

## **Dr. James W. Gentry**

University of Nebraska-Lincoln  
Marketing  
(402) 472-3278  
Email: [jgentry@unl.edu](mailto:jgentry@unl.edu)

### **Education**

DBA, Indiana University, 1973.  
Major: Marketing  
Supporting Areas of Emphasis: Q.B.A. and Statistics

MBA, Indiana University, 1971.  
Major: Q.B.A.

BS, Kansas State University, 1969.  
Major: Civil Engineering

### **Academic, Government, Military and Professional Positions**

#### **Academic**

Maurice J. and Alice Hollman College Professor, University of Nebraska-Lincoln, Department of Marketing, College of Business. (September 2003 - Present).

Professor, University of Nebraska-Lincoln, Marketing Department, College of Business Administration. (September 1987 - Present).

Visiting Professor, University of Western Australia, School of Business. (1997).

Visiting Professor, University of Wisconsin-Madison, School of Business. (1986 - 1987).

Professor, Oklahoma State University, College of Business Administration. (1984 - 1986).

Associate Professor, Oklahoma State University, College of Business Administration. (1978 - 1984).

Acting Associate Director, Oklahoma State University, Office of Business and Economic Research. (1980 - 1981).

Associate Professor, Kansas State University, College of Business Administration. (August 1977 - May 1978).

Assistant Professor, Kansas State University, College of Business Administration. (1973 - 1977).

#### **Professional**

Samsung Corporation. (2000).

Channel 2. (1985).

Frontier Cable Television. (1983).

Frontier Federal Savings and Loan. (1980).

Kansas Association of Commerce and Industry. (1974).

Union Carbide, Management Services Division. (1974).

## **Professional Memberships**

Society for Marketing and Development. (1987 - Present).

Judgment/Decision Making Society. (1985 - Present).

Association for Consumer Research. (1977 - Present).

Elected Fellow, Association for Business Simulation and Experiential Learning. (1973 - Present).

American Marketing Association. (1971 - Present).

## **Development Activities Attended**

Conference Attendance, "42nd Annual Macromarketing Conference," Macromarketing Society, Queenstown, New Zealand. (June 2017).

Conference Attendance, "13th Conference on Gender, Marketing and Consumer Behaviour," Paris, France. (July 2016).

Conference Attendance, "41st Annual Macromarketing Conference," Macromarketing Society, Dublin, Ireland. (July 2016).

Conference Attendance, "Marketing & Public Policy Conference," AMA, San Luis Obispo, CA. (May 2016).

Conference Attendance, "40th Annual Macromarketing Conference," Macromarketing Society, Chicago, IL. (June 2015).

Conference Attendance, "42nd Annual ABSEL Conference," Association for Business Simulation and Experiential Learning, Las Vegas, NV. (March 2015).

Conference Attendance, "2014 ACR Latin America Conference," Association for Consumer Research, Guadalajara, Mexico. (July 2014).

Conference Attendance, "Macromarketing Conference," Macromarketing Society, London, UK. (July 2014).

Conference Attendance, "Consumer Satisfaction/Dissatisfaction and Consumer Complaining Behavior," Las Vegas, NV. (June 2014).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning, Orlando, FL. (March 2014).

Conference Attendance, "ABSEL Conference," Oklahoma City, OK. (2013).

Conference Attendance, "Consumer Well Being Conference," Kingston, Ontario. (2013).

Conference Attendance, "Macromarketing Conference," Macromarketing Society, Toronto, Canada. (2013).

Conference Attendance, "Winter Educators' Conference," American Marketing Association, Las Vegas, NV. (2013).

Conference Attendance, "Aging and Society Conference," Vancouver. (2012).

Conference Attendance, "Gender Conference/Pan Pacific ACR Conference," Association for Consumer Research, Queenstown, NA. (2012).

Conference Attendance, "Macromarketing Conference," Macromarketing Society, Berlin, Germany. (2012).

Conference Attendance, "42nd Annual Haring Symposium," University of Indiana, Kelley School of Business, Marketing Department, Bloomington, IN, USA. (April 2012).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning, Pensacola, FL. (2011).

Conference Attendance, "Macromarketing Conference," Macromarketing Association, Williamsburg, VA. (2011).

Conference Attendance, "Marketing & Public Policy Conference," AMA, Washington DC. (2011).

Conference Attendance, "Summer Educators' Conference," American Marketing Association, San Francisco, CA. (2011).

Conference Attendance, "Macromarketing Conference," Macromarketing Association, Laramie, WY. (2010).

Conference Attendance, "ACR Conference," Association for Consumer Research, Pittsburgh, PA. (2009).

Conference Attendance, "Asian Pacific ACR Conference," Association for Consumer Research, Hyderabad, India. (2009).

Conference Attendance, "CCT Conference," Ann Arbor, MI. (2009).

Conference Attendance, "Macromarketing Conference," Macromarketing Association, Kristiansand, Norway. (2009).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning, Charleston, North Carolina, US. (2008).

Conference Attendance, "CCT Conference," Boston, Massachusetts, U.S. (2008).

Conference Attendance, "Gender Conference," Boston, Massachusetts, U.S. (2008).

Conference Attendance, "Macromarketing Conference," Clemson, South Carolina, U.S. (2008).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning, San Antonio, Texas, US. (2007).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Memphis, Tennessee, U.S. (2007).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research, Milan, Italy. (2007).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning, San Francisco, California, U.S. (2006).

Conference Attendance, "Asia Pacific Association for Consumer Research Conference," Asia Pacific Association for Consumer Research, Sydney, Australia. (2006).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning, Orlando, Florida, U.S. (2005).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, San Antonio, Texas, U.S. (2005).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research, Goteborg, Sweden. (2005).

Conference Attendance, "International Society of Marketing and Development Conference," International Society of Marketing and Development, Thessaloniki, Greece. (2005).

