

Dr. Les Carlson

University of Nebraska-Lincoln
Marketing
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Education

Ph D, University of Nebraska–Lincoln, 1985.
Major: Marketing
Supporting Areas of Emphasis: Psychological and Human Development

MA, University of Nebraska–Lincoln, 1980.

BA, Midland Lutheran College, 1973.

Academic, Government, Military and Professional Positions

Academic

Professor of Marketing and Nathan J. Gold Distinguished Professorship in Marketing, University of Nebraska–Lincoln, Department of Marketing, College of Business. (2008 - Present).

Interim Department Chair, University of Nebraska–Lincoln, Marketing Department, College of Business Administration. (September 2011 - May 2012).

Professor/Associate Professor of Marketing, Clemson University. (1990 - 2008).

Associate/Assistant Professor of Marketing, University of Arkansas. (1985 - 1990).

Graduate Teaching Assistant, University of Nebraska–Lincoln. (1982 - 1985).

Graduate Research Assistant, University of Nebraska–Lincoln. (1981 - 1985).

Graduate Research Assistant, University of Nebraska–Lincoln, Buros Institute of Mental Measurements. (1979 - 1981).

Graduate Assistant, University of Nebraska–Lincoln, Department of Educational Psychology and Social Foundations, School of Psychology. (1979 - 1980).

Professional

Worth the Wait, Focus Group. (2003 - 2004).

Educational Testing Service. (1994 - 1997).

Nominal Group Facilitator, Army/Air Force Exchange Service. (1986 - 1990).

Nominal Group Facilitator, Simmons Industries. (1986 - 1990).

Nominal Group Facilitator, Walton Institute of Retailing. (1986 - 1990).

Area Coordinator, American Guidance Service. (1981 - 1982).

Public School Teacher, Harrison School District Number 2. (1973 - 1978).

Professional Memberships

Delta Sigma Pi. (January 2005 - Present).

Society of Marketing Advances. (January 2000 - Present).

American Academy of Advertising. (January 1990 - Present).

Association for Consumer Research. (January 1987 - Present).

American Council on Consumer Interests. (January 1986 - Present).

American Marketing Association. (January 1982 - Present).

Phi Delta Kappa. (January 1980 - Present).

Development Activities Attended

Conference Attendance, "Society for Marketing Advances Doctoral Consortium," Society for Marketing Advances, Louisville, Kentucky. (November 2017).

Conference Attendance, "2017 Academy of Marketing Science," Academy of Marketing Science, San Diego, California. (May 2017).

Conference Attendance, "2017 American Academy of Advertising Conference," American Academy of Advertising, Boston, Massachusetts. (March 2017).

Conference Attendance, "Society of Marketing Advances Annual Conference," Atlanta, GA. (2016).

Conference Attendance, "AMA Summer Educators' Conference," American Marketing Association, Atlanta, GA. (August 2016).

Conference Attendance, "Academy of Marketing Science Conference," Orlando, FL. (May 2016).

Conference Attendance, "American Academy of Advertising Conference," American Academy of Advertising, Seattle, WA. (March 2016).

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, Las Vegas, NV, USA. (February 2016).

Conference Attendance, "Society of Marketing Advances Annual Conference," San Antonio, TX. (November 2015).

Conference Attendance, "AMA Summer Educators' Conference," American Marketing Association, Chicago, IL. (August 2015).

Conference Attendance, "American Academy of Advertising Global Conference," American Academy of Advertising, Auckland, New Zealand. (July 2015).

Conference Attendance, "Public Policy & Marketing Conference," AMA, Washington, DC. (June 2015).

Conference Attendance, "American Academy of Advertising Conference," American Academy of Advertising, Chicago, IL, USA. (March 2015).

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, San Antonio, TX, USA. (February 2015).

Conference Attendance, "American Academy of Advertising Conference," American Academy of Advertising, Atlanta, GA, USA. (2014).

Conference Attendance, "Public Policy & Marketing Conference," AMA, Boston, MA. (2014).

Conference Attendance, "American Academy of Advertising Conference," American Academy of Advertising, Albuquerque, New Mexico, USA. (2013).

Conference Attendance, "Public Policy & Marketing Conference," AMA, Washington DC. (2013).

Conference Attendance, "Society of Marketing Advances Annual Conference," Hilton Head, SC. (2013).

Conference Attendance, "Winter Educators' Conference," AMA, Las Vegas, NV. (2013).

Conference Attendance, "Academy of Marketing Science Conference," New Orleans, LA. (2012).

Conference Attendance, "American Academy of Advertising Conference," Myrtle Beach, SC. (2012).

Conference Attendance, "Public Policy & Marketing Conference," AMA, Atlanta, GA. (2012).

Conference Attendance, "Society of Marketing Advances Annual Conference," Orlando, FL. (2012).

Conference Attendance, "Summer Educators' Conference," AMA, Chicago, IL. (2012).

Conference Attendance, "Winter Educators' Conference," AMA, Orlando, FL. (2012).

Conference Attendance, "American Academy of Advertising Asia Pacific Conference," Brisbane, Australia. (2011).

Conference Attendance, "American Academy of Advertising Conference," Phoenix, AZ. (2011).

Conference Attendance, "Society of Marketing Advances Annual Conference," Memphis, TN. (2011).

Conference Attendance, "Summer Educators' Conference," AMA, San Francisco, CA. (2011).

Conference Attendance, "American Academy of Advertising Conference," Minneapolis, MN. (2010).

Conference Attendance, "American Academy of Advertising European Conference," Milan, Italy. (2010).

Conference Attendance, "Public Policy & Marketing Conference," AMA, Denver, CO. (2010).

Conference Attendance, "Society of Marketing Advances Conference," Atlanta, GA. (2010).

Conference Attendance, "Summer Educators' Conference," AMA, Boston, MA. (2010).

Conference Attendance, "Winter Educators' Conference," AMA, New Orleans, LA. (2010).

Conference Attendance, "American Academy of Advertising Conference," Cincinnati, OH. (2009).

Conference Attendance, "Consumer Culture & the Ethical Treatment of Children: Theory, Research & Fair Practice Conference," Michigan State University, East Lansing, MI. (2009).

Conference Attendance, "Public Policy & Marketing Conference," AMA, Washington, DC. (2009).

Conference Attendance, "Society of Marketing Advances Annual Conference," New Orleans, LA. (2009).

Conference Attendance, "Summer Educators' Conference," AMA, Chicago, IL. (2009).

Conference Attendance, "Frontiers in Services Marketing Conference," Washington, DC. (2008).

Conference Attendance, "Society of Marketing Advances Annual Conference," St. Petersburg, FL. (2008).

Awards and Honors

Top Reviewer Award, International Journal of Advertising. (January 2006).

Best Paper in the Marketing Education and Teaching Innovation Track Award, American Marketing Association Summer Educators' Conference. (2005).

Faculty Excellence Award, Board of Trustees, Clemson University. (2005).

Service Excellence Award, College of Business and Behavioral Science, Clemson University. (May 2005).

Faculty Excellence Award, Board of Trustees, Clemson University. (2004).

