramie, Wyoming. (June 10, 2010).
- Hampton, R. D. (Presenter & Author), Ball, A. D. (Author Only), Pennington, J. (Author Only), Pan-Pacific Conference 2010, "Estimating the Number of Out-Migration Human Trafficking Victims Using a Key Informant Method: Toward a Global Approach," University of Nebraska, Bali, Indonesia. (June 1, 2010).

- Pennington, J. (Presenter & Author), Rao, K. (Author Only), Krush, M. (Author Only), Ball, A. D. (Author Only), AAPOR 65th Annual Conference, "Understanding How Consumers Cope with Food Safety Concerns: Using Qualitative Panel Data to Obtain a Complete Picture," American Association for Public Opinion Research, Chicago, IL. (May 16, 2010).
- Shen, A. (Presenter & Author), Ball, A. D. (Author Only), Winter Educators Conference, "Does Personalized Recommendation Service Increase Customer Loyalty?," American Marketing Association, New Orleans, La. (February 20, 2010).
- Rao, K. (Presenter & Author), Lee, G. (Author Only), Ball, A. D. (Author Only), Midwest Association for Public Opinion Research Annual Meeting, "Dealing With Extremely Long Response Lists in a Multi-Mode Survey Environment," Midwest Association for Public Opinion Research, Chicago. (November 20, 2009).
- Shen, A. (Presenter & Author), Ball, A. D. (Author Only), Second Annual International Business Conference, "Accuracy or Ease-of-Access: What Do We Want in Personalized Recommendations?," Global Strategic Management Inc., Detroit, MI. (August 14, 2009).
- Pennington, J. (Presenter & Author), Ball, A. D. (Author Only), Rao, K. (Author Only), 19th Annual World Forum and Symposium, "Customer Branding: A Look at How Consumers Brand Fruit and Vegetables," International Food and Agribusiness Management Association, Budapest, Hungary. (June 21, 2009).
- Rao, K. (Presenter & Author), Pennington, J. (Author Only), Ball, A. D. (Author Only), AAPOR Annual Meeting, "Produce Food Safety in the Marketing Channel and the American Consumer," American Association for Public Opinion Research, Hollywood, FL. (May 2009).
- Hampton, R. D. (Presenter & Author), Pennington, J. (Author Only), Ball, A. D. (Author Only), Pan Pacific Conference, "Human Trafficking as a Marketing System: How to Disrupt or Disable the System," San Jose, Costa Rica. (June 2008).
- Ball, A. D. (Author Only), Rao, K. (Presenter & Author), Hampton, R. D. (Author Only), American Association for Public Opinion Research Conference, "Examination of Types and Effects of Spiritual Seeking," American Association for Public Opinion Research, San Diego. (May 2007).
- Ball, A. D., Rao, K., Hampton, R. D., Midwest Association for Public Opinion Research Conference, "Spiritual but not Religious: Insights from an Online Panel," Midwest Association for Public Opinion Research, Chicago. (November 2006).
- Ball, A. D., Jiao, R., Midwest Association for Public Opinion Research Conference, "The Relation of Attachment to Possessions to Object Symbolism and Commitment to Developmental Tasks," Midwest Association for Public Opinion Research, Chicago. (November 2006).
- Ball, A. D., Arnould, E., Plastina, A., Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers Conference, "Market Disintermediation and Producer Value Capture: The Case of Fair Trade Coffee in Nicaragua, Peru and Guatemala," University of Illinois at Chicago. (August 2, 2006).
- Hampton, R. D. (Presenter & Author), Ball, A. D. (Author Only), Pennington, J. (Author Only), Pan Pacific Conference, "Human Trafficking: A Marketing Perspective," Pusan, Korea. (June 2006).
- Ball, A. D., Shen, D., Academy of Marketing Science Conference, "Toward a Conceptualization of Technology-Mediated Personalization," Academy of Marketing Science, San Antonio. (May 2006).