Conference Attendance, "Macromarketing Conference," St. Petersburg, Florida, U.S. (2005).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning, Las Vegas, Nevada, U.S. (2004).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Seoul, South Korea. (2004).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning, Baltimore, Maryland, U.S. (2003).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Toronto, Canada. (2003).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research, Dublin, Ireland. (2003).

Conference Attendance, "Macromarketing Conference," Hartford, Connecticut, U.S. (2003).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning, Pensacola, Florida, U.S. (2002).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (2002).

Conference Attendance, "Asia Pacific Association for Consumer Research Conference," Asia Pacific Association for Consumer Research, Beijing, China. (2002).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Atlanta, Georgia, U.S. (2002).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning, San Diego, California, U.S. (2001).

Conference Attendance, "American Marketing Association Conference," American Marketing Association, Washington D.C., U.S. (2001).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association, Phoenix, Arizona, U.S. (2001).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Austin, Texas, U.S. (2001).

Conference Attendance, "The American Council on Consumer Interest Conference," The American Council on Consumer Interest, Washington D.C., U.S. (2001).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association, San Antonio, Texas, U.S. (2000).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Gold Coast, Australia. (2000).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Salt Lake City, Utah, U.S. (2000).

Conference Attendance, "Macromarketing Conference," Croatia. (2000).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning, Philadelphia, PA, U.S. (1999).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association, St. Petersburg, Florida, U.S. (1999).

Conference Attendance, "Macromarketing Conference," Nebraska City, Nebraska, U.S. (1999).

Conference Attendance, "Academy of Marketing Sciences Conference," Academy of Marketing Sciences, Delhi, India. (1998).

Conference Attendance, "AMS/SCRA Retailing Conference," AMS/SCRA, St. Louis, Missouri, U.S. (1998).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research, Montreal, Canada. (1998).

Conference Attendance, "Australian/New Zealand Marketing Association Conference," Australian/New Zealand Marketing Association, Dunedin, New Zealand. (1998).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research, Stockholm, Sweden. (1998).

Conference Attendance, "Society for Consumer Psychology Conference," Society for Consumer Psychology, Austin, Texas, U.S. (1998).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1997).

Conference Attendance, "American Marketing Association Conference," American Marketing Association, Chicago, Illinois, U.S. (1997).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research, Stockholm, Sweden. (1997).

Conference Attendance, "Macromarketing Conference," Bergen, Norway. (1997).

Conference Attendance, "Sixth International Conference on Marketing and Development," Mangalia, Romania. (1997).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1996).

Conference Attendance, "European Marketing Association Conference," European Marketing Association. (1996).

Conference Attendance, "Fourth International Research Seminar in Services." (1996).

Conference Attendance, "Gender and Consumer Research Conference." (1996).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1995).

Conference Attendance, "American Marketing Association Summer Conference," American Marketing Association. (1995).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1995).

Conference Attendance, "Joint Korean and American Marketing Associations Conference," Korean and American Marketing Associations. (1995).

Conference Attendance, "National Conference in Sales Management." (1995).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (1994).

Conference Attendance, "Asia Pacific Association for Consumer Research Conference," Asia Pacific Association for Consumer Research. (1994).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1994).

Conference Attendance, "Macromarketing Conference." (1994).

Conference Attendance, "National Conference in Sales Management." (1994).

Conference Attendance, "Pan-Pacific Conference XI." (1994).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1993).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (1993).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (1993).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1993).

Conference Attendance, "Fourth International Conference on Marketing and Development." (1993).

Conference Attendance, "National Conference in Sales Management." (1993).

Conference Attendance, "Patronage Theory: Cutting Edge III Conference." (1993).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1992).

Conference Attendance, "American Marketing Association Summer Conference," American Marketing Association. (1992).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (1992).

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

Meeting Attendance, "Annual Meeting of the Society for Cross-Cultural Research," Society for Cross-Cultural Research. (1992).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1991).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (1991).

Conference Attendance, "Conference on Family/Household Behavior." (1991).

Conference Attendance, "Patronage Theory Conference." (1991).

Conference Attendance, "Special Conference on Time and Consumer Behavior." (1991).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1990).

Conference Attendance, "American Marketing Association Summer Conference," American Marketing Association. (1990).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1990).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1989).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1989).

Conference Attendance, "Macromarketing Conference." (1989).

Conference Attendance, "Southern Marketing Association Conference," Southern Marketing Association. (1989).

Symposium Attendance, "Patronage Behavior and Retail Strategy Symposium." (1989).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (1988).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1987).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1986).

Conference Attendance, "Academy of International Business Conference," Academy of International Business. (1986).

Conference Attendance, "ACPT Conference," ACPT. (1986).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (1986).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1986).

Workshop, "American Marketing Association Workshop on Culture and Subculture," American Marketing Association. (1986).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1985).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1985).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1984).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1984).

Conference Attendance, "DSI Conference," DSI. (1984).

Workshop, "American Marketing Association Microcomputer Workshop," American Marketing Association. (1984).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1983).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (1983).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1983).

Conference Attendance, "DSI Conference," DSI. (1983).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1983).



Conference Attendance, "Third International Conference on Decision Support Systems Transactions." (1983).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1982).

Conference Attendance, "DSI Conference," DSI. (1982).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1982).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1981).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1981).

Conference Attendance, "DSI Conference," DSI. (1981).

Conference Attendance, "Patronage Theory Conference." (1981).

Festival Attendance, "Southwest Cultural Heritage Festival." (1981).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1980).

Conference Attendance, "DSI Conference," DSI. (1980).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1980).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1979).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1979).

Conference Attendance, "DSI Conference," DSI. (1979).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1978).

Conference Attendance, "DSI Conference," DSI. (1978).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1978).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1977).

Conference Attendance, "American Marketing Association Fall Conference," American Marketing Association. (1977).

Conference Attendance, "APA Conference," APA. (1977).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1977).

Conference Attendance, "DSI Conference," DSI. (1977).