Lilly Faculty Excellence Award for Outstanding Service, Department of Marketing, Clemson University. (April 2004).

Most Outstanding Paper, Journal of Services Marketing, Literati Club Awards for Excellence. (March 2003).

Exceptional Contribution by a Journal of Public Policy & Marketing Reviewer for 2001, Journal of Public Policy & Marketing. (May 2002).

Lilly Faculty Excellence Award for Outstanding Research, Department of Marketing, Clemson University. (May 2002).

Senior Scholar Research Award, College of Business and Behavioral Science, Clemson University. (May 2002).

Outstanding Reviewer for 2001, Journal of Advertising. (March 2002).

Initiated into Kappa Tau chapter of Delta Sigma Pi International Business Fraternity, Clemson University. (September 2000).

Outstanding Reviewer, Marketing Research Track, Society of Marketing Advances Conference. (October 1999).

Best Paper in the Macromarketing/Marketing History/Public Policy Track Award, American Marketing Association Summer Educators' Conference Proceedings. (August 1996).

Outstanding Reviewer, Journal of Marketing Theory & Practice. (April 1996).

Certificate of Appreciation for "Outstanding service to the Journal as an ad hoc reviewer", Journal of the Academy of Marketing Science. (June 1994).

Top Paper Award, Association of Marketing Theory and Practice: Services Track. (1993).

Irwin Distinguished Marketing Paper Award, Advances in Marketing, Southwestern Marketing Conference Proceedings. (1989).

Irwin Distinguished Paper Award, Southwestern Marketing Association. (March 1989).

Finalist for Robert Ferber Award for Consumer Research. (July 1987).

Outstanding Marketing Faculty Award, American Marketing Association, Arkansas Chapter. (1985).

Doctoral Consortium Fellow, American Marketing Association. (1983).

Best Competitive Paper in the Public Policy and Macromarketing Track Award, American Marketing Association Summer Educators' Conference Proceedings. (1982).

Educational Psychology and Social Foundations research proposal award, University of Nebraska–Lincoln. (1979).

Certificate of Merit for achievement in college journalism, St. Bonaventure University. (1973).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

MRKT 347, Marketing Communication Strategy, 22 courses.

MRKT 399, Special Project, 1 course.

MRKT 426, Services Marketing, 3 courses.

MRKT 490, Special Topics: Services Marketing, 1 course.

MRKT 826, Services Marketing, 2 courses.

MRKT 971, Marketing and Society, 5 courses.

MRKT 996, Directed Reading or Research, 1 course.

MRKT 999, Doctoral Dissertation, 8 courses.

Directed Student Learning

Doctorate (committee chair/supervisor)

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

Advised: Matthew Hall

Doctorate (committee chair/supervisor), Marketing. (May 2012 - December 2015).

Advised: Elise Johansen

Doctorate (committee chair/supervisor), Marketing. (January 2011 - August 2014).
Advised: Jessica Mikeska

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

Doctorate (committee chair/supervisor). (May 2010 - July 2010).
Advised: Chad Wertley

Doctorate (committee co-chair)

Doctorate (committee co-chair), Other (Outside University of Nebraska-Lincoln). (1991).
Advised: Carolyn Tripp

Doctorate (committee member)

Doctorate (committee member), Marketing. (February 2016 - May 2018).
Advised: Andrea Lynn Phillips

Doctorate (committee member), Marketing. (May 2016 - Present).
Advised: Abigail Nappier Cherup

Doctorate (committee member), Marketing. (March 2016 - Present).
Advised: Arvind Agrawal

Doctorate (committee member), Marketing. (April 2015 - Present).
Advised: Aditya Gupta

Doctorate (committee member), Marketing. (February 2012 - December 2014).
Advised: Tim Reilly

Doctorate (committee member), Marketing. (January 2011 - August 2014).
Advised: Joseph Matthes

Doctorate (committee member), Marketing. (March 2013 - May 2014).
Advised: Brad Horn

Doctorate (committee member), Marketing. (August 2013 - May 2014).
Advised: Mengzhu Ji

Doctorate (committee member), Marketing. (December 2011 - August 2013).
Advised: Shipra Gupta

Doctorate (committee member), Marketing. (2008 - April 2009).
Advised: Rob Harrison

Doctorate (committee member), Other (Outside University of Nebraska-Lincoln). (1989).
Advised: J. Kathleen Stuenkel

Doctorate (committee thesis reader)

Doctorate (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (2004).
Advised: Peter Clarke

Doctorate (committee thesis reader), Other (Within University of Nebraska-Lincoln). (2003).
Advised: Rohan Miller

Masters (committee chair/supervisor)

Masters (committee chair/supervisor), "Negative Advertising," Marketing. (September 2007 - April 2008).

Advised: David Gras

Masters (committee member)

Masters (committee member), Other (Outside University of Nebraska-Lincoln). (2001).

Advised: Lloyd Weston

Masters (committee member), Other (Outside University of Nebraska-Lincoln). (2000).

Advised: Ryan Keith

Other

Other (Within University of Nebraska-Lincoln). (July 2012 - November 2012).

Advised: Jamison Jensen

Other (Within University of Nebraska-Lincoln). (July 2012 - October 2012).

Advised: Dan Dudney

Other (Within University of Nebraska-Lincoln). (July 2012 - August 2012).

Advised: Devin Griffin-Lovgren

Postbaccalaureate, Marketing. (May 2012 - January 2013).

Advised: Jessica Mikeska

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

Advised: Jessica Mikeska

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

Advised: Jie Gao Fowler

Postbaccalaureate, Marketing. (August 2011 - August 2012).

Advised: Jie Gao Fowler

Postbaccalaureate, Marketing. (May 2011 - December 2011).

Advised: Justine Rapp

Postbaccalaureate. (January 2011 - May 2011).

Advised: ChingYi Chen

Awards and Honors

Beta Theta Pi Outstanding Educator Award, UNL Chapter Beta Theta Pi. (2012).

Outstanding Teacher, College of Business Administration, University of Arkansas. (1987).

Excellence in Teaching by a Graduate Student Award, Department of Marketing, University of Nebraska-Lincoln. (1984).

RESEARCH

Published Intellectual Contributions

Books

Rifon, N. J., Royne, M. B., Carlson, L. (2014). Advertising and Violence: Concepts and Perspectives. In Rifon, Royne, and Carlson (Ed.), *Advertising and Violence: Concepts and Perspectives* (pp. 310). Armonk, New York: M.E. Sharpe.

Book Chapters

Laczniak, R. N., Carlson, L. (2015). Children and Advertising. In Patricia Moy (Ed.), *Oxford Bibliographies in Communication*. New York: Oxford University Press.

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.

Carlson, L., Rifon, N. J., Royne, M. B. (2014). Introduction Chapter. In Nora J. Rifon, Marla B. Royne, and Les Carlson (Ed.), *Advertising and Violence: Concepts and Perspectives*. Armonk, NY: M.E. Sharpe.

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 Nora J. Rifon, Marla Royne Stafford, and Les Carlson (Ed.), *Advertising and Violence: Concepts and Perspectives*.

Laczniak, R. N., Carlson, L. (2012). A Theory of Advertising to Children. In Shelly Rodgers and Esther Thorson (Ed.), *Advertising Theory*.