- Ball, A. D., Rao, K., Hampton, R. D., American Association for Public Opinion Research Conference, "Modes of Religious and Spiritual Orientation and their Relationships to Consumer Behavior," American Association for Public Opinion Research, Montreal. (May 2006).
- Hampton, R. D. (Presenter & Author), Ball, A. D. (Author Only), Chronis, A. (Author Only), Pan Pacific Conference, "The Spiritual Quest and the Universal Effects on the Global Consumer: Are There Differences Across Cultures?," Shanghai, China. (May 2005).
- Ball, A. D., Nag, D., Association of University Technology Managers Meeting, "Market Analysis in Technology Transfer," Association of University Technology Managers. (February 2005).
- Ball, A. D., Hampton, R. D., Bunker, M., Chronis, T., Society for Consumer Psychology Conference, "God Found Me that Car: Marketplace Synchronicity in the Life-World of the Evangelical Christian American Consumer," Society for Consumer Psychology, St Petersburg Beach, FL. (February 2005).
- Ball, A. D., Bunker, M., Association for Consumer Research Conference, "Transference: the Effect of Relationship History on Consumers' Relationships with Other Firms," Association for Consumer Research, Portland, Oregon. (October 2004).
- Ball, A. D., Coelho, P., Villares, M., PLS '03: Focus on Customers International Symposium, "A New explanation for Customer Loyalty: an Application with the ECSI Model," PLS, Lisbon, Portugal. (September 2003).
- Ball, A. D., Bunker, M., Summer AMA Educator's Conference, "Service Failure Recovery and Relationship Commitment: The Moderating Effect of Holding a Grudge," American Marketing Association. (August 2003).
- Ball, A. D., Olson, D. L., Decision Sciences Institute Annual Meeting, "Conjoint Analysis and MCDA in Physician Preference Analysis," Decision Sciences Institute. (November 2002).
- Ball, A. D., Hampton, R. D., Chronis, A., Bunker, M., AMA Summer Educators Conference, "Evidence for the Effect of Spiritual Development on Consumer Behavior.," American Marketing Association. (August 2002).
- Ball, A. D., Hampton, R. D., Chronis, T., AMA Winter Educators Conference, "Bringing Closure to the Consumption Narrative: 'Man-as-Scientist' and the Project of Understanding through Vicarious Experience," American Marketing Association. (February 2002).
- Ball, A. D., Bunker, M., Association for Consumer Research Conference, "No Loyalty, No Voice, No Exit: Consumer Secondary Coping with Enslavement Relationships," Association for Consumer Research, Austin, TX. (August 2001).
- Ball, A. D., Hampton, R. D., Chronis, T., Bunker, M., Summer AMA Marketing Educators' Conference, "Development of Spirituality and Its Effect on Consumer Behavior," American Marketing Association, Washington, D.C. (August 2001).
- Ball, A. D., Lee, J., Mowen, J., Jun, S., AMA Summer Educators' Conference, "Product Service Contracts: Consumer Accuracy and Bias in Detecting 'Good' from 'Bad' Deals," American Marketing Association, Boston. (August 1998).
- Ball, A. D., Rittenburg, T. L., Midwest Decision Sciences Institute Convention, "A Theory of Innovation Adoption at the Individual Consumer Level," Midwest Decision Sciences Institute, Lincoln, NE. (March 1998).

- Ball, A. D., Edwards, P., Social Marketing and Public Health Conference, "Promotions for Stages of Change in Dietary Habits: Connections with the Elaboration Likelihood Model," Clearwater, FL. (March 1998).
- Ball, A. D., Holland, J., AMA Summer Educator's Conference, "Accommodation Attributions: Construct, and Measurement Validation," American Marketing Association. (1995).
- Ball, A. D., Jun, S., Gentry, J. W., Asia Pacific Association for Consumer Research Conference, "Hispanic Acculturation Processes: Evidence Against Assimilation," Asia Pacific Association for Consumer Research. (1994).
- Ball, A. D., Parthasarathy, M., Rittenburg, T., Winter American Marketing Association Conference, "Product Adoption Behavior and the Theory of Reasoned Action," American Marketing Association. (1994).
- Ball, A. D., Chakarborty, G., Gaeth, G., Jun, S., ORSA/TIMS Marketing Science Conference, "The Effect of Market Structure Variables on Conjoint Analysis Methods," ORSA/TIMS. (1993).
- Ball, A. D., Jun, S., Gentry, J. W., Association for Consumer Research Conference, "Modes of Consumer Acculturation," Association for Consumer Research. (1992).
- Ball, A. D., Lamb, C. C., Brodie, R. L., ORSA/TIMS Marketing Science Conference, "Segmentation and Market Structure Analysis when Both Situational and Consumer Characteristics Are Explanatory," ORSA/TIMS. (1988).
- Ball, A. D., Sawyer, A. G., ORSA/TIMS Conference, "Statistical Power Considerations In Marketing Research," ORSA/TIMS. (1980).
- Ball, A. D., MacCallum, R. C., "Recovery of Structure by ALSCAL and INDSCAL Under Nonlinear Distortions of True Distances," Psychometric Society. (1980).
- Ball, A. D., MacCallum, R. C., "Recovery of Structure by Tucker's Three-mode Multidimensional Scaling Algorithm," Psychometric Society. (1980).