Conference Attendance, "Southwest DSI Conference," Southwest DSI. (1977).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1977).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1976).

Conference Attendance, "ABSEL Conference," Association for Business Simulation and Experiential Learning. (1975).

Conference Attendance, "DSI Conference," DSI. (1975).

Conference Attendance, "Midwest DSI Conference," Midwest DSI. (1975).

Conference Attendance, "Southern Management Association Conference," Southern Management Association. (1975).

Conference Attendance, "Southwest DSI Conference," Southwest DSI. (1975).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1975).

Conference Attendance, "Western DSI Conference," Western DSI. (1975).

Conference Attendance, "DSI Conference," DSI. (1974).

Symposium Attendance, "Symposium on Doctoral Research in Marketing." (1973).

## **Awards and Honors**

One of three recognized for their contributions to the Macromarketing Society, Macromarketing Conference, Berlin 2012. (June 2012).

## **TEACHING**

### **Teaching Experience**

#### **University of Nebraska-Lincoln**

MRKT 443, Consumer Behavior: Marketing Aspects, 20 courses.

MRKT 453, International Marketing, 19 courses.

MRKT 822, Survey of Buyer Behavior, 6 courses.

MRKT 899, Masters Thesis, 3 courses.

MRKT 921, Marketing Communications, 1 course.

MRKT 972, Seminar: Behavioral Research in Marketing, 7 courses.

MRKT 996, Directed Reading or Research, 7 courses.

MRKT 998, Qualifying Paper, 1 course.

MRKT 998A, Seminar in Special Topics; Qualifying Paper, 5 courses.

MRKT 999, Doctoral Dissertation, 16 courses.

## Directed Student Learning

### Doctorate (committee chair/supervisor)

Doctorate (committee chair/supervisor), Marketing. (February 2014 - May 2018).

Advised: Lynn Matthews

Doctorate (committee chair/supervisor), Marketing. (May 2016 - Present).

Advised: Abigail Nappier Cherup

Doctorate (committee chair/supervisor), Marketing. (May 2015 - Present).

Advised: Arvind Agrawal

Doctorate (committee chair/supervisor), Marketing. (April 2015 - Present).

Advised: Aditya Gupta

Doctorate (committee chair/supervisor), Marketing. (February 2012 - December 2014).

Advised: Tim Reilly

Doctorate (committee chair/supervisor), Marketing. (August 2013 - August 2014).

Advised: Mengzhu Ji

Doctorate (committee chair/supervisor), Marketing. (December 2011 - August 2013).

Advised: Shipra Gupta

Doctorate (committee chair/supervisor), Marketing. (March 2013 - May 2013).

Advised: Brad Horn

Doctorate (committee chair/supervisor), Marketing. (January 2012 - December 2012).

Advised: Justine Rapp

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

Advised: Robert Harrison

Doctorate (committee chair/supervisor), Marketing. (August 2005 - August 2008).

Advised: Aubrey Fowler

Doctorate (committee chair/supervisor), Marketing. (May 2005 - May 2007).

Advised: Maia Beruchashvili

Doctorate (committee chair/supervisor), Marketing. (August 2003 - May 2006).

Advised: Seungwoo Chun

### Doctorate (committee co-chair)

Doctorate (committee co-chair), Marketing. (2007 - 2008).

Advised: Amber Epp

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

Advised: Daniel Shen

Doctorate (committee co-chair), Marketing. (August 2004 - May 2007).

Advised: Risto Moisis

### **Doctorate (committee member)**

Doctorate (committee member), Marketing. (May 2016 - Present).  
Advised: Matthew Hall

Doctorate (committee member), Marketing. (May 2012 - December 2015).  
Advised: Elise Johansen Harvey

Doctorate (committee member), Marketing. (January 2013 - February 2015).  
Advised: Jenifer Skiba

Doctorate (committee member), Marketing. (2011 - August 2012).  
Advised: Jie Gao Fowler

Doctorate (committee member), Marketing. (January 2007 - December 2009).  
Advised: Eddie Nowlin

Doctorate (committee member), Marketing. (2008 - August 2009).  
Advised: Mike Krush

Doctorate (committee member), Other (Outside University of Nebraska-Lincoln). (2004 - 2008).  
Advised: Anne Herman

Doctorate (committee member), Marketing. (August 2006 - August 2008).  
Advised: Clinton Lanier

Doctorate (committee member), Other (Within University of Nebraska-Lincoln). (2003 - 2005).  
Advised: Hong-Youn Kim

Doctorate (committee member), Marketing. (August 2003 - August 2005).  
Advised: Avinash Malshe

### **Doctorate (committee thesis reader)**

Doctorate (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (2014).  
Advised: Jul Thanasrivanitehai

Doctorate (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (2013).  
Advised: Alexandra Hein

Doctorate (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (2013).  
Advised: Gong Sun

Doctorate (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (December 2010 - March 2012).  
Advised: Ricardo Boeing

Doctorate (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (2011).  
Advised: Janine Wong

Doctorate (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (2011).  
Advised: Key Yap

Doctorate (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (May 2009 - August 2009).

Advised: Miranda Miroso

### **Masters (committee chair/supervisor)**

Masters (committee chair/supervisor). (August 2012 - May 2013).

Advised: Alexey Moissejev

Masters (committee chair/supervisor), Marketing. (August 2010 - August 2012).

Advised: Elise Johansen

### **Masters (committee member)**

Masters (committee member). (January 2006 - May 2006).

Advised: Sean Morrison

### **Other**

"Independent Study," Marketing. (November 2012 - December 2012).

Advised: Christopher Aumueller

"Independent Study," Marketing. (June 2011 - August 2011).

Advised: Shuhui Pan

"Independent Study, Internship with Capital Records in LA," Marketing. (August 2010 - December 2010).

Advised: Andrea Martinez

Marketing. (June 2005 - July 2005).

Advised: Uluc Sozuoz

Postbaccalaureate, Marketing. (August 2012 - December 2014).