Cummins, S. M., Reilly, T. M., Carlson, L., Grove, S. J., Dorsch, M. (2011). An Assessment of Sustainability Claims in Environmental Advertising. In C. D'Souza, M. Taghian and P. Polonsky (Ed.), *Reading and Cases in Sustainable Marketing* (pp. 143-161). Prahan: Tilde.

Grossbart, S., Carlson, L., Stuenkel, J. K. (2005). In Margaret Hogg, University of Lancaster (Ed.), *The Role of Parental Socialization Types on Differential Family Communication Patterns Regarding Consumption* (vol. 3). New Jersey and London: Lawrence Erlbaum Associates: Consumer Behaviour, Sage Library in Business and Management series.

Carlson, L., Laczniak, R.N., Walsh, A.D. (1998). In L. Carlson and M. Macklin (Ed.), *Mothers' Preferences for Regulating Children's Television*. Thousand Oaks, CA: Sage Publications: Advertising to Children: Concepts and Controversies.

Refereed Journal Articles

Mikeska, J., Harrison, R. L., Carlson, L., Coryn, C.L.S. (2017). The Influence of Parental and Communication Style on Consumer Socialization: A Meta-Analysis Informs Marketing Strategy Considerations Involving Parent–Child Interventions. *Journal of Advertising Research*, 57(3), 319-334.
<http://www.journalofadvertisingresearch.com/content/early/2017/02/22/JAR-2017-002>

Mikeska, J., Harrison, R. L., Carlson, L. (in press). A Meta-Analysis of Parental Style within a Consumer Socialization Context. *Journal of Consumer Psychology*.
<http://dx.doi.org/10.1016/j.jcps.2016.09.004>

- Walker, D., Lacznia, R. N., Carlson, L., Brocatto, D. (2016). Parenting Orientations as Antecedents of Children's Violent Video Game Play (author contribution is equal). *Journal of Consumer Affairs*, 50(2), 430-457. <http://onlinelibrary.wiley.com/doi/10.1111/joca.12096/pdf>
- Siahpush, M., Shaikh, R. A., Smith, D., Hyland, A., Cummings, K. M., Kessler, A. S., Dodd, M., Carlson, L., Meza, J., Wakefield, M. (2016). The Association of Exposure to Point-of-Sale Tobacco Marketing with Quit Attempt and Quit Success: Results from a Prospective Study of Smokers in the United States. *International Journal of Environmental Research and Public Health*, 13.
- Fowler, J. G., Reisenwitz, T. G., Carlson, L. (2015). Deception in Cosmetics Advertising: Examining Cosmetics Advertising Claims in Fashion Magazine Ads. *Journal of Global Fashion Marketing*, 6, 194-206.
- Siahpush, M., Shaikh, R. A., Cummings, K. M., Hyland, A., Dodd, M., Carlson, L., Kessler, A. S., Meza, J., Wan, N., Wakefield, M. (2015). The Association of Point-of-Sale Cigarette Marketing with Cravings to Smoke: Results from a Cross-Sectional Population-Based Study. *Tobacco Control*. <http://tobaccocontrol.bmj.com/content/early/2015/05/29/tobaccocontrol-2015-052253?paperetoc>
- Carlson, L. (2015). The Journal of Advertising: Historical, Structural, and Brand Equity Considerations. *Journal of Advertising, Invited Article Series: Learning from the Past, Looking to the Future*, 44, 80-84.
- Fowler, J. G., Carlson, L. (2015). The Visual Presentation of Beauty in Transnational Fashion Magazine Advertisements. *Journal of Current Issues and Research in Advertising*, 36(2), 136-156.
- Cummins, S., Reilly, T. M., Carlson, L., Grove, S. J., Dorsch, M. J. (2014). Investigating the Portrayal and Influence of Sustainability Claims in an Environmental Advertising Context. *Journal of Macromarketing*, 34(3), 332-348. <http://jmk.sagepub.com/content/34/3.toc>
- Shanahan, K. J., Hopkins, C. D., Carlson, L., Raymond, M. A. (2013). Student Identification of Academic Cheating Typology and the Link to Shoplifting Motivation. *Marketing Education Review*, 23, 163-178.
- Evans, N., Carlson, L., Hoy, M. (2013). Coddling our Kids: Can Parenting Style Affect Attitudes Toward Advergames? *Journal of Advertising*, 42, 228-240.
- Shanahan, K. J., Hopkins, C. D., Carlson, L., Raymond, M. A. (2012). Depictions of Self-Inflicted Versus Blameless Victims for Nonprofits Employing Print Advertisements. *Journal of Advertising*, 41. <http://www.tandfonline.com/doi/abs/10.2753/JOA0091-3367410304#tabModule>
- Hopkins, C.D., Raymond, M.A., Carlson, L., Duke, C.R. (2011). Educating Students to Give Them a Sustainable Competitive Advantage in a Weak Job Market. *Journal of Marketing Education*, 33, 337-347. 10.1177/0273475311420241
- Blackford, B. J., Gentry, J. W., Harrison, R. L., Carlson, L. (2011). The Prevalence and Influence of the Combination of Humor and Violence in Super Bowl Commercials. *Journal of Advertising*, 40, 123-133.
- Polonsky, M. J., Carlson, L. (2011). Exploring Links Between Publishing Performance in US Advertising Journals, International-Focused Advertising Journals, and General Marketing

