

## VITA

**Edward E. Rigdon**

### Education

Ph.D., major in marketing, University of Alabama, Tuscaloosa, 1990. Dissertation: "The Performance of the Polychoric Correlation Coefficient and Selected Fitting Functions in Confirmatory Factor Analysis with Ordinal Data." Advisor: Carl E. Ferguson, Jr.

MBA, University of Chicago, 1984, concentrations in finance and statistics (includes graduate study in marketing and international business, Catholic University of Leuven, Belgium, 1982-1983).

BA, major in political science, University of Alabama, Tuscaloosa, 1981.

### Awards and Honors

2012 Best paper, Journal of Marketing Education

2010 Best paper in research methods track, AMA Summer Marketing Educators Conference.

1999 Exceptional Service Award, Georgia State University.

1999 Faculty Service Award, Robinson College of Business.

### Work Experience

2004-2005 / 2009-present: Professor, Department of Marketing, Georgia State University, Atlanta. Teaching: (doctoral) applied regression, structural equation modeling, advanced topics in structural equation modeling, dissertation advising; (graduate) services marketing; (undergraduate) direct and interactive marketing; marketing metrics.

2005-2008: Professor and Chair, Department of Marketing, Georgia State University, Atlanta. Facilitated integration of marketing and business communications faculties; guided department through second comprehensive academic program review; recruited V. Kumar as first Lenny Chair in marketing; revised undergraduate curriculum including core course in marketing metrics. Teaching: (doctoral) applied regression, structural equation modeling, dissertation advising.

1996-2004: Associate Professor, Department of Marketing, Georgia State University, Atlanta. Led department's first comprehensive academic program review evaluation. Teaching: (doctoral) structural equation modeling, dissertation advising; (graduate) marketing management, electronic marketing; (undergraduate) marketing research.

1989-1996: Assistant Professor, Department of Marketing, Georgia State University, Atlanta.  
Teaching: (doctoral) structural equation modeling, research methods, dissertation advising;  
(graduate) mathematical models; (undergraduate) basic marketing, advertising, marketing  
research.

1988-89: Instructor, Department of Marketing, Mississippi State University, Starkville, MS.  
Teaching: (undergraduate) advertising, consumer behavior.

Publications: Refereed Scholarly Journals

Rigdon, Edward E., Jan-Michael Becker, Arun Rai, Christian M. Ringle, Adamantios  
Diamantopoulos, Elena Karahanna, Detmar Straub and Theo K. Dijkstra (in press),  
“Conflating Antecedents and Formative Indicators: A Comment on Aguirre-Urreta and  
Marakas,” Information Systems Research.

Rigdon, Edward E. (2014), “Rethinking Partial Least Squares Path Modeling: Breaking Chains  
and Forging Ahead,” Long Range Planning, 47, 161-167.

Rigdon, Edward E. (2014), “Comment on ‘Improper Use of Endogenous Formative Variables,’”  
Journal of Business Research, 67, 2800-2802.

Baker, Andrew, Anil Mathur, Chong Kwai Fatt, George P. Moschis and Edward E. Rigdon  
(2013), “Using the Life Course Paradigm to Explain Mechanisms that Link Family  
Disruptions to Compulsive Buying,” Journal of Consumer Affairs, 47(2), 263-288.

Rigdon, Edward E. (2013), “Lee, Cadogan and Chamberlain: An Excellent Point . . . But What  
about that Iceberg?” AMS Review, 3, 24-29.

Rigdon, Edward E. (2012), “Rethinking Partial Least Squares Path Modeling: In Praise of  
Simple Methods,” Long Range Planning, 45, 341-358.

Pilling, Bruce K., Edward E. Rigdon and Harvey Brightman (2012), “Building a Metrics-  
Enabled Marketing Curriculum: The Cornerstone Course,” Journal of Marketing  
Education, 34 (2), 179-193.