Advised: Tim Reilly

Postbaccalaureate, Marketing. (January 2012 - December 2014).

Advised: Tim Reilly

Postbaccalaureate, Marketing. (August 2011 - December 2014).

Advised: Tim Reilly

Postbaccalaureate, "Doctoral Dissertation," Marketing. (July 2011 - December 2014).

Advised: Tim Reilly

Postbaccalaureate, "Doctoral Dissertation," Marketing. (May 2011 - December 2014).

Advised: Tim Reilly

Postbaccalaureate, "Doctoral Dissertation," Marketing. (January 2011 - December 2014).

Advised: Tim Reilly

Postbaccalaureate, "Doctoral Dissertation," Marketing. (August 2010 - December 2014).

Advised: Tim Reilly

Postbaccalaureate, Marketing. (August 2012 - August 2013).

Advised: Shipra Gupta

Postbaccalaureate, Marketing. (January 2012 - August 2013).  
Advised: Shipra Gupta

Postbaccalaureate, Marketing. (August 2012 - December 2012).  
Advised: Justine Rapp

Postbaccalaureate, Marketing. (January 2012 - December 2012).  
Advised: Justine Rapp

Postbaccalaureate, Marketing. (August 2011 - December 2012).  
Advised: Justine Rapp

Postbaccalaureate, "Doctoral Dissertation," Marketing. (June 2011 - December 2012).  
Advised: Justine Rapp

Postbaccalaureate, "Doctoral Dissertation," Marketing. (May 2011 - December 2012).  
Advised: Justine Rapp

Postbaccalaureate, Marketing. (July 2012 - August 2012).  
Advised: Elise Johansen

Postbaccalaureate, "Masters Thesis," Marketing. (July 2011 - August 2012).  
Advised: Elise Johansen

Postbaccalaureate, "Masters Thesis," Marketing. (June 2011 - August 2012).  
Advised: Elise Johansen

Postbaccalaureate, "Masters Thesis," Marketing. (May 2011 - August 2012).  
Advised: Elise Johansen

Postbaccalaureate, "Masters Thesis," Marketing. (January 2011 - August 2012).  
Advised: Elise Johansen

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (January 2012 - May 2012).  
Advised: Ashlee Muller

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (January 2012 - May 2012).  
Advised: Rachel Bruss

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (January 2012 - May 2012).  
Advised: Shangyuan Xuan

Postbaccalaureate, "Sandhills Publishing internship," Other (Within University of  
Nebraska-Lincoln). (January 2012 - Present).  
Advised: Fei Long

Postbaccalaureate. (August 2011 - December 2011).  
Advised: Anna Caniglia

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (August 2011 - December  
2011).  
Advised: Ayhan Oray

Postbaccalaureate. (August 2011 - December 2011).  
Advised: Blake Lawrence

Postbaccalaureate. (August 2011 - December 2011).  
Advised: Blake Lawrence

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (August 2011 - December 2011).  
Advised: Dana Ludvik

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (August 2011 - December 2011).  
Advised: Elizabeth Rapp

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (August 2011 - December 2011).  
Advised: John Westerholm

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (August 2011 - December 2011).  
Advised: Jungang Li

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (August 2011 - December 2011).  
Advised: Michael Riese

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (August 2011 - December 2011).  
Advised: Nate Holland

Postbaccalaureate. (August 2011 - December 2011).  
Advised: Yanru Xu

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (August 2011 - December 2011).  
Advised: Ye Xu

Postbaccalaureate, "Breadth Review," Marketing. (May 2011 - November 2011).  
Advised: Shipra Gupta

Postbaccalaureate, Marketing. (August 2011 - Present).  
Advised: Shipra Gupta

Postbaccalaureate, "Second Year Paper," Marketing. (January 2011 - May 2011).  
Advised: Justine Rapp

Postbaccalaureate, "First year paper," Marketing. (May 2010 - July 2010).  
Advised: Justine Rapp

Postbaccalaureate, "First year paper," Marketing. (May 2010 - June 2010).  
Advised: Shipra Gupta

Postbaccalaureate, Marketing. (January 2010 - May 2010).  
Advised: Sarah Andrews

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (January 2009 - May 2009).  
Advised: Julia Stumkat

Postbaccalaureate, Marketing. (January 2006 - May 2006).  
Advised: Manuela Allerman

Postbaccalaureate. (August 2005 - May 2006).  
Advised: Sean Morrison

Postbaccalaureate, Marketing. (July 2005 - October 2005).  
Advised: Julie Pennington

## **UCARE**

UCARE, Marketing. (August 2010 - May 2012).  
Advised: Yue Li

UCARE, Marketing. (August 2010 - December 2011).  
Advised: Kye Le Ho

UCARE, Marketing. (May 2009 - August 2009).  
Advised: Alexandra Hein

## **Awards and Honors**

Most Valuable Professor, Delta Sigma Pi, University of Nebraska-Lincoln Chapter. (November 2015).

Faculty, AMA Consortium on Teaching. (1990).

Outstanding Graduate Teacher, Graduate Student Council, Oklahoma State University. (1986).

## **RESEARCH**

### **Published Intellectual Contributions**

#### **Books**

Gentry, J. W. (1990). *A Guide to Experiential Learning and Simulation Gaming*. Association for Business Simulation and Experiential Learning.

#### **Book Chapters**

Baker, C. N., Baker, S. M., Gentry, J. W. (2015). The Role of Body Disposition in Making Sense of Life and Death. In Susan Dobscha (Ed.), *Death in a Consumer Culture*. Psychology Press.

Gupta, S., Gentry, J. W. (in press). Evaluating Fast Fashion: Examining Its Micro and Macro Perceptives. In Susie Pryor (Ed.), *Reinventing Retailing*. Greenwood-Praeger.

Blackford, B. J., Gentry, J. W., Harrison, R. L., Carlson, L. (2014). The Prevalence and Influence of the Combination of Humor and Violence in Super Bowl Commercials. In Dedria Bryfonski (Ed.), *Violence in the Media*. Greenhaven Press.