- Journals: Around the World and in Australasia. *Asia Pacific Journal of Marketing and Logistics*, 23, 7-22.
- Carlson, L., Lacznia, R. N., Wertley, C. (2011). Parental Style: The Implications of What We Know. *Journal of Advertising Research*, 51, 427-435.
- Stafford, M., Reilly, T., Grove, S. J., Carlson, L. (2011). Services Advertising Revisited: Past, Present and Future. *Journal of Advertising Research 50th Anniversary Issue*.
- Carlson, L., Harrison, R. L. (2010). Family Public Policy in the United States. *Journal of Macromarketing*, 30, 320-330. <http://jmk.sagepub.com/content/30/4.toc>
- Fowler, A., Gao, J., Carlson, L. (2010). Public Policy and the Changing Chinese Family in Contemporary China: The Past and Present as Prologue for the Future. *Journal of Macromarketing*, 30, 342-353.
- Shananhan, K., Hopkins, C., Carlson, L. (2010). The Unintended Consequences of Using 'Posers' in Nonprofit Public Service Announcements and Proposed Self-Regulatory Disclosure Solutions. *Journal of Public Policy and Marketing/American Marketing Association*, 29, 219-231.
http://www.marketingpower.com/AboutAMA/Pages/AMA%20Publications/AMA%20Journals/Journal%20of%20Public%20Policy%20Marketing/TOCS/JPPMTOC_2010.2.aspx
- Polonsky, M., Carlson, L. (2009). Is there global inclusion of authors in the five leading advertising journals? *International Journal of Advertising*, 28, 691-714.
- Carlson, L., Hopkins, C., Raymond, M.A., Tanner, J.T (2008). Reaching Parents to Prevent Adolescent Risky Behavior: Integrating Threat Portrayal and Parental Style. *Journal of Public Policy and Marketing*, 27, 149-155.
- Kilbourne, W.E., Carlson, L. (2008). The Dominant Social Paradigm, Consumption, and Environmental Attitudes: Can Marketing Education Help? *Journal of Macromarketing*, 28, 106-121. <http://0-jmk.sagepub.com.library.unl.edu/>
- Shanahan, K.J., Hopkins, C.H., Carlson, L. (2008). The Efficacy of the Use of Implicature and Actor Portrayal Labels by Non-Profits in Anti-Smoking Print Advertisements. *Journal of Current Issues and Research in Advertising*, 30, 65-78.
- Grove, S.J., Carlson, L., Dorsch, M.J. (2007). Comparing the Application of IMC in Magazine Ads across Product Type and Time. *Journal of Advertising*, 36, 37-54.
www.aaasite.org/newsletter/March2007.pdf
- Carlson, L., Tanner, J.T. (2006). Understanding Parental Beliefs and Attitudes about Children's Sexual Behavior: Insights from Parental Style. *Journal of Consumer Affairs*, 40, 144-162.
- Raymond, M.A., Carlson, L., Hopkins, C. (2006). Do Perceptions of Hiring Criteria Differ for Sales Managers and Sales Representatives? Implications for Marketing Education. *Journal of Marketing Education*, 28, 43-55.
- Carlson, L., Grove, S.J., Stafford, M. (2005). Perspectives on Advertising Research. *Journal of Advertising*, 34, 117-149.
- Carlson, L., Dorsch, M.J., Grove, S.J. (2003). Services Advertising and Integrated Marketing Communications: An Empirical Examination. *Journal of Current Issues and Research in Advertising*, 25, 69-82.

- Carlson, L., Fry, M., Polonsky, M.J. (2003). The Harm Chain: A Public Policy Development and Stakeholder Perspective. *Marketing Theory*, 3, 345-364.
- Polonsky, M. J., Carlson, L., Prothero, A., Kapelianis, D. (2002). A Cross-Cultural Examination of the Environmental Information on Packaging: Implications for Advertisers. *Advances in International Marketing*, 153-174.
- Grove, S.J., Carlson, L., Dorsch, M. (2002). Addressing Services' Intangibility Through Integrated Marketing Communication: An Exploratory Study. *Journal of Services Marketing*, 16, 393-41.
- Carlson, L., Lacznia, R.N., Walsh, A.D. (2001). Socializing Children About Television: An Intergenerational Perspective. *Journal of the Academy of Marketing Science*, 29, 276-288.
- Carlson, L., Dorsch, M., Ranson, R., Raymond, M. (2001). Customer Equity Management and Strategic Choices for Sales Managers. *Journal of Personal Selling and Sales Management*, 21, 157-166.
- Lacznia, R.N., Carlson, L., Walsh, A.D. (1999). Antecedents of Mothers' Attitudes Toward the FTC's Rule for 900-Number Advertising Directed at Children. *Journal of Current Issues and Research in Advertising*, 21, 49-58.
- Carlson, L., Lacznia, R.N., Walsh, A.D. (1999). Exploring the Antecedents of Mothers' Attitudes Toward the FCC's Policy Statement on Toy-Based Programming. *Journal of Marketing Theory and Practice*, 7, 59-69.
- Carlson, L., Lacznia, R.N., Walsh, A.D. (1998). Mothers' Preferences for Regulating Children's Television. *Journal of Advertising*, 27, 23-36.
- Carlson, L., Grove, S.J., Kangun, N., Polonsky, M.J. (1997). International Environmental Marketing Claims: Real Changes or Simple Posturing? *International Marketing Review*, 14, 218-232.
- Carlson, L., Dorsch, M. (1996). A Transaction-Approach to Understanding and Managing Customer Equity. *Journal of Business Research*, 35, 253-264.
- Lacznia, R.N., Muehling, D., Carlson, L. (1995). Mothers' Attitudes Toward 900-Number Advertising Directed at Children. *Journal of Public Policy and Marketing*, 14, 108-116.
- Carlson, L., Walsh, A., Lacznia, R.N., Grossbart, S. (1994). Family Communication Patterns and Marketplace Motivations, Attitudes, and Behaviors of Children and Mothers. *Journal of Consumer Affairs*, 28, 25-53.
- Tripp, C., Jensen, T., Carlson, L. (1994). The Effects of Multiple Product Endorsements by Celebrities on Consumers' Attitudes and Intentions. *Journal of Consumer Research*, 20, 535-547.
- Duke, C., Pickett, G., Carlson, L., Grove, S.J. (1993). A Method for Evaluating the Ethics of Fear Appeals. *Journal of Public Policy and Marketing*, 12, 120-129.
- Carlson, L., Grossbart, S., Stuenkel, J. K. (1992). The Role of Parental Socialization Types on Differential Family Communication Patterns Regarding Consumption. *Journal of Consumer Psychology*, 1, 31-53.
- Muehling, D., Carlson, L., Lacznia, R.N. (1992). Parental Perceptions of Toy-Based Programs: An Exploratory Analysis. *Journal of Public Policy and Marketing*, 11, 63-71.

- Grossbart, S., Carlson, L., Walsh, A. (1991). Consumer Socialization and Frequency of Shopping with Children. *Journal of the Academy of Marketing Science*, 19, 155-163.
- Carlson, L., Grossbart, S., Walsh, A. (1990). Mothers' Communication Orientations and Consumer Socialization Tendencies. *Journal of Advertising*, 19, 27-38.
- Laczniak, R.N., Carlson, L. (1989). Examining the Influence of Attitude-Toward-the-Ad on Brand Attitudes. *Journal of Business Research*, 19, 303-311.
- Carlson, L., Grossbart, S. (1988). Parental Style and the Consumer Socialization of Children. *Journal of Consumer Research*, 15, 77-94.
- Carlson, L., Kangun, N. (1988). Demographic Discontinuity: Another Explanation for Consumerism? *Journal of Consumer Affairs*, 22, 55-73.
- Carlson, L., Reynolds, C.R., Gutkin, T. B. (1983). Consistency of the Factorial Validity of the WISC-R for Upper and Lower SES Groups. *Journal of School Psychology*, 21, 319-326.
- Carlson, L., Reynolds, C.R. (1981). Factor Structure and Specific Variance of the WPPSI Subtests at Six Age Levels. *Psychology in the Schools*, 18, 48-54.
- Carlson, L., Zimmer, J.W., Glover, J.A. (1981). First Letter Mnemonics: DAM (Don't Aide Memory). *Journal of General Psychology*, 104, 287-292.
- Carlson, L., Reynolds, C.R. (1979). A Visual-Gestalt Task for the Measurement of Simultaneous Information Processing Strategies. *American Guidance Service, Kaufman Assessment Battery for Children Project*.