Media Contributions

Magazine

- New York Times Magazine Feature. "Consumer" on spirituality in consumption (2006).
- Inc. Magazine. Research with Ron Hampton on spirituality and Marketing mentioned in article "The Morality Play," page 73 (February 2005).

Contracts, Grants and Sponsored Research

Contract

- Ball, A. (Principal Investigator), "Nebraska VoT Phase 1," Sponsored by Ne Crime Commission, State Agencies, \$30,000.00. (September 1, 2014 - August 31, 2015). Current Status: Awarded.

Grant

- Shavers, A. (Principal Investigator), Tidball, M. S. (Investigator), Waite, M. D. (Investigator), Ball, A. D. (Investigator), Keck, D. (Investigator), "Adver Role in Child Sex Trafficking," Sponsored by Microsoft Corporation, Industry, \$36,055.00. (April 20, 2013 - December 31, 2099). Current Status: Awarded.
- Ball, A. D. (Co-Principal Investigator), Shavers, A. (Principal Investigator), Keck, D. (Co-Principal Investigator), Tidball, S. (Co-Principal Investigator), "Identifying the role of online advertising in child sex trafficking in the United States," Sponsored by Microsoft Corp., Industry, \$36,055.00. (August 1, 2012 - July 31, 2013). Current Status: Awarded.
- Ball, A. (Principal Investigator), Tidball, M. S. (Investigator), Panigabutra-Roberts, A. (Investigator), "U.S. Police and Labor Trafficking," Sponsored by Dept of Justice-Natl Inst of Justice, Federal. Current Status: Declined.
- Ball, A. D. (Co-Principal Investigator), Coelho, P. (Principal Investigator), "How Service Incidents Change Customer-Firm Relationships," Sponsored by Portuguese Academy of Sciences, Federal, \$85,000.00. (November 2008 - September 2010). Current Status: Awarded.
- Ball, A. D., Panigabutra-Roberts, A., "Human Trafficking Initiative," Sponsored by National Institutes of Justice, U.S. Department of Justice, Federal, \$606,771.00. Current Status: Declined.
- Ball, A. D. (Co-Principal Investigator), Potuto, J. (Co-Principal Investigator), Hampton, R. D. (Co-Principal Investigator), Dalla, R. (Co-Principal Investigator), "The Unlawful Sex Economy in the United States," Sponsored by National Institutes of Justice, U.S. Department of Justice, Federal, \$806,202.00. Current Status: Declined.
- Hampton, R. D. (Principal Investigator), Ball, A. D. (Investigator), "Meas & Assess Trafficking in Humans," Sponsored by Intl Organization for Migration, Associations/Foundation, \$35,001.00. (October 1, 2006 - January 31, 2009). Current Status: Awarded.
- Ball, A. D. (Investigator), Hampton, R. D. (Principal Investigator), Pennington, J. (Collaborator), "Measuring and Assessing the Trafficking in Humans in the Ukraine," Sponsored by International Organization for Migration, Other Agencies, \$43,730.00. (June 2005 - January 31, 2009). Current Status: Awarded.
- Ball, A. D. (Principal Investigator), "Grant for the development of a summer graduate course in Market Research," Sponsored by Summer Sessions and the Senior Vice Chancellor for Academic Affairs, NU Foundation, \$1,000.00. (June 2008 - August 2008). Current Status: Awarded.
- Ball, A. D. (Principal Investigator), "Ethics Course Development Grant," Sponsored by College of Business, UNL, Universities, \$1,600.00. (June 2008). Current Status: Awarded.
- Ball, A. D. (Investigator), Hampton, R. D. (Principal Investigator), Pennington, J. (Investigator), Yakushko, O. (Investigator), "Prevention and Intervention of Trafficking in Children and Women in Sri Lanka," Sponsored by U.S. State Department, Federal, \$0.00. Current Status: Declined.
- Ball, A. D. (Investigator), Hampton, R. D. (Principal Investigator), Yakushko, O. (Investigator), "Understanding Experiences of Human Trafficking Victims in the United States: Implications for Services," Sponsored by U.S. Department of Justice, Federal, \$752,470.00. Current Status: Declined.

Ball, A. D. (Principal Investigator), "Ethics Course Development Grant," NU Foundation, \$2,000.00. (2001). Current Status: Awarded.