Rigdon, Edward E., Kristopher J. Preacher, Nick Lee, Roy D. Howell, George R. Franke, and  
Denny Borsboom (2011), “Avoiding Measurement Dogma: A Response to Rossiter,”  
European Journal of Marketing, 45 (11/12), 1589-1600.

Rigdon, Edward E., Christian M. Ringle, Marko Sarstedt and Siegfried P. Gudergan (2011),  
“Assessing Heterogeneity in Customer Satisfaction Studies: Across Industry Similarities  
and Within Industry Differences,” Advances in International Marketing, 22, 169-194.

- Gefen, David, Detmar Straub and Edward Rigdon (2011), "An Update and Extension to SEM Guidelines for Administrative and Social Science Research," MIS Quarterly, 35 (2), iii-xiv.
- Rigdon, Edward E., Christian Ringle and Marko Sarstedt (2010), "Structural Modeling of Heterogeneous Data with Partial Least Squares," Review of Marketing Research, 7, 255-296.
- Franke, George R., Kristopher J. Preacher and Edward E. Rigdon (2008), "Proportional Structural Effects of Formative Indicators," Journal of Business Research, 61, 1229-1237.
- Cross, Mark E., Thomas G. Brashear, Edward E. Rigdon and Danny Bellenger (2007), "Customer Orientation and Salesperson Performance," European Journal of Marketing, 41 (7/8), 821-835.
- Mathwick, Charla, and Edward E. Rigdon (2004), "Play, Flow, and the Online Search Experience," Journal of Consumer Research, 31, 324-32.
- Mathwick, Charla, Naresh Malhotra and Edward E. Rigdon (2002), "The Effect of Dynamic Retail Experience on Experiential Perceptions of Value: An Internet and Catalog Comparison," Journal of Retailing, 78, 51-60.
- Mathwick, Charla, Naresh Malhotra and Edward E. Rigdon (2001), "Experiential Value: Conceptualization, Measurement and Application in the Catalog and Internet Shopping Environments," Journal of Retailing, 77, 39-56.
- Borders, Leila X., Wesley J. Johnston and Edward E. Rigdon (2001), "Beyond the Dyad: Electronic Commerce and Network Perspectives in Industrial Marketing," Industrial Marketing Management, 30 (2), 199-206.
- Rigdon, Edward E. (1999), "Using the Friedman Method of Ranks for Model Comparison in Structural Equation Modeling," Structural Equation Modeling, 6 (3), 219-32.
- Rigdon, Edward E. (1998), "The Equal Correlation Baseline Model--A Reply to Marsh," Structural Equation Modeling, 5 (1), 87-94.
- Rigdon, Edward E. (1998), "The Equal Correlation Baseline Model for Comparative Fit Assessment in Structural Equation Modeling," Structural Equation Modeling, 5 (1), 63-77.
- Rigdon, Edward E. (1996), "CFI vs. RMSEA: A Comparison of Two Fit Indices for Structural Equation Modeling," Structural Equation Modeling, 3 (4), 369-79.
- Rigdon, Edward E. (1995), "A Necessary and Sufficient Identification Rule for Structural Models Estimated in Practice." Multivariate Behavioral Research 30 (4), 359-84.

- Rigdon, Edward E. (1994), "Demonstrating the Effects of Unmodeled Random Measurement Error," Structural Equation Modeling, 1 (4), 375-80.
- Rigdon, Edward E. (1994), "Calculating Degrees of Freedom for a Structural Equation Model," Structural Equation Modeling, 1 (3), 274-78.
- Rigdon, Edward E. (1994), "SEMNET: Structural Equation Modeling Discussion Network" Structural Equation Modeling, 1 (April), 190-92.
- Wilcox, James B., Danny N. Bellenger and Edward E. Rigdon (1994), "Assessing Sample Representativeness in Industrial Surveys," Journal of Business and Industrial Marketing, 9 (2), 51-61.
- Rigdon, Edward E. and Carl E. Ferguson, Jr. (1991), "The Performance of the Polychoric Correlation Coefficient and Selected Fitting Functions in Confirmatory Factor Analysis with Ordinal Data," Journal of Marketing Research, 28 (4), 491-7.

Publications: Refereed Scholarly Conference Proceedings

- Becker, Jan-Michael, Arun Rai and Edward E. Rigdon (2013), "Predictive Validity and Formative Measurement in Structural Equation Modeling: Embracing Practical Relevance," Proceedings of the International Conference on Information Systems (ICIS).
- Baker, Andrew, George Moschis, Edward Rigdon and Anil Mathur (2011), "Effects of Family Structure on Compulsive Buying: A Life-Course Perspective." Advances in Consumer Research.
- Rigdon, Edward E. and David Gefen (2011), "Questioning Some Claims Regarding Partial Least Squares Path Modeling," Proceedings of the Summer Educators Conference, Chicago: American Marketing Association. Best paper in research methods track.
- Mathwick, Charla, Naresh Malhotra and Edward Rigdon (1999), "The Properties of Interactivity: Impact on Perceived Value in the Catalog and Internet Context," in Joseph E. Phelps (ed.), Proceedings: Frontiers in Direct Marketing Research, New York: Direct Marketing Education Foundation, 71-72.
- Rigdon, Edward E. (1997), "Using the Friedman Method of Ranks for Model Comparison in Structural Equation Modeling," in William M. Pride and G. Tomas M. Hult (eds.), Proceedings of the Summer Educators Conference, Chicago: American Marketing Association, 213-214.
- Rigdon, Edward E. (1996), "CFI vs. RMSEA: A Comparison of Two Fit Indices for Structural Equation Modeling," in Cornelia Dröge and Roger Calantone (eds.), Proceedings of the Summer Educators Conference, Chicago: American Marketing Association, 37-38.

- Rigdon, Edward E. and Randall E. Schumacker (1996), "Modeling Latent Variable Interactions: A Critical Review," in Edward A. Blair and Wagner A. Kamakura (eds.), Proceedings of the Winter Educators Conference, Chicago: American Marketing Association, 154-59.
- Rigdon, Edward E. (1995), "The Equal Correlation Baseline Model for Comparative Fit Assessment in Structural Equation Modeling," in David W. Stewart and Naufel J. Vilcassim (eds.), Proceedings of the Winter Educators Conference, Chicago: American Marketing Association, 175-76 (abstract only).
- Henson, Steve W. and Edward E. Rigdon (1992), "Chaos Theory: A Demonstration, Recent Developments and Implications for Marketing Scientists," in Chris T. Allen et al. (eds.), Proceedings of the Winter Educator's Conference, Chicago: American Marketing Association, 484-93.

Publications: Books, Book Chapters and Encyclopedia Articles

- Rigdon, Edward E. (under contract), Multiple Indicators, Structural Equations and R: Rethinking Structural Equation Modeling, Springer (manuscript due August 1, 2015).
- Rigdon, Edward E. (2013), "Partial Least Squares Path Modeling," in Gregory Hancock and Ralph Mueller (ed.), Structural Equation Modeling: A Second Course (2<sup>nd</sup> ed.). Charlotte, NC: Information Age, 81-116.
- Rigdon, Edward E. (2010), "Polychoric Correlation Coefficient." In Neil J. Salkind (ed.), Encyclopedia of Research Design. Thousand Oaks, CA: Sage, 1044-1048.
- Rigdon, Edward E. (2005), "Structural Equation Modeling: Software." In Brian Everitt and David Howell (eds.), Encyclopedia of Statistics in Behavioral Science vol. 4. New York: Wiley, 1947-51. Revision in process for Wiley StatsRef.
- Rigdon, Edward E. (2005), "Structural Equation Modeling: Nontraditional Alternatives." In Brian Everitt and David Howell (eds.), Encyclopedia of Statistics in Behavioral Science vol. 4. New York: Wiley, 1934-41. Revision in process for Wiley StatsRef.
- Rigdon, Edward E., Randall E. Schumacker and Werner Wothke (1998), "A Comparative Review of Interaction and Nonlinear Modeling." In Randall E. Schumacker and George Marcoulides (eds.), Interaction and Nonlinear Effects in Structural Equation Modeling. Mahwah, NJ: Lawrence Erlbaum Associates, pp. 1-16.
- Rigdon, Edward E. (1998), "Structural Equation Modeling." In George Marcoulides (ed.), Modern Business Research Methods. Mahwah, NJ: Lawrence Erlbaum Associates, pp. 251-94.