Conference Proceedings

- Mikeska, J., Carlson, L. (2017). *Preliminary Evidence Regarding Marketing's Role in Environmental Management Theory*. Myrtle Beach, SC: Association of Marketing Theory & Practice Conference.
- Harrison, R. L., Blackford, B., Carlson, L., Gentry, J. W. (2017). *Sexual Humor in Advertising*. Irvine, CA: Consumer Culture Theory Conference.
- Fowler, J. G., Carlson, L., Chaudhuri, H. R. (2016). *Exploring Cosmeceutical Claims: Preliminary Findings*. Atlanta, GA: 2016 AMA Summer Marketing Educators' Conference.
- Fowler, J. G., Chaudhuri, H. R., Carlson, L. (2016). *Cosmeceutical Claims': Deceptiveness, Consumer Welfare, and Public Policy Implications*. Dublin: 41st Annual Macromarketing Conference.
- Gupta, A., Carlson, L. (2016). *Re-examining Consumer Vulnerability: An Expanded Perspective on Current Research and Future Directions*. Las Vegas, NV: 2016 AMA Winter Educators' Conference.
- Agrawal, A., Carlson, L. (2016). *Weight Loss Advertising: Moving from Claim Credibility Control to Performance Focus in Public Policy*. Las Vegas, NV: 2016 AMA Winter Educators' Conference.
- Mikeska, J., Carlson, L. (2015). *The Firm-Perceived Contingencies to Strategic Choice of Deterministic Firms*. AMA Summer Educators' Conference.

- Fowler, J. G., Reisenwitz, T. H., Carlson, L. (2015). *Analyzing Deceptiveness of Cosmetics Claims in Fashion Ads*. 40th Annual Macromarketing Conference.
- Laczniak, R. N., Carlson, L., Walker, D., Brocato, D. (2015). *Parental Mediation and Children's Violent Video Game Play: The Role of ESRB Ratings*. Washington, DC: 2015 AMA Marketing & Public Policy Conference, part of a special session, Violence in Advertising: New Directions and Agenda for Social Change.
- Skiba, J., Carlson, L. (2015). *A Definition and Typology of Covert Marketing*. AMA Winter Educators' Conference.
- Siahpush, M., Shaikh, R. A., Cummings, K. M., Hyland, A., Dodd, M., Carlson, L., Sikora Kessler, A., Meza, J., Wakefield, M., Wan, N. (2015). *The Association of Self-Reported Exposure to Point-of-Sale Cigarette Marketing with Urge to Buy Cigarettes and Make an Unplanned Purchase of Cigarettes in a Population-Based Study*. Philadelphia, PA: Poster Presentation at the Society for Research on Nicotine and Tobacco 2015 Annual Meeting.
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Carlson, L., American Marketing Association Summer Educators' Conference, Special Session: BEERSIG: Less Filling, Tastes Great, "The Emergence and History of BEERSIG: A Study of Market Development and CRM," AMA. (2002).

Carlson, L., Dorsch, M., Grove, S.J., American Marketing Association Winter Educators' Conference, "Compensating for Services Intangibility: A Study of the Incidence of IMC at the Tactical Level," AMA. (2002).

Carlson, L., Grove, S.J., American Academy of Advertising Conference, Special Session, "Advertising Research: Insights and Observations from the American Academy of Advertising Outstanding Contribution to Research Award Winners," AMA. (2001).

Carlson, L., Fry, M., Polonsky, M.J., American Marketing Association Marketing and Public Policy Conference, "The Harm Chain: A Public Policy Development and Stakeholder Perspective," AMA. (2001).

- Carlson, L., Dorsch, M.J., Ranson, R.H., Raymond, M., American Marketing Association Summer Educators' Conference, "Managing Customer Service Encounters to Achieve Customer Equity," AMA. (2001).
- Carlson, L., Grossbart, S., Hughes, S., Lacznia, R.N., Muehling, D., Okleshen, C., American Marketing Association Winter Educators' Conference, "Parents, Children, and the Internet: Socialization Perspectives," AMA. (2001).
- Carlson, L., Dorsch, M., Grove, S.J., Frontiers of Services Marketing and Management Conference, "An Examination of Integrated Marketing Communication Among Services Advertisements: Do the Ads Reflect Integration?," Frontiers of Services Marketing and Management. (2000).
- Carlson, L., Grove, S., American Marketing Association Marketing and Public Policy Conference, Special Session, "Classifying Environmental Advertising Claims: An Update," AMA. (1999).
- Carlson, L., Dorsch, M., Grove, S.J., American Marketing Association Winter Educators' Conference, Special Session, "Integrated Marketing Communications and Services Advertising: An Exploratory Examination," AMA. (1999).
- Carlson, L., Kapelians, D., Polonsky, M., Prothero, A., Seventh Cross-Cultural Research Conference, "Cross-Cultural Examination of the Environmental Information on Packaging." (1999).
- Carlson, L., Dorsch, M., Ranson, R., Raymond, M., Society for Marketing Advances, Special Session, "Customer Equity: Managing Customer Investments." (1999).
- Carlson, L., Society of Marketing Advances Doctoral Consortium, "Perspectives on Improving Your Publishing Opportunities," Atlanta, Georgia. (1999).
- Carlson, L., Lacznia, R.N., Walsh, A.D., American Academy of Advertising Conference Proceedings, "Children's 900-Number Advertising: Antecedents of Mothers' Attitudes Toward the FTC's Disclosure Requirements," AMA. (1998).
- Carlson, L., American Academy of Advertising Conference Special Session, "Meet the Reviewers of the Journal of Advertising," American Academy of Advertising. (1998).
- Carlson, L., Lacznia, R.N., Walsh, A.D., American Marketing Association Summer Educators' Conference Proceedings, "Parental Style and the Socialization of Children About Television: Children's Perceptions," AMA. (1998).
- Carlson, L., Dorsch, M., Grove, S.J., Mittelstaedt, J., Seventh Annual Frontiers in Services Conference, "The Relationship Between Difficulty of Evaluation and the Goods/Services Continuum: Validating the Zeithaml Scale." (1998).
- Carlson, L., Grove, S.J., American Marketing Association Summer Educators' Conference, Special Session, "Meet the Reviewers: Insights and Observations from the Gatekeepers," AMA. (1997).
- Carlson, L., Lacznia, R.N., Walsh, A., American Marketing Association's Summer Educators' Conference Proceedings, "Toward an Understanding of Mothers' Attitudes About the FCC's Policy Statement Regarding Toy-Based Programming," AMA. (1997).
- Carlson, L., Environmental Advertising Claims: Bogus, Bewildering, or Believable?, "The First Green Marketing Seminar," Instituto Tecnológico y de Estudios Superiores de Monterrey. (February 1997).