Other

Ball, A. (Principal Investigator), Panigabutra-Roberts, A. (Investigator), "Human Trafficking Initiative," Sponsored by Dept of Justice-Natl Inst of Justice, Federal. Current Status: Declined.

Potuto, J. (Principal Investigator), Hampton, R. D. (Investigator), Dalla, R. (Investigator), Ball, A. D. (Investigator), "Unlawful Commercial Sex Economy US," Sponsored by Dept of Justice-Natl Inst of Justice, Federal. Current Status: Declined.

Hampton, R. D. (Principal Investigator), Ball, A. D. (Investigator), "Within Country Trafficking Ukraine," Sponsored by Intl Organization for Migration, Associations/Foundations. Current Status: Declined.

Hampton, R. D. (Principal Investigator), Ball, A. D. (Investigator), Yakushko, O. (Investigator), Pennington, J. (Investigator), "Human Trafficking in Sri Lanka," Sponsored by Dept of State, Federal. Current Status: Declined.

Hampton, R. D. (Principal Investigator), Yakushko, O. (Investigator), Ball, A. D. (Investigator), "Understanding Human Trafficking," Sponsored by Dept of Justice-Natl Inst of Justice, Federal. Current Status: Declined.

Awards and Honors

Charles C. Slater Best Article Award, Journal of Macromarketing. (June 2010).

Faculty Research Award, UNL Marketing Department. (May 2010).

Best Paper of the Conference Award, Second International Business Conference. (August 15, 2009).

The Outstanding Paper Award for 2008, Journal of Services Marketing. (March 2, 2009).

Fulbright Senior Specialist Award, Higher Institute for Statistics and Information Management, New University of Lisbon, Portugal. (May 2005).

Fulbright Scholar Award, Higher Institute for Statistics and Information Management, New University of Lisbon, Portugal. (1999).

SERVICE

Department Service

Co-organizer, Marketing Advisory Board. (January 2008 - Present).

Reader, Comprehensive Exam Review. (May 2015).

Committee Member, Faculty Search Committee - Department Chair. (January 2012 - April 2012).

Composed, By-laws for the Marketing Department. (November 2010 - May 2011).

Committee Member, Professor of Marketing/Gold Chair Search Committee. (2006).

Department Representative, Undergraduate Program Advisor. (August 2005 - May 2006).

Coordinator, Computer Coordinator. (2001 - 2005).

Committee Member, Recruitment and Orientation of PhD Students. (1994 - 1998).

Committee Chair, Recruitment and Orientation of PhD Students. (1994 - 1997).

Coordinator, Computer Coordinator. (1990 - 1994).

Faculty Advisor, UNL AMA Chapter. (1987 - 1989).

College Service

Committee Member, Husker Business Lab. (June 2015 - Present).

Committee Member, Executive Committee. (June 2012 - Present).

Committee Member, Joint Agribusiness Committee. (June 2012 - Present).

Committee Member, CBA Interdisciplinary Research Center Working Group. (April 2012 - Present).

Committee Chair, General Committee. (September 2010 - August 2011).

Committee Member, General Committee. (September 2006 - August 2011).

Committee Member, Outreach Task Force. (August 2010 - November 2010).

Committee Chair, General Committee. (September 2007 - August 2009).

Committee Member, Academic Program Council. (2005 - 2006).

Committee Member, Scholarship, Honors, & Awards Committee. (September 2002 - August 2004).

Committee Member, Dean's Task Force on Undergraduate Curriculum Reform. (1998).

Committee Member, UNL College of Business AACSB Accreditation Self-Study Team. (1994 - 1995).

Committee Member, General Committee. (1988 - 1991).

Faculty Advisor, AIESEC, UNL Chapter. (1987 - 1989).

University Service

Committee Member, Gallup Research Center Board of Fellows. (August 2007 - August 2014).

Committee Member, SRAM/GRC Program. (1997 - August 2014).

Committee Member, UNL Academic Planning Committee. (August 2006 - July 2012).

Committee Member, Academic Planning Committee, Grad Council Representative. (2006 - May 2012).

Faculty Advisor, Phi Beta Delta Board. (August 2007 - May 2011).

President, Phi Beta Delta, UNL Chapter. (2007 - 2010).

Chairperson, James Lake Academic Freedom Award Committee. (July 1, 2008 - June 30, 2009).

Committee Member, James Lake Academic Freedom Award Committee. (July 1, 2006 - June 30, 2009).