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- Gentry, J. W. (Presenter & Author), Stoltman, J. J., Schibrowsky, J. A., Fairhurst, A. E., Patronage Theory Conference, "Implications of a Judgment vs. Choice Perspective of Shopping Behavior." (1991).
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- Ko, G. (Presenter & Author), Gentry, J. W., Association for Consumer Research Conference, "The Development of Time Orientation Measures for Use in Cross-cultural Research," Association for Consumer Research. (1990).
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- Gentry, J. W., Robinson, P., Joag, S. G., Southern Marketing Association Conference, "Explaining Wives' Shopping Orientations Through Consideration of Their Work Role and Their Work Goal," Southern Marketing Association. (1989).
- Anglin, K. (Presenter & Author), Stoltman, J., Gentry, J. W., AMA Summer Educators' Conference, "Cognitive Scripts and Personal Selling: An Exploratory Investigation," American Marketing Association. (1988).
- Gentry, J. W., Tansuhaj, P., Manzer, L. L., John, J., Association for Consumer Research Conference, "Do Geographic Subcultures Vary Culturally?," Association for Consumer Research. (1987).
- Tansuhaj, P. (Presenter & Author), Gentry, J. W., Jackson, G. C., Young, C. E., Academy of International Business Conference, "Developing a Model of Foreign Trade Zone Usage," Academy of International Business. (1986).
- Good, L. K. (Presenter & Author), Fairhurst, A. E., Gentry, J. W., ACPTC Conference, "Consumer Involvement: A Comparison of Measurement Techniques," ACPTC. (1986).
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- Gentry, J. W., Wiener, J. L., Burnett, M., Association for Consumer Research Conference, "The Story, The Frame, and The Choice," Association for Consumer Research. (1986).
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- Fisk, J. T., Gentry, J. W., Fisk, R. P., Association for Business Simulation Experiential Learning Conference, "AIRWAYS: A MicroComputer Simulation of a Service Industry," Association for Business Simulation Experiential Learning. (1985).
- Gentry, J. W., Association for Consumer Research Conference, "The Development of the Boundaries of Geographic Subcultures," Association for Consumer Research. (1985).
- Gentry, J. W., Wiener, J., Miller, R. K., Association for Consumer Research Conference, "The Framing of the Insurance Purchase Decision," Association for Consumer Research. (1985).
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- Gentry, J. W., Robertson, C. J., Tice, T. F., DSI Conference, "Investigating the Effectiveness of Fear Appeals Through Simulation Gaming," DSI. (1984).
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- Gentry, J. W., Haley, D., Association for Consumer Research Conference, "Gender Schema Theory as A Predictor of Ad Recall," Association for Consumer Research. (1983).
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- Gentry, J. W., Lehman, J., Manzer, L. L., Ellis, H. W., Southwest Marketing Association Conference, "The Readability of Warranties: Did They Improve After the Magnuson-Moss Act and Are They More Complex Than Other Product-Related Communications?," Southwest Marketing Association. (1983).
- Gentry, J. W., Sharda, R., Third International Conference on Decision Support Systems Transactions, "Modeling for Competitive Bidding with IFPS." (1983).
- Gentry, J. W., Pickett, G. M., Association for Business Simulation Experiential Learning Conference, "A Review of Channels Exercises and the Description of a New Alternative," Association for Business Simulation Experiential Learning. (1982).
- Gentry, J. W., Manzer, L. L., Association for Business Simulation Experiential Learning Conference, "An Experiential Exercise Introducing Students to the Role Ambiguity Raced by Salespersons," Association for Business Simulation Experiential Learning. (1982).
- Burns, A. C., Golen, S. P., Gentry, J. W., DSI Conference, "Perceived Communications Barriers to Learning Subject Matter Across Five Pedagogues, Four Disciplines, and Two Universities," DSI. (1982).

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- Wilson, T. L., Manzer, L. L., Gentry, J. W., Southwest Marketing Association Conference, "Shopping and Personal Characteristics of the Discontented Elderly Consumer," Southwest Marketing Association. (1982).
- Gentry, J. W., Hussey, W. W., Ellis, H. W., Southwest Marketing Association Conference, "The Role of Marketing Management in the Growth of CPA Firms," Southwest Marketing Association. (1982).
- Gentry, J. W., Miller, S., American Marketing Association Patronage Theory Conference, "Competition and Retail Structure: An Empirical Assessment," American Marketing Association. (1981).
- Gentry, J. W., Brown, T. L., American Marketing Association Patronage Theory Conference, "The Attitudinal Impact of the Presence of National Chain Department Stores Downtown: A Tale of Two Towns," American Marketing Association. (1981).
- Gentry, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Operationalizing a Test of a Model of the Use of Simulation Games and Experiential Exercises," Association for Business Simulation Experiential Learning. (1981).
- Gentry, J. W., Association for Consumer Research Conference, "Impact on Credit Decisions On Shopping Behavior," Association for Consumer Research. (1981).
- Gentry, J. W., DSI Conference, "Modeling the Product Life Cycle: A Methodological Study of Basic Models," DSI. (1981).
- Gentry, J. W., Grove, S. J., Southwest Cultural Heritage Festival Conference, "Consumer Markets in the Southwest," Southwest Cultural Heritage Festival. (1981).
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- Gentry, J. W., Mowen, J. C., DSI Conference, "Anchor Effects in Survey Research," DSI. (1980).
- Gentry, J. W., Caldwell, C., Miller, J., DSI Conference, "Estimating the Cost of Misclassifying Retail Credit Risks," DSI. (1980).
- Gentry, J. W., Manzer, L. L., Burns, A. C., DSI Conference, "Growth in Savings Customers: More from Current, Rather Than New, Customers," DSI. (1980).

- Gentry, J. W., McCain, K. G., Southwest Marketing Association Conference, "Testing the Novelty Postage Hypothesis in Mail Questionnaire Response Rates," Southwest Marketing Association. (1980).
- Gentry, J. W., McCain, K. G., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Relating Teaching Methods with Educational Objectives in the Business Curriculum," Association for Business Simulation Experiential Learning. (1979).
- Gentry, J. W., Association for Business Simulation Experiential Learning Conference, "Teaching PERT Experientially in Marketing Research," Association for Business Simulation Experiential Learning. (1979).
- Gentry, J. W., Bonczkowski, M. H., Caldwell, C. W., Association for Business Simulation Experiential Learning Conference, "The Use of Program CVP in Teaching Cost-Volume-Profit Analysis," Association for Business Simulation Experiential Learning. (1979).
- Gentry, J. W., Brown, T. L., Association for Consumer Research Conference, "Developing a Bayesian Measure of Brand Loyalty: A Second Look," Association for Consumer Research. (1979).
- Gentry, J. W., DSI Conference, "Base Rate Research--Some Inconsistencies?," DSI. (1979).
- Gentry, J. W., Zikmund, W. G., Darnaby, J. R., DSI Conference, "Profitability Analysis in a Savings and Loan," DSI. (1979).
- Gentry, J. W., Western DSI Conference, "Base Rate Research--Some Inconsistencies?," DSI. (1979).
- Gentry, J. W., Bonczkowski, M. H., Caldwell, C. W., Association for Business Simulation Experiential Learning Conference, "The Use of Program BAYAUD in the Teaching of Audit Sampling," Association for Business Simulation Experiential Learning. (1978).
- Gentry, J. W., Donnelly, D., DSI Conference, "Does the Use of a Utility Model Help in the Job Choice Decision?," DSI. (1978).
- Gentry, J. W., Doering, M., Southern Marketing Association Conference, "The Validity of Survey Responses When the Data Are Verifiable," Southern Marketing Association. (1978).
- Gentry, J. W., Doering, M., American Marketing Association Fall Conference, "Masculinity-Femininity Related to Consumer Choice," American Marketing Association. (1977).
- Gentry, J. W., Doering, M., APA Conference, "Need for Achievement and Risk Handling," APA. (1977).
- Gentry, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Some Thoughts on a 'Theory' of the Use of Games and Experiential Exercises," Association for Business Simulation Experiential Learning. (1977).
- Gentry, J. W., Doering, M., O'Brien, T. V., Association for Consumer Research Conference, "Masculinity and Femininity Factors in Product Perception and Self-Image," Association for Consumer Research. (1977).
- Gentry, J. W., Brown, T. L., O'Brien, T., DSI Conference, "Investigation of the Use of Combination Rules in Consumer Information Processing," DSI. (1977).

- Gentry, J. W., Burns, A. C., Southwest DSI Conference, "Shopping Center Choice Criteria, Performance Evaluations and Patronage," DSI. (1977).
- Gentry, J. W., Jones, C. C., Southwest Marketing Association Conference, "Attitudes of Rural Consumers Toward Business," Southwest Marketing Association. (1977).
- Gentry, J. W., Jauch, L., Association for Business Simulation Experiential Learning Conference, "Interactive Simulation as a Supplementary Instructional Tool: Its Relation to Performance in a Business Simulation," Association for Business Simulation Experiential Learning. (1976).
- Gentry, J. W., Reutzel, E. T., Association for Business Simulation Experiential Learning Conference, "Teaching Inventory Control via Computer Interaction with Increasing Complexity," Association for Business Simulation Experiential Learning. (1976).
- Gentry, J. W., Brown, T. L., Association for Business Simulation Experiential Learning Conference, "Simulation: A Frustration, A 'Game,' or a Meaningful Learning Experience," Association for Business Simulation Experiential Learning. (1975).
- Gentry, J. W., Caldwell, C., Holtman, G., DSI Conference, "An Expanded Interactive Approach to Bayesian Sampling Procedures for Auditors," DSI. (1975).
- Jauch, L. R., Gentry, J. W., Chalfant, J. L., DSI Conference, "Faculty Evaluation: The Need to Individualize Criteria for Performance Evaluation," DSI. (1975).
- Gentry, J. W., Midwest DSI Conference, "The Measurement of Subjective Likelihood's in Relevant Situations: The Use of Likelihood Surrogates," DSI. (1975).
- Jauch, L. R., Gentry, J. W., Chalfant, J. L., Southern Management Association Conference, "Academic Orientations and the Perceptions of Faculty Evaluations," Southern Management Association. (1975).
- Gentry, J. W., Southwest DSI Conference, "On the Use of A Bayesian Framework in the Measurement of Consumer Opinion Change," DSI. (1975).
- Gentry, J. W., Brown, T. L., Southwest Marketing Association Conference, "The Impact of Product Trial on Consumer Attitudes," Southwest Marketing Association. (1975).
- Gentry, J. W., Reutzel, E. T., Western DSI Conference, "Bayesian Information Processing: A Consumer-Oriented Task Versus the Bookbag and Pokerchip Paradigm," DSI. (1975).
- Gentry, J. W., DSI Conference, "A Modified Bayesian Model of the Manner in Which Consumers Revise Purchase Probabilities Upon the Receipt of Information," DSI. (1974).
- Gentry, J. W., Third Annual Albert Haring Symposium on Doctoral Research in Marketing, "Bayes' Theorem as a Model of Consumer Opinion Change." (1973).

## **Contracts, Grants and Sponsored Research**

### **Grant**

- Gentry, J. W. (Collaborator), Zempleni, J. (Principal Investigator), Desouza, C. (Collaborator), "Mechanisms of Prevention of Cardiovascular Disease and Diabetes by Dietary Molecules," Sponsored by NIH, Federal. (September 2014 - Present). Current Status: Awarded.
- Zempleni, J. (Principal Investigator), Becker, D. (Investigator), Fernando, S. (Investigator), Fomenko, D. (Investigator), Gentry, J. (Investigator), Kachman, S. (Investigator), Moreau, R.

(Investigator), Moriyama, E. (Investigator), Swanson, D. (Investigator), Swanson, D. (Investigator), Wijeratne, S. (Investigator), Wood, J. (Investigator), Wang, D. (Investigator), Lee, J. (Investigator), Schlegel, V. (Investigator), Wang, D. (Investigator), Moriyama, E. (Investigator), "COBRE: Ne Ctr Prev Obesity Diseases," Sponsored by DHHS-NIH-Nat Inst Health, Federal. Current Status: Declined.

Gentry, J. (Principal Investigator), "Opportunism in Transition Channels of Distribution," Sponsored by William Davidson Institute, Associations/Foundations, \$9,700.00. (January 1, 1997 - December 31, 1997). Current Status: Awarded.

Gentry, J. W., Marquardt, R., Dahab, D., Sponsored by National Council on Soviet and East European Research. (1995). Current Status: Declined.

Gentry, J. W., Marquardt, R., "Measuring the Extent of Embeddedness in Marketing Transactions in Hungary," Sponsored by National Council on Soviet and Eastern European Research, \$71,373.00. (1994). Current Status: Declined.

Gentry, J. W., "Layman Award," Sponsored by University of Nebraska-Lincoln. (1988). Current Status: Awarded.

#### **Other**

Gentry, J. W., Dahab, D., "Factors Relating to Supply Stability and Reduction of Opportunism in Transitional Channels of Distribution," Sponsored by William Davidson Institute at the University of Michigan, \$9,700.00. (1996). Current Status: Awarded.

Gentry, J. W., Cho, B. J., Jun, S., "Conduct cross-cultural content analysis of TV advertising in Korea, U.S. and Mexico," Sponsored by Korean Research Institute, \$6,500.00. (1995). Current Status: Awarded.

Gentry, J. W., "Market Embeddedness in Hungarian Channels," Sponsored by UNL Research Council, \$3,000.00. (1994). Current Status: Awarded.

Gentry, J. W., "Measuring the Extent of Embeddedness in Marketing Transactions in Albania," Sponsored by International Affairs Faculty Review Committee, \$800.00. (1994).

Gentry, J. W., "Dean's Excellence Funds," Sponsored by Oklahoma State University. (1985). Current Status: Awarded.

Gentry, J. W., "Dean's Excellence Funds," Sponsored by Oklahoma State University. (1983). Current Status: Awarded.

Gentry, J. W., "The Effectiveness of Fear Appeals in Increasing Agricultural Water Conservation," Sponsored by Water Research Center Funds, Oklahoma State University. (1981 - 1982). Current Status: Awarded.

Gentry, J. W., "Dean's Excellence Funds," Sponsored by Oklahoma State University. (1980). Current Status: Awarded.

Gentry, J. W., "Dean's Excellence Funds," Sponsored by Oklahoma State University. (1979). Current Status: Awarded.

Gentry, J. W., "Study of the behavioral impact of misclassification errors in credit extension," Sponsored by College of Business, Kansas State University. (1977). Current Status: Awarded.

Gentry, J. W., "Investigation of rural consumers' attitudes toward business," Sponsored by Agricultural Experiment Station, Kansas State University. (1976 - 1977). Current Status: Awarded.

Gentry, J. W., "Investigation of the predictive ability of sex (measured on a continuous masculinity-femininity scale as opposed to the simple dichotomy) concerning product usage and product attitudes," Sponsored by Kansas State University Bureau of General Research, \$1,000.00. (1975 - 1976). Current Status: Awarded.

Gentry, J. W., "Investigation of the behavioral impact of misclassification errors in credit extension," Sponsored by Kansas State University Bureau of General Research, \$400.00. (1974 - 1975).

Gentry, J. W., "Study of the impact of directly relevant, indirectly relevant, neutral, and irrelevant information on the revision of inferences in a consumer-oriented setting," Sponsored by Kansas State University Bureau of General Research, \$400.00. (1974 - 1975). Current Status: Awarded.

## **Awards and Honors**

Faculty Research Award, Department of Marketing, University of Nebraska-Lincoln, College of Business Administration. (2016).

George Fisk Award for the Best Conference Paper, 2016 Macromarketing Conference, Macromarketing Association. (July 2016).

Carmen Award, Macromarketing Association. (June 2013).

Best Doctoral Paper, Collegiate Retailing Association Conference. (March 2013).

Faculty Research Award, Department of Marketing, University of Nebraska-Lincoln, College of Business Administration. (2012).

Seacrest Faculty Award. (2012).

People's Choice Award for Best Video, Association for Consumer Research. (October 24, 2009).

Faculty Research Award, Department of Marketing, University of Nebraska-Lincoln, College of Business Administration. (2008).

Best Conference Paper, Macromarketing Conference. (2005).

Slater Award, Journal of Macromarketing. (2005).

Best Reviewer, Journal of Business Research. (2002).

Best Reviewer, Journal of Consumer and Marketing Research. (1997).

Invited Faculty Participant, AMA Doctoral Consortium. (1996).

Best Article of the Year, Journal of Personal Selling and Sales Management. (1992).

Best Article of the Year, Journal of Personal Selling and Sales Management. (1991).

## **SERVICE**

### **Department Service**

- Reader, Second Year/Comprehensive Exam Paper Review. (May 2017).
- Committee Member, Marketing Graduate Committee. (August 2014 - May 2017).
- Coordinator, Mittelstaedt Doctoral Symposium. (1991 - 2016).
- Reader, Second Year Paper Review. (May 2016).
- Committee Member, Evaluation Advisory Committee. (August 2015 - May 2016).
- Committee Chair, Marketing Graduate Committee. (September 2011 - 2014).
- Committee Member, Faculty Search Committee - Assistant PoP. (January 2012 - April 2012).
- Committee Member, Faculty Search Committee - Department Chair. (January 2012 - April 2012).
- Committee Member, Faculty Search Committee - Assistant or Associate Professor. (July 2011 - November 2011).
- Committee Member, Marketing Graduate Committee. (1999 - 2007).
- Coordinator, Marketing Graduate Student Recruiting. (2003 - 2005).
- Coordinator, Marketing Department Brownbag Sessions. (1999 - 2005).
- Coordinator, Marketing Department Research Seminars. (1997 - 2005).
- Committee Member, Marketing Search Committee. (2002).
- Coordinator, Marketing Graduate Student Recruiting. (1989 - 1994).
- Coordinator, Marketing Department Brownbag Sessions. (1989 - 1993).
- Coordinator, Marketing Department Research Seminars. (1987 - 1993).
- Committee Chair, Marketing Recruiting. (1988 - 1989).

### **College Service**

- Committee Member, General Committee. (September 2013 - May 2018).
- Committee Member, Recognition Review Committee for Chaired Professorships. (September 2012 - May 2017).
- Committee Member, Professor & Clifton Chair in Leadership Search Committee. (October 2013 - April 2014).
- Committee Member, PhD/Research Committee (formerly Graduate Committee). (September 2010 - May 2013).
- Committee Member, Promotion and Tenure. (September 2011 - May 2012).

Committee Member, Recognition Review Committee for Chaired Professorships. (September 2005 - May 2011).

Committee Member, APC-Ad Hoc Committee on International Business Major. (2008 - 2010).

Committee Member, Graduate Committee. (2003 - 2005).

Committee Member, Fulbright Senior Specialist Advisory Panel. (2001 - 2004).

Committee Member, Assessment Committee. (2000 - 2003).

Committee Chair, Gender Committee. (September 2001 - August 2002).

Committee Member, Gender Committee. (1997 - 2000).

Committee Member, Research Committee. (1994 - 2000).

Committee Member, PhD Teaching Forum Committee. (1998 - 1999).

Committee Member, CBA International Committee. (1997 - 1999).

Committee Member, Ag Econ Agribusiness Search Committee. (1997 - 1998).

Committee Member, CBA International Committee. (1989 - 1995).

Committee Member, General Committee. (1991 - 1994).

Committee Member, Research Committee. (1990 - 1991).

## **University Service**

Committee Member, Graduate Fellowship Committee. (2006 - May 2009).

Committee Member, Arts & Science International Studies Program. (1999 - May 2005).

Committee Member, Scholarship of Teaching and Learning Community. (2000 - 2001).

## **Professional Service**

Editorial Review Board Member, Journal of Macromarketing. (1994 - Present).

Editorial Review Board Member, Journal of Behavioral Decision Making. (1987 - Present).

External Examiner, University of Malaya. (2010 - 2013).

Editorial Review Board Member, Journal of Public Policy and Marketing. (2006 - 2012).

Editorial Review Board Member, Journal of Current Issues and Research in Advertising. (2003 - 2012).

Editor, Journal Editor, Journal of Consumer Behaviour, North America. (2002 - January 2012).

Track Organizer, Macromarketing Conference. (2011).



Editorial Review Board Member, Journal of Marketing Education. (1993 - 2011).

Co-editor of Special Issue, Journal of Macromarketing. (2010).

Track Organizer, Macromarketing Conference, Laramie, Wyoming. (2010).

Editorial Review Board Member, Journal of Business Research. (1995 - 2010).

Track Co-Chair, Macromarketing Conference. (2008).

Editor, Journal Editor, Academy of Marketing Science Review. (2003 - 2008).

Editorial Review Board Member, Journal of the Academy of Marketing Science. (2000 - 2008).

Editorial Review Board Member, AMS Review. (1997 - 2008).

Committee Member, European ACR. (2005).

Session Chair, Macromarketing Conference. (2005).

Track Organizer, Macromarketing Conference. (2005).

Committee Member, Fulbright Senior Specialist Advisory Panel. (2001 - 2004).

Judge for EXPLOR Award, Nielsen Marketing Research Center. (2001).

Session Chair, Economic Development, Macromarketing Conference. (1998).

Committee Chair, George Hay Brown Award Committee, AMA. (1996 - 1998).

External Evaluation, Business DBA Program, Southern Illinois University. (January 26, 1998 - January 27, 1998).

Committee Member, Association for Consumer Research Nominating Committee. (1997).

Reviewed Dissertation Abstracts, AMA Dissertation Competition. (1995).

Committee Member, Association for Consumer Research. (1995).

Committee Member, George Hay Brown Award Committee, AMA. (1995).

Editorial Review Board Member, Journal of Marketing Research. (1989 - 1994).

Reviewed Dissertation Abstracts, Academy of Marketing Science Dissertation Competition. (1993).

Committee Member, Association for Consumer Research. (1993).

Session Chair, Conference on Family/Household Behavior, Irvine, CA. (March 1991).

Chairperson, ABSEL Conference, Reno. (1986).

Editorial Review Board Member, Management Horizons. (1975 - 1978).

Editorial Review Board Member, Journal of Business Research. (1975 - 1976).

## **Public Service**

Board Member, Power of Love, San Diego, California. (2005 - Present).

Committee Member, Lincoln-Lancaster County Immunization and Vaccination Effort. (1996 - 2004).

Committee Member, Lincoln Grief Center Board. (1992 - 1993).

## **Consulting**

Academic, Southern Illinois University Doctoral Program. (January 1999).

## **Awards and Honors**

### **Service, Professional**

Reviewer of the Year, Journal of Macromarketing. (June 2011).

Reviewer of the Year, Journal of Public Policy and Marketing. (June 2011).

### **Service, University**

Certificate of Recognition for Contributions to Students, UNL Teaching Council and the UNL Parents Association. (2016).

Certificate of Recognition for Contributions to Students, UNL Teaching Council and the UNL Parents Association. (2015).

Excellence in Graduate Education Award, University of Nebraska. (2007).

Certificate of Recognition for Contributions to Students, UNL Teaching Council and the UNL Parents Association. (2001).