- Carlson, L., Grove, S.J., Kangun, N., Polonsky, M.J., Academy of Marketing Science Proceedings, "International Environmental Marketing Claims: Real Change or Simple Posturing?," Academy of Marketing Scienc. (1996).
- Carlson, L., Laczniak, R.N., Walsh, A., American Marketing Association Summer Educators' Conference Proceedings, "Should Children's Television Programming be Regulated? Mothers' Perceptions and Preferences," AMA. (1996).
- Carlson, L., Marketing and Society Special Interest Group's American Marketing Association Summer Educators' Conference, pre-conference Special Session, "Examining Environmental Advertising Claims: An International Perspective," AMA. (1996).
- Carlson, L., Grove, S.J., Kangun, N., Polonsky, M.J., Proceedings of the Australian Marketing Educators' Conference, "Do Environmental Marketing Claims Mean Firms are Green? A Study of Ads in Australia, Britain, Canada, and the US." (1996).
- Carlson, L., Grove, S.J., Laczniak, R.N., American Academy of Advertising Preconference, "The Stagnation of Green Advertising: An Integrated Marketing Communications Analysis." (1995).
- Carlson, L., Grove, S.J., American Marketing Association Summer Educators' Conference, Special Session, "Using Fear to Promote Consumer Products." (1995).
- Carlson, L., American Marketing Association Summer Educators' Conference, Special Session, "Enhancing Ethical Sensitivity to Fear Appeals Through the Use of the Effects Reasoning Matrix," AMA. (1995).
- Carlson, L., Symposium on Patronage Behavior and Retail Strategic Planning: Cutting Edge IV Conference Proceedings, "Customer Equity: A Case of the Forgotten Investor." (1995).
- Carlson, L., Laczniak, R., Muehling, D., American Academy of Advertising Conference Proceedings, "An Exploratory Investigation of Mothers' Attitudes Toward 900 Number Advertising Directed at Children," American Academy of Advertising. (1994).
- Carlson, L., Grove, S.J., Kangun, N., Nineteenth Annual American Marketing Association Macromarketing Conference, "Claim Type Comparisons Among Environmental Advertisements in a Cross-National Context," AMA. (1994).
- Carlson, L., Laczniak, R.N., Muehling, D., American Academy of Advertising Conference Proceedings, "Parental Socialization Types and Concern About Toy-Based Programs," American Academy of Advertising. (1993).
- Carlson, L., Grove, S.J., Kangun, N., American Marketing Association Summer Educators' Conference Proceedings, "Extending Content Analysis: A Matrix Approach to Investigate Advertising Phenomena," AMA. (1993).
- Carlson, L., Grove, S.J., Laband, D., McBane, D., Pickett, G., Association of Marketing Theory and Practice: Services Track, "Product Parity and the Goods versus Services Dichotomy: Advertising Issues and Propositions." (1993).
- Carlson, L., Dorsch, M.J., Laczniak, R.N., Symposium on Patronage Behavior and Retail Strategic Planning: Cutting Edge III Conference, "The Effect of Buyer-Seller Communication Style Computability on Retail Selling Effectiveness." (1993).

- Carlson, L., Lacznia, R.N., Muehling, D., American Academy of Advertising Conference Proceedings, "Mothers' Perceptions and Attitudes toward Toy-Based Programs: An Empirical Investigation," AMA. (1992).
- Carlson, L., Lacznia, R., Muehling, D., American Marketing Association Summer Educators' Conference Proceedings, "Antecedents of Mothers' Perceptions of Toy Based Programming: An Empirical Investigation," AMA. (1992).
- Carlson, L., Grove, S.J., Kangun, N., American Academy of Advertising Conference, Special Session, "A Content Analysis of Environmental Advertising Claims," American Academy of Advertising. (1991).
- Carlson, L., Lacznia, R.N., Muehling, D., American Marketing Association Summer Educators' Conference Proceedings, "A Parental Perspective of Issues Surrounding Toy-Based Programming," AMA. (1991).
- Carlson, L., Midwest Marketing Association Conference Proceedings, "The Ad Ban Goes Smokeless: An Inquiry into the Potential Effects of Advertising Censorship on Snuff and Chewing Tobacco Consumption," Midwest Marketing Association. (1991).
- Carlson, L., Lacznia, R.N., Muehling, D., Presented at the American Academy of Advertising Conference Proceedings, "Effects of Motivation and Ability on Ad Induced Cognitive Processing," American Academy of Advertising. (1991).
- Carlson, L., Grove, S.J., Kangun, N., Sixteenth Annual American Marketing Association Macromarketing Conference, "An Exploratory Investigation of Environmental Advertising and Recommendations for Public Policy Makers," AMA. (1991).
- Carlson, L., Grossbart, S., Tripp, C., Advances in Consumer Research, Proceedings of the Association for Consumer Research Conference, "An Investigation of Mothers' Communication Orientations and Patterns," Association for Consumer Research. (1990).
- Carlson, L., Grossbart, S., Lacznia, R.N., Advances in Marketing, Southwestern Marketing Conference Proceedings, "Towards a Basis for Formation of Differential Marketplace Perceptions and Orientations," Southwestern Marketing. (1990).
- Carlson, L., Lacznia, R. N., Advances in Marketing, Southwestern Marketing Conference, "A Further Examination of the Influence of Attitude Toward the Ad on Brand Attitudes," Southwestern Marketing. (1989).
- Carlson, L., Jensen, T., Tripp, C., Advances in Marketing, Southwestern Marketing Conference, "Product and Purchasing Involvement's Impact Upon Purchase Behaviors," Southwestern Marketing. (1989).
- Carlson, L., Kangun, N., Mittelstaedt, R., Fourth Conference on Historical Research in Marketing and Marketing Thought, "Changes in the Marketing Channels for Medicines, 1870-1910." (1989).
- Carlson, L., Grossbart, S., Walsh, A., Symposium on Patronage Behavior and Retail Strategy: The Cutting Edge, "Consumer Socialization and Shopping with Children." (1989).
- Carlson, L., Darden, W.R., Jackson, A., Sherrell, D., Symposium on Patronage Behavior and Retail Strategy: The Cutting Edge, "Regional Traces of Culture and Patronage Evaluations: A Spatial Approach." (1989).

- Carlson, L., Jensen, T., Tripp, C., Advances in Consumer Research, Proceedings of the Association for Consumer Research Conference, "The Dimensionality of Involvement: An Empirical Test," Association for Consumer Research. (1988).
- Carlson, L., Grossbart, S., Walsh, A., American Marketing Association Summer Educators' Conference, "Consumer Socialization Motives for Shopping with Children," AMA. (1988).
- Carlson, L., Kangun, N., Mittelstaedt, R., Thirteenth Annual American Marketing Association Macromarketing Conference, "Physician Dispensing of Prescription Drugs: Is Regulation Appropriate?," AMA. (1988).
- Carlson, L., Grossbart, S., Walsh, A., American Marketing Association Summer Educators' Conference, "Mothers' Communication Orientations and Related Consumer Socialization Tendencies," AMA. (1987).
- Carlson, L., Kangun, N., Twelfth Annual American Marketing Association Macromarketing Conference, "Demographic Discontinuity: New Insights into Understanding Consumerism," AMA. (1987).
- Carlson, L., Southwestern Marketing Conference, "Operant Conditioning and Marketing: Some Additional Perspectives.," Southwestern Marketing. (1986).
- Carlson, L., Grossbart, S., American Marketing Association Summer Educators' Conference, "Toward a Better Understanding of Inherent Innovativeness," AMA. (1984).
- Carlson, L., Filbeck, R., American Behavioral Association Conference, "A System for Reinforcing Patrons of a Public Pool for Placing Litter in Receptacles," American Behavioral Association. (1982).
- Carlson, L., Crosby, L.A., Grossbart, S., Robb, J.R., American Marketing Association Summer Educators' Conference, "Mothers' Support for Nutrition Education: A Segmentation Analysis," AMA. (1982).
- Carlson, L., Reynolds, C.R., National Association of School Psychologist's Convention Schedule, "Comparative WISC-R Factor Analysis for Upper and Lower SES Groups," National Association of School Psychologist's. (1981).
- Carlson, L., Reynolds, C.R., American Psychological Association Conference, "Specific Variance of the WPPSI Subtests at Six Age Levels," American Psychological Association. (1980).

Contracts, Grants and Sponsored Research

Grant

- Dodd, M. (Principal Investigator), Carlson, L. (Investigator), "Point-of-Sale Tobacco Marketing," Sponsored by UNMC-Univ of Ne-Medical Center, Universities, \$13,270.00. (March 1, 2015 - February 29, 2016). Current Status: Awarded.
- Dodd, M. (Principal Investigator), Carlson, L. (Investigator), "Point-of-Sale Tobacco Marketing," Sponsored by UNMC-Univ of Ne-Medical Center, Universities, \$16,648.00. (March 1, 2014 - February 28, 2015). Current Status: Awarded.
- Dodd, M. (Principal Investigator), Carlson, L. (Investigator), "Point-of-Sale Tobacco Marketing," Sponsored by UNMC-Univ of Ne-Medical Center, Universities, \$18,727.00. (March 7, 2013 - February 28, 2014). Current Status: Awarded.

Rilett, L. (Principal Investigator), Carlson, L. (Investigator), Thompson, E. (Investigator), Willet Jr, P. (Investigator), "NCHRP Communicating Results," Sponsored by Natl Acad of Sciences-NCHRP-TRB, Associations/Foundations. Current Status: Declined.

Dodd, M. (Principal Investigator), Carlson, L. (Investigator), "Tobacco Marketing & Smoking," Sponsored by UNMC-Univ of Ne-Medical Center, Universities. Current Status: Declined.

Carlson, L. (Collaborator), Hopkins, C. (Collaborator), Raymond, M. (Collaborator), Tanner, J.T. (Principal Investigator), "How to Increase Abstinence in Children," Sponsored by National Institutes of Health, Federal, \$175,000.00. (October 2003). Current Status: Awarded.

Other

Carlson, L., "A Cross Cultural Examination of the Environmental Information on Packaging and Its Accuracy," Sponsored by American Academy of Advertising. (1998). Current Status: Awarded.

Carlson, L., "Development of an Eye Tracking Methodology Course at Clemson University," Sponsored by Innovation Fund Application. (1998). Current Status: Awarded.

Carlson, L., "Faculty Development Grant," Sponsored by University of Arkansas. (March 1989).

Carlson, L., "Summer Research Grant," Sponsored by College of Business Administration, University of Arkansas. (1987).

Carlson, L., "Consultation Research Grant," Sponsored by School Psychology Department, Educational Psychology and Social Foundations, University of Nebraska–Lincoln. (1979).

Awards and Honors

Fellow, American Academy of Advertising. (March 2017).

Finalist, 2016 Journal of Consumer Affairs Best Paper Award. (2016).

Marketing Education Review Best Article Award, Marketing Education Review Journal. (October 2013).

Faculty Research Award, Marketing Department, College of Business Administration, University of Nebraska-Lincoln. (April 2013).

Lamb, Hair, McDaniel Best Paper Award - Marketing Education Track, Society of Marketing Advances Conference. (November 2012).

Best Student Conference Paper, 2012 Marketing and Public Policy Conference. (June 2012).

Outstanding Article of the Year Award for 2011, Journal of Marketing Education. (April 2012).

Best Paper Award - Marketing Research Track, Society of Marketing Advances 2010. (2010).

Best Reviewer Award, American Academy of Advertising Annual Conference. (March 2010).

Kim Rotzoll Award for Advertising Ethics and Social Responsibility, American Academy of Advertising Annual Conference. (March 2010).

Outstanding Contribution to Research Award, American Academy of Advertising. (2009).

Best Paper Award, Society of Marketing Advances. (2008).

Best Article Award, Journal of Advertising. (March 2008).

Excellence in Research by a Graduate Student Award, Department of Marketing, University of Nebraska–Lincoln. (1983).

SERVICE

Department Service

Committee Member, Department of Marketing Grade Appeal Committee. (September 2017 - Present).

Committee Member, Marketing Graduate Committee. (September 2017 - Present).

Committee Member, Evaluation Advisory Committee. (August 2017 - May 2018).

Reviewer, First Year Paper Review. (May 2017).

Reviewer, Second Year/Comprehensive Exam Paper Review. (May 2017).

Committee Chair, Marketing Graduate Committee. (September 2014 - May 2017).

Reviewer, Second Year Paper Review. (May 2016).

Committee Member, Evaluation Advisory Committee. (August 2015 - May 2016).

Committee Member, Faculty Search Committee, Assistant or Associate Professor (Two Positions). (June 2015 - September 2015).

Committee Member, Faculty Search Committee, Assistant, Associate or Full Professor. (June 2015 - September 2015).

Faculty Search Committee, Assistant Professor. (June 2015 - August 2015).

Reviewer, First Year Paper Review. (May 2015).

Committee Member, Evaluation Advisory Committee. (August 2014 - May 2015).

Committee Chair, Marketing Department Undergraduate Program. (June 2012 - August 2014).

Committee Member, Faculty Search Committee, Assistant Professor of Practice. (April 2014 - May 2014).

Committee Member, Evaluation Advisory Committee. (August 2013 - May 2014).

Committee Member, Marketing Graduate Committee. (September 2011 - May 2014).

Committee Member, Evaluation Advisory Committee. (August 2012 - May 2013).

Committee Member, Faculty Search Committee - Assistant or Associate Professor. (July 2012 - October 2012).

Committee Member, Faculty Search Committee - Assistant Professor Marketing. (May 2009 - December 2009).

College Service

Committee Member, Research and Professorship Review Committee. (August 2017 - May 2020).

Committee Member, Promotion and Tenure. (August 2012 - May 2020).

Committee Member, Ph.D. Committee. (August 2014 - May 2017).

Committee Member, Undergraduate Committee (formerly APC). (August 2012 - May 2014).

Committee Member, Executive Committee. (September 2011 - May 2012).

Committee Member, Joint Agribusiness Committee. (September 2011 - May 2012).

Committee Member, Research Policy. (August 2009 - May 2011).

Committee Member, MBA Task Force. (September 2010 - December 2010).

Committee Member, Executive Committee. (September 2009 - May 2010).

Representative, subcommittee chair, College of Business and Behavioral Science Representative to the Clemson University Athletic Council. (2005 - 2008).

College of Business and Behavioral Science Representative, Clemson University Grievance Board. (August 2007 - May 2008).

College of Business and Behavioral Science Representative, Clemson University Library Advisory Board. (August 2007 - May 2008).

Department of Marketing Representative, College of Business and Behavioral Science Dean's Council. (August 2007 - May 2008).

Faculty Senator, College of Business and Behavioral Science. (August 2007 - May 2008).