Publications: Book and Software Reviews

- Rigdon, Edward E. (2010), "Review of G. Hancock and R. Mueller (eds.), 'Advances in Latent Variable Mixture Models,'" Structural Equation Modeling, 17 (April), 350-354.
- Rigdon, Edward E. (2002), "Review of R. Cudeck, S. du Toit and D. Sörbom (eds.), 'Structural Equation Modeling: Present and Future: A Festschrift in Honor of Karl Jöreskog'," Structural Equation Modeling, 9 (April), 298-302.
- Rigdon, Edward E. (2002), "Review of P. Spirtes, C. Glymour and R. Scheines, 'Causation, Prediction, and Search', and J. Pearl, 'Causality: Models, Reasoning, and Inference,'" Journal of Marketing Research, 39 (February), 137-40.
- Rigdon, Edward E. (1998), "Review of G. A. Marcoulides and R. E. Schumacker (eds.), 'Advanced Structural Equation Modeling: Issues and Techniques'," Applied Psychological Measurement, 22 (March), 85-87.
- Rigdon, Edward E. (1997), "Review of L. A. Hayduk, 'LISREL Issues, Debates and Strategies', and J. Jaccard and C. K. Wan, 'LISREL Approaches to Interaction Effects in Multiple Regression'," Journal of Marketing Research, 34 (November), 537-40.
- Rigdon, Edward E. (1997), "Review of R. H. Hoyle (ed.), 'Structural Equation Modeling: Concepts, Issues, and Applications'," Journal of Marketing Research, 34 (August), 412-15.
- Rigdon, Edward E. (1997), "Identification of Structural Equation Models with Latent Variables: A Review of Contributions by Bekker, Merckens and Wansbeek," Structural Equation Modeling, 4 (January), 80-85.
- Rigdon, Edward E. (1996), "Amos 3.51," Structural Equation Modeling, 3 (January), 87-91.
- Rigdon, Edward E. (1994), "Amos and AmosDraw," Structural Equation Modeling, 1 (April), 196-201.
- Rigdon, Edward E. (1992), "Review of K. A. Bollen, 'Structural Equations with Latent Variables'," Journal of the Academy of Marketing Science, 20 (Winter), 101.

#### Publications: Other

- Rigdon, Edward E. (2003), "The Tao of Interactive Marketing," The DMA's Bottom Line electronic newsletter (Dec. 3).
- Rigdon, Edward E. (1999), "Is the Internet Changing Marketing, or Vice Versa?" Marketing News, 33 (Feb. 1), 14.

Rigdon, Edward E. (1997), "Data Mining Gains New Respectability," Marketing News, 31 (January 6), 8. Reprinted in Case-in-Point, 3 (3).

Presentations at Professional Meetings

Rigdon, Edward E. (2014), "Structural Equation Modeling and Factor Indeterminacy," Modern Modeling Methods Conference, University of Connecticut, May 21.

Rigdon, Edward E. (2004), "Finite Population Effects in Structural Equation Modeling" (poster session). SAMSI Latent (Hidden) Variable Models in the Social Sciences Workshop, Research Triangle Park, NC, Sept. 12.

Rigdon, Edward E. (2004), "Formative Measurement: Reality or Illusion?" AMA Winter Marketing Educators Conference, Scottsdale, AZ, Feb. 9.

Rigdon, Edward E. (2003), "Fixed Size Sampling from a Finite Population without Replacement: Implications for Structural Equation Modeling." AMA Winter Marketing Educators Conference, Orlando, FL, Feb. 16.

Rigdon, Edward E. (2003), "Formative Measurement: Reality or Illusion?" AMA Winter Marketing Educators Conference, Orlando, FL, Feb 16.

Rigdon, Edward E. (2001), "Ask the Experts." Panel session on structural equation modeling, Southern Management Association, New Orleans, LA, November 8.

Rigdon, Edward E. (2001), "SEM Diagnostics: Interpreting Nonzero Diagonal Residuals." Southern Management Association, New Orleans, LA, November 7.

Rigdon, Edward E. (2000), "Current Issues in Measurement." Panel session, AMA International Educators Conference, Buenos Aires, Argentina, June 31.

Rigdon, Edward E. (1999), "What IS an E-Commerce Course?" Panel discussion at the Society for Marketing Advances, Atlanta, GA, October 28.

Rigdon, Edward E. (1998), "The ELVIS Project." Presented to a session jointly sponsored by the Teaching and Technology Special Interest Groups, AMA Summer Educators Conference, Boston, MA, August 18.

Rigdon, Edward E. (1996), "Data Mining: A Reintroduction." Presented to the Marketing Research Special Interest Group meeting, AMA Summer Educators Conference, San Diego, CA, February 3.

Schumacker, Randall E. and Edward E. Rigdon (1995), "Testing Interactions in Structural Equation Models," paper presented at the American Educational Research Association annual meeting, San Francisco, CA, April 22.

Rigdon, Edward E. (1994), "A Necessary and Sufficient Identification Condition for Structural Models Estimated in Practice," paper presented at the American Management Association Research Methods Division "RMD Conference on Causal Modeling," March 4.

Rigdon, Edward E. (1992), "Modeling Latent Variable Interactions with LISREL 8," presented at Marketing Ideas Consortium meeting, October 24.

### Supervision of Doctoral Dissertations

(Except when otherwise noted, affiliation is Department of Marketing, Georgia State University)

Allen, David Gray, "When are High Performers More or Less Likely to Turnover? A Mediated Test of the Performance-Turnover Relationship Highlighting the Moderating Roles of Visibility and Reward Contingency," Department of Management, Georgia State University, member.

Baker, Andrew, "How Does Buzz Build Brands? Investigating the Link Between Word of Mouth and Brand Performance," member.

Bettis-Outland, Harriette, "Critical Roles of Information Overload, Information Quality and Perceived Information Distortion on Organizational Effectiveness: A Customer Relationship Management Perspective," member.

Borders, Aberdeen Leila, "The Impact of Customer-Initiated Influence Tactics in Global Account Relationships," member.

Butterfield, Scott Lewis, "Deterrence Theory and Tax Compliance: The Impact of a Reduction in IRS Enforcement Activities," School of Accountancy, Georgia State University, member.

Clements, John. Sherwood, III, "Agricultural Commodity Futures and Farmland Investment: A Regional Analysis," Department of Real Estate, Georgia State University, member.

Cohen, Elizabeth Leigh, "Exploring Subtext Processing in Narrative Persuasion: The Role of Eudaimonic Entertainment Use Motivation and a Supplemental Conclusion Scene," Department of Communication, Georgia State University, member.

Dabholkar, Pratibha, "Decision-Making in Consumer Trial of Technology-Based Self-Service Options: An Attitude-Based Choice Model," member.

Ding, Yi, "Quality in IS Research: Theory and Validation of Constructs for Service, Information and System," Department of Computer Information Systems, Georgia State University, member.



Eagle, Bruce W., "A Construct Validity Study of Bidirectional Measures of Work-Family Conflict," Department of Management, Georgia State University, member.

Ferguson, Jodie Lynne, "Fair or Foul? Determining the Rules of the Fair pricing Game," member.

Fries, Jennifer Leigh, "Understanding the Barriers to the Assimilation of Interorganizational Technologies in Channel Relationships," member.

Gaertner, Stefan, "Towards an Integrated Theory of Determinants and Processes Underlying Employee Turnover: Review, Critique, Integration and Longitudinal Empirical Investigation of Two Streams of Research," Department of Management, Georgia State University, member.

Han, Jang-Hui, "Alternative Specifications of Multidimensional Constructs in Structural Equation Modeling," Department of Management and Marketing, University of Alabama, member.

Hsieh, JJ Po-An, "Leverage Points for Addressing Digital Inequality: An Extended Theory of Planned Behavior Perspective," Department of Computer Information Systems, Georgia State University, member.

Johnson, Rose Lynn, "The Impact of Cognitive Speed and Television Environment on Ad Effectiveness," member.

Kim, Sung S., "Toward a Theory of User Value of Information Systems: Incorporating Motivation and habit into a Conceptual Framework," Information Technology Management, Georgia Institute of Technology, member.

Kiss, Andreea Noemi, "Opportunistic Adaptation and New venture Growth: Exploring the Link Between Cognition, Action and Growth," Department of Managerial Sciences, Georgia State University, member.

Kunze, Mark George, "An Examination of the Linkages Between Personality, Leader-Member Exchange, and Experienced Violation of the Psychological Contract," Department of Managerial Sciences, Georgia State University, member.

Lee, Hyung Koo, Department of Computer Information Systems, Georgia State University (in progress), member.

Lollar, James G., "The Effects of Adaptive Ability, Motivation to Adapt, and Adaptive Selling Behavior on Salesperson Performance: An Empirical Investigation," Department of Management and Marketing, University of Alabama, member.

Mathwick, Charla Allen, "A Model of Contextual Antecedents and Exchange Outcomes of Customer Value: An Empirical Investigation into the Catalog and Internet Shopping Context," Department of Marketing, Georgia Institute of Technology, member.

McFarland, Richard G., "Seller Influence Tactics (SITs) in the Buyer-Seller Dyad: Developing the Construct, its Antecedents, and Consequences," Department of Marketing, Georgia Institute of Technology, member.

Nickell, David Kenneth, II, "The drivers of a Successful Corporate Sponsorship and the Quantified Financial Impact: Applying the Attitudinal Triad of Cognition, Affect and Conation and Customer Lifetime Value to Corporate Sponsorships," member.

Priestley, Jennifer Lewis, "Inter-organizational Knowledge Transfer Difficulty: The Influence of Organizational Network Type, Absorptive Capacity, Causal Ambiguity and Outcome Ambiguity," Decision Sciences Institute, Georgia State University, member.

Romanow, Darryl S., "The Impact of IT-Enabled and Team Relational Coordination on Patient Satisfaction," Department of Computer Information Systems, Georgia State University, member.

Ross, Lawrence Edward, "The Impact of Role Stress on the Sales Performance of Professional Service Providers," member.

Rutherford, Brian Nicholas, "The Differing Effects of Satisfaction, Trust and Commitment on Buyer's Behavioral Loyalty: A Study into the Buyer-Salesperson and Buyer-Selling Firm Relationship in a Business-to-Business Context," member.

Sangtani, Vinita, "Dependence and Scarcity: A Contingency Perspective of Structural and Environmental Constraints on Marketing Channel Effectiveness," member.

Sharma, Aditya, "Strategic, Institutional and Radicalness Factors in the Evaluation, Adoption and Early Integration of RFID: An Empirical Investigation of Current and Future Adopters," Department of Information Systems, Emory University, member.

Smith, Kelly Lynn, "Elderly Consumers' Responses to Age-Based Incentives: An Application of Labeling Theory," member.

Wallace, Linda Genelle, "The development of an Instrument to Measure Software Project Risk," Department of Computer Information Systems, Georgia State University, member.

Whiting, Anita Hodge, "Impact of Customer Crowding on Frontline Service Employees: Theoretical and Empirical Implications," member.

Zhang, Li, "Performance in the Exporter-Foreign Distributor Marketing Channel," member.