Committee Member, UNL Diversity Plan. (2008).

Vice President, Phi Beta Delta, UNL Chapter. (2005 - 2007).

Committee Member, Survey Research & Methodology Program Transition Team. (2005 - 2007).

Faculty Advisor, Delta Epsilon Chi (Collegiate DECA). (2001 - 2007).

Committee Member, Gallup Research Advisory Board. (1995 - 2006).

Committee Member, UNL Faculty Senate Academic Rights and Responsibilities. (2003).

Committee Member, UNL Extended Education Council & Marketing Task Force. (1999 - 2003).

Committee Member, Board of the Friends of the UNL Libraries. (1997 - 2001).

Committee Member, UNL Interdisciplinary Committee to design PhD in Statistics. (1999).

Committee Member, UNL Study Abroad Advisory Council. (1994 - 1998).

Committee Chair, UNL Study Abroad Advisory Council. (1996 - 1997).

Committee Member, UNL Interdisciplinary Committee to design a Master of Survey Science Program. (1994 - 1995).

Committee Member, UNL Marshall Corps. (1988 - 1991).

Professional Service

Committee Chair, Planning Team for Human Trafficking Conference, Lincoln, NE. (2013 - Present).

Board member, Academic Freedom Coalition of Nebraska. (1999 - Present).

Member, Research Advisory Council of the Gallup Organization. (1990 - Present).

Committee Member, Planning Team for Human Trafficking Conference, Lincoln, NE. (2011 - 2012).

Editorial Review Board Member, Journal of Service Marketing. (2005 - 2012).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2006 - 2011).

Reviewer, Ad Hoc Reviewer, Journal of Consumer Behavior. (2006 - 2011).

Vice-Chair Webmaster, Market Research SIG, American Marketing Association. (1996 - 2011).

Board member and Webmaster, American Marketing Association Market Research Special Interest Group. (1996 - January 2011).

Committee Chair, Planning Team for Human Trafficking Conference, Lincoln, NE. (February 2008 - 2010).

President, Academic Freedom Coalition of Nebraska. (2007).

Reviewer, Ad Hoc Reviewer, European Journal of Marketing. (2007).

Reviewer, Ad Hoc Reviewer, Journal of Advertising. (2007).

Vice Chair Webmaster, AMA SIG Market Research. (2004 - 2007).

Reviewer, Ad Hoc Reviewer, Academy of Marketing Science Review. (2000 - 2007).

Reviewer, Ad Hoc Reviewer, Asia-Pacific Consumer Behavior Conference. (2006).

Reviewer, Ad Hoc Reviewer, Journal of Advertising. (2006).

Reviewer, Ad Hoc Reviewer, AMS Conference. (2005).

Reviewer, Ad Hoc Reviewer, Association for Consumer Research Conference. (2004).

Reviewer, Ad Hoc Reviewer, AMA Summer Educators Conference. (2001 - 2004).

Reviewer, Ad Hoc Reviewer, Journal of Consumer Research. (1996 - 2004).

President, Academic Freedom Coalition of Nebraska. (2003).

Reviewer, Grant Proposal, NIMH. (2003).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (2000).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Research. (1993 - 2000).

Editorial Review Board Member, Regional Science Perspectives. (1993 - 1999).

Marketing Track Chair, Midwest Decision Sciences Institute Conference. (March 1998).

Reviewer, Ad Hoc Reviewer, Midwest Decision Sciences Conference. (1994).

Book review editor, Journal of the Academy of Marketing Science. (1988 - 1990).

Officer, Vice President, Lincoln Chapter of American Marketing Association. (1987 - 1989).

Public Service

Member, Nebraska State Health Department Diabetes Advisory Board. (1995 - 2000).

Consulting

Marketing Industry.

Awards and Honors

Service, Professional

Contribution to the Lives of Students Award, Parents Association/University Nebraska-Lincoln.
(1993).

Contribution to the Lives of Students Award, Parents Association/University Nebraska-Lincoln.
(1990).

Contribution to the Lives of Students Award, Parents Association/University Nebraska-Lincoln.
(1989).

Service, University

Seacrest Faculty Award, University of Nebraska-Lincoln, College of Business Administration.
(May 2016).

Seacrest Faculty Award, University of Nebraska-Lincoln, College of Business Administration.
(June 2015).

Seacrest Faculty Award, College of Business Administration, UNL. (March 2010).

Award for Dedication and Effort, American Marketing Association/UNL Collegiate Chapter.
(2001).