Provost's Representative, Dean's Evaluation Committee. (August 2007 - May 2008).

College of Business and Behavioral Science Judge, Ninth Annual Clemson University Student Research Forum. (August 2007 - May 2008).

University Service

Committee Member, MCA Program. (September 2011 - August 2012).

Committee Chair, Clemson University Faculty Athletic Representative Search Committee. (2002 - 2008).

Committee Member, Review Committee, Faculty Senate Advisory Committee for the class of '39 award for excellence. (2006).

Committee Chair, Review Committee for Associate Dean for Undergraduate Programs. (2005).

Professional Service

Editor, Associate Editor of Book or Journal, Journal of Advertising Research. (2017 - Present).

Editorial Review Board Member, Journal of Advertising Research. (July 2011 - Present).

Editorial Review Board Member, Marketing Theory. (April 2011 - Present).

Editorial Review Board Member, Journal of Advertising. (2007 - Present).

Committee Chair, American Academy of Advertising. (February 2016 - March 2017).

Editorial Review Board Member, Services Industry Journal. (March 2007 - March 2016).

Special Session Co-Chair, Perspectives on Media and Violence: Insights from Parents and Children, Special Session at the American Academy of Advertising Conference. (2014).

Editor, Book, Advertising and Violence: Concepts and Perspectives. (July 2014).

Invited Editor, Special Issue of International Journal of Advertising on "Children and Advertising," Vol. 33 (3). (July 2014).

Editor, Associate Editor of Book or Journal, Journal of Public Policy and Marketing. (January 2009 - July 2012).

Editor, Journal Editor, American Academy of Advertising. (2010).

Editor, Journal Editor, Marketing Theory. (March 2004 - August 2010).

Chairperson, Consumer Culture and the Ethical Treatment of Children: Theory, Research, and Fair Practice Conference. (November 2009).

Officer, President/Elect/Past, American Academy of Advertising. (2008).

Committee Member, Program Planning Committee, American Marketing Association Marketing and Public Policy Conferences. (2006 - 2008).

Officer, President/Elect/Past, American Academy of Advertising. (2007).

Editorial Review Board Member, Journal of Marketing Theory and Practice. (2007).

Officer, President/Elect/Past, American Academy of Advertising. (February 2005 - December 2006).

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

Editorial Review Board Member, Journal of Marketing Theory and Practice. (2005).

Officer, President/Elect/Past, American Academy of Advertising. (February 2005).

Committee Member, Program Planning Committee, American Marketing Association Marketing and Public Policy Conferences. (2003 - 2004).

Editor, Journal Editor, Marketing Theory, Special Issue. (March 2004 - June 2004).

Editorial Review Board Member, Academy of Marketing Science Review. (December 2003).

Invited Panel Member, American Marketing Association Summer Educators' Conference. (2003).

Editor, Conference Proceedings, Conference of the American Academy of Advertising, Proceedings. (2003).

Committee Member, American Academy of Advertising Research Committee. (January 2002 - 2003).

Editorial Review Board Member, Journal of Advertising. (1999 - 2003).

Editorial Review Board Member, International Journal of Advertising. (November 2003).

Officer, Treasurer, American Academy of Advertising. (March 2003).

Chairperson, American Marketing Association Marketing and Public Policy Conference. (2002).

Editor, Conference Proceedings, Marketing and Public Policy Conference, Proceedings. (2002).

Officer, Vice President, American Academy of Advertising. (March 2002).

Editor, Journal Editor, Marketing Theory Special Issue on New Developments in Advertising Theory. (March 2002).

Committee Member, Publications Committee, American Academy of Advertising. (January 2002).

Developer and Moderator, American Academy of Advertising Conference. (2001).

Chairperson, American Marketing Association Summer Educators' Conference. (2001).

Editorial Review Board Member, Journal of Public Policy and Marketing. (June 2001).

Editorial Review Board Member, Journal of Public Policy and Marketing. (June 2001).

Committee Member, Delphi Panel. (1999 - 2000).

Member, Panel of Selection Judges, "21 Biggest Issues Facing Marketing for the 21st Century," (March 2000).

Editor, Book, Advertising to Children: Concepts and Controversies. (1999).

Editorial Review Board Member, Journal of Marketing Theory and Practice. (1999).

Editorial Review Board Member, Journal of Marketing Theory and Practice. (1999).

Editorial Review Board Member, Journal of Public Policy and Marketing. (July 1999).

Editorial Review Board Member, Journal of Public Policy and Marketing. (July 1999).

Board of Directors of a Company, Marketing and Society Special Interest Group of the American Marketing Association. (1996 - 1998).

Editor, Journal Editor, Journal of Advertising. (1995 - 1998).

Editor, Journal Editor, Journal of Advertising. (1995 - 1998).

Editorial Review Board Member, Journal of Consumer Affairs. (August 1998).

Editorial Review Board Member, Journal of Consumer Affairs. (August 1998).

Reviewer/Discussant, Conference Paper, 1990 AMA Workshop "Marketing and Public Policy: Issues for the 1990s. (1997).

Committee Member, Program Planning Committee, American Marketing Association Marketing and Public Policy Conferences. (1997).

Editorial Review Board Member, Journal of Consumer and Marketing Research. (January 1997).

Editorial Review Board Member, Journal of Consumer and Marketing Research. (January 1997).

Editor, Journal Editor, Journal of Marketing Theory and Practice, Special Issue. (December 1995).

Board of Directors of a Company, Marketing and Society Special Interest Group of the American Marketing Association. (1994 - 1995).

Editorial Review Board Member, Journal of Marketing Education. (October 1995).

Editorial Review Board Member, Journal of Marketing Education. (October 1995).

Editorial Review Board Member, Journal of Current Issues and Research in Advertising. (March 1995).

Editorial Review Board Member, Journal of Current Issues and Research in Advertising. (March 1995).

Editorial Review Board Member, Journal of Advertising. (October 1994 - December 1994).

Editorial Review Board Member, Journal of Advertising. (October 1994 - December 1994).

Editorial Review Board Member, Journal of Business Research. (1993).

Editorial Review Board Member, Journal of Business Research. (1993).

Editorial Review Board Member, Journal of Marketing Theory and Practice. (1993).

Editorial Review Board Member, Journal of Marketing Theory and Practice. (1993).

Editor, Journal Editor, Journal of Marketing Theory and Practice, Special Issue. (April 1993).

Editor, Journal Editor, Journal of Marketing Theory and Practice, Special Issue. (April 1993).

Editorial Review Board Member, Journal of Public Policy and Marketing. (January 1992).

Editorial Review Board Member, Journal of Public Policy and Marketing. (January 1992).

Editorial Review Board Member, Journal of the Academy of Marketing Science. (1989 - 1991).

Editorial Review Board Member, Journal of the Academy of Marketing Science. (1989 - 1991).

Editorial Review Board Member, Journal of the Academy of Marketing Science. (1989 - 1991).

Editorial Review Board Member, Journal of Business Research. (1988).

Public Service

Member, Outstanding Young Men of America. (1981).

Member, Blue Key National Honor Fraternity, Midland Lutheran College. (1972).

Awards and Honors

Service, University

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