

# PAM SCHOLDER ELLEN

## OFFICE ADDRESS:

Department of Marketing  
Robinson College of Business  
Georgia State University  
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40 Inverness Way  
Newnan, GA 30265  
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## EDUCATION:

Ph.D., Business Administration, University of South Carolina, 1987  
Major: Marketing  
Minor: Consumer Psychology

Masters of Science Coursework, Auburn University, 1984  
Marketing/Industrial and Organizational Psychology

B.A., Journalism/Mass Communication, Auburn University, 1975

## ACADEMIC POSITIONS:

Associated Faculty, Nonprofit Studies, Andrew Young School of Policy Studies,  
2006 to present

Associate Professor, Georgia State University, September 1993 to present; granted  
Graduate Faculty status (1998)

Assistant Professor, Georgia State University, June 1987 to August 1993

Graduate Research/Teaching Assistant, University of South Carolina, August 1984  
to June 1987.

Instructor of Marketing, Auburn University-Montgomery, September 1983 to  
August 1984.

## RELEVANT BUSINESS EXPERIENCE:

Principal, Ellen Communications, Inc., a marketing communications firm  
specializing in sponsorship support, advertising merchandising, marketing research  
and media relations. Client emphasis on hospitality industry and sports/special  
events marketing.

Research Manager (Faculty Internship), BellSouth Advertising and Publishing Company, Summer 1992.

Research clients include:

- Trademark/trade dress issues/advertising deception: Bryan Cave LLP, Debevoise & Plimpton, LLP, Fenwick & West LLP, Jones & Askew, Jones Day, Kilpatrick Stockton, King & Spalding, McKenna Long & Aldridge, Robins, Kaplan, Miller & Ciresi, Sheppard Mullin Richter & Hampton LLP, Smith, Gambrell & Russell, Wargo French.
- Customer and Market Research: AllConnect, Batson-Cook Construction, Benchmark Consulting, Chick-fil-A, Impact Consulting/Janco Research, Communicorp, Inc., John H. Harland Company, Moody Dunbar, Inc., Richardson/Knapp & Associates, Summit Marketing, the Technical Association for the Pulp and Paper Industry (TAPPI), Van Winkle Construction.
- Government, Education and Nonprofit Research: Georgia Department of Transportation, Georgia Governor's Office of Consumer Affairs, Metro Atlanta Arts & Cultural Coalition (MAACC), Metro Atlanta YMCA, Piedmont College

#### **OTHER EXPERIENCE:**

Producer/Director, Auburn Television (1975-1983). Wrote and produced television series, documentaries and special programs for the Alabama Public Television and Alabama Cooperative Extension Service.

Radio/TV Assistant, University Relations, Auburn University (1973-1975).

#### **TEACHING EXPERIENCE:**

Undergraduate:      Advertising  
                              Consumer Behavior  
                              Marketing Communications  
                              Marketing Research  
                              Principles of Marketing

Masters: (includes Flexible MBA, Flexible Masters of Science, FastTrack Masters of Science, Professional MBA)  
                                  Advanced Marketing Research

Buyer Behavior  
Competing on Analytics  
Marketing Research  
Marketing Intelligence

Ph.D.: Seminar in Buyer Behavior  
Experimental Design

Executive M.B.A. Corporate Responsibility

Executive Doctorate in Business:  
Laboratory for Business Driven Research  
Quantitative Methods I

### **INTERNATIONAL:**

Instructor, Aston Business School, United Kingdom (2010)

Visiting professor, École Supérieure de Commerce de Toulouse, France (2001-2003).

Instructor, Seminar of International Marketing, IAE Graduate School of Business at Sorbonne University. GSU Institute for International Business (2003-2008).

Instructor, Korea University Business School: Study Abroad Program in Atlanta, GSU Center for Global Business Leadership (2005, 2006).

### **TEACHING-RELATED AWARDS/GRANTS/RECOGNITION:**

Instructional Innovation Grant (IIG), Robinson College of Business, "Making it Easier For Faculty to Raise the Quality of Writing Across the Business Curriculum," (2010): <http://www.robinson.gsu.edu/~writing>

GSU Student Technology Fee Grant (\$36,924), Student Communications and Research Lab (2004)

Instructional Innovation Grant (IIG), Robinson College of Business, "Improving Business Students' Ability to Communicate Quantitative Information: A Tutorial Approach to Build Clarity and Objectivity into Reporting (2004)

University Instructional Improvement Grant for Redesigning and Standardizing Undergraduate Marketing Research (1999)

GSU College of Business Administration Instructional Innovation Award for the Creation of a Database Analysis Series for Marketing Research Classes (1994)

GSU College of Business Administration Instructional Innovation Award for Development of Experiential Exercises for Marketing Research Classes (1990)

Instructor, Southeast Master-Teacher Program, Incorporating Micro-Computers into the Marketing Curriculum (1989).

#### **RESEARCH INTERESTS:**

Perceptual biases – specifically, how consumer policies, persuasive messages, marketing claims and labels bias consumers' beliefs, attitudes and behavior particularly in areas related to public policy and social issues.

#### **BOOKS AND BOOK CHAPTERS**

Ellen, Pam Scholder and M. Paula Fitzgerald (2014). Quasi-experimentation. In *Wiley Encyclopedia of Management*. 3rd Edition. (Forthcoming.) Chichester, UK. Wiley.

Ellen, Pam Scholder and M. Paula Fitzgerald (2014). Factorial Experimental Design. In *Wiley Encyclopedia of Management*. 3rd Edition. (Forthcoming.) Chichester, UK. Wiley.

Fitzgerald, M. Paula and Pam Scholder Ellen (2014). Experimentation. In *Wiley Encyclopedia of Management*. 3rd Edition. (Forthcoming.) Chichester, UK. Wiley.

*Enhancing Knowledge Development in Marketing*, Volume 15 (co-edited with Kenneth L. Bernhardt and James Boles), American Marketing Association, 2004.

*Proceedings of the 1995 Marketing and Public Policy Conference* (co-edited with Patrick L. Kaufmann), American Marketing Association, 1995.

Book review of *The Psychology of Consumer Behavior* by Brian Mullen and Craig Johnson, *Journal of the Academy of Marketing Science*, Summer 1991, 270-71.

## PUBLICATIONS: NON-REFEREED

Ellen, Pam Scholder, David L. Sjoquist, and Rayna Stoycheva (2012), "Measuring Preferences for and Responses to Alternative Revenue Sources for Transportation," Fiscal Research Center Report No. 244, Andrew Young School of Policy Studies, June.

[http://aysps.gsu.edu/sites/default/files/documents/Rpt\\_244FIN%281%29.pdf](http://aysps.gsu.edu/sites/default/files/documents/Rpt_244FIN%281%29.pdf).

Sjoquist, David L., Pam Scholder Ellen, Susan Laury, Lorenzo Almada, and Rayna Stoycheva (2011), "Implications of Alternative Revenue Sources for Transportation Planning," Georgia Department of Transportation Office of Materials and Research Development project

<http://www.dot.state.ga.us/doingbusiness/research/projects/Documents/10-15.pdf>

## PUBLICATIONS: REFEREED SCHOLARLY

Taylor, Jennifer Fries, Jodie L. Ferguson, and Pam Scholder Ellen (2015), "From Trait to State: A Hierarchical Model to Understanding Information Privacy Concerns," *Journal of Consumer Marketing*, 32(2).

Weaver, Stephen T., Pam Scholder Ellen, and Lars Mathiassen (2014), "Contextualist Inquiry into Organizational Citizenship: Promoting Recycling Across Heterogeneous Organizational Actors," *Journal of Business Ethics*.

Ferguson, Jodie L., Pam Scholder Ellen, and William O. Bearden (2014), "Procedural and Distributive Fairness: Determinants of Overall Price Fairness," *Journal of Business Ethics*, 121 (2), 217-231. Online at <http://dx.doi.org/10.1007/s10551-013-1694-2>

Ferguson, Jodie L. and Pam Scholder Ellen (2013), "Transparency in Pricing and Its Effects on Perceived Price Fairness," *Journal of Product & Brand Management*, 22 (5/6), 404-412.

Poddar, Amit, Jeff Foreman, Syagnik Banerjee, and Pam Scholder Ellen (2012), "Exploring the Robin Hood Effect: Moral Profiteering Motives for Purchasing Counterfeit Products" *Journal of Business Research*, 65 (10), 1500-1506.

Ellen, Pam Scholder, Joshua L. Wiener, and M. Paula Fitzgerald (2012), "Encouraging Individuals to Save for Their Future: Augmenting Current Efforts with

Positive Visions of the Future," *Journal of Public Policy & Marketing*, 31 (Spring), 58-72.

Ferguson, Jodie L., Pam Scholder Ellen and Maria Gabriela Piscopo (2011), "Judging Fairness of Price Increases Following a Disaster," *Journal of Business Ethics*, 98(2), 331-349.

Clark, W. Randy, Pam Scholder Ellen, and James S. Boles (2010), "An Examination of Trust Dimensions Across High and Low Dependence Situations." *Journal of Business-to-Business Marketing*, 17 (3), 215-248.

Poddar, Amit, Jill R. Mosteller, and Pam Scholder Ellen (2009) "Consumers' Rules of Engagement in Online Information Exchanges," *Journal of Consumer Affairs*, 43(3), 419-448.

Kees, Jeremy, Paula F. Bone, John Kozup and Pam Scholder Ellen (2008), "Barely or Fairly Balancing the Black Box? Direct-to-Consumer Prescription Drug Internet Promotion," *Psychology and Marketing*, 25 (7), 675-691.

Bone, Paula F. and Pam Scholder Ellen (2008), "Stained by the Label? Stigma and the Case of Genetically-Modified Foods," *Journal of Public Policy & Marketing*, 27 (Spring), 69-82.

Ellen, Pam Scholder, Deborah J. Webb, and Lois A. Mohr (2006), "Building Corporation Associations: Consumer Attributions for Corporate Socially Responsible Programs," *Journal of the Academy of Marketing Science*, 34 (2), 147-157.

Ellen, Pam Scholder and Bruce K. Pilling (2002.), "Using Employer Input to Assess Graduate Marketing Education Effectiveness: A Working Example of Curriculum Development," *Marketing Education Review*, 12 (1), 31-40.

Bearden, William O., Pam Scholder Ellen and Richard G. Netemeyer (2000), "Challenges and Prospects Facing Doctoral Education in Marketing," *Marketing Education Review*, 10 (1), 1-14.

Ellen, Pam Scholder, Lois A. Mohr, and Deborah J. Webb (2000), "Charitable Programs and the Retailer: Do They Mix?" *Journal of Retailing*, 76 (3), 393-406.

Bone, Paula F. and Pam Scholder Ellen (1999), "Scents in the Marketplace:

Explaining a Fraction of Olfaction," *Journal of Retailing*, 75 (2), 243-262.

Mohr, Lois A., Dogan Eroglu, and Pam Scholder Ellen (1998), "The Development and Testing of a Measure of Skepticism Toward Environmental Claims in Marketers' Communications," *Journal of Consumer Affairs*, 32(1), 30-55.

Ellen, Pam Scholder and Paula Fitzgerald Bone (1998). "Does It Matter If It Smells? Olfactory Stimuli as Advertising Executional Cues," *Journal of Advertising*, 27 (4), 29-39.

Ellen, Pam Scholder, Paula Fitzgerald Bone and Elnora W. Stuart (1998). "How Well Do Young People Follow the Label? An Investigation of Four Classes of Over-the-Counter Drugs." *Journal of Public Policy & Marketing*, 17(1), 70-85

Barczak, Gloria J., Pam Scholder Ellen and Bruce K. Pilling (1997), "Developing Typologies of Consumer Motives for Use of Technologically Based Banking Services," *Journal of Business Research*, 38(2), 131-140.

Ellen, Pam Scholder, (1994) "Do We Know What We Need to Know? Objective and Subjective Knowledge Effects on Pro-Ecological Behaviors," *Journal of Business Research*, 30(1), May, 43-52.

Madden, Thomas J., Pam Scholder Ellen and Icek Azjen (1992), "A Comparison of the Theory of Planned Behavior to the Theory of Reasoned Action," *Personality and Social Psychology Bulletin*, 18 (1), 3-9.

Bone, Paula Fitzgerald and Pam Scholder Ellen (1992), "The Generation and Consequences of Communication-Evoked Imagery Processing," *Journal of Consumer Research*, 19 (2), 93-104.

Pilling, Bruce K., Lawrence A. Crosby and Pam Scholder Ellen (1991),"Using Benefit Segmentation to Influence Environmental Legislation: A Bottle Bill Application," *Journal of Public Policy & Marketing*, 10(2), 28-46.

Ellen, Pam Scholder, Joshua L. Wiener and Cathy Cobb-Walgren (1991), "The Effects of Perceived Consumer Effectiveness in Predicting Pro-Ecological Behaviors," *Journal of Public Policy & Marketing*, 10(2), 102-117.

Ellen, Pam Scholder, William O. Bearden and Subhash Sharma (1991), "Resistance to Technological Innovations: An Empirical Examination of the Role of Self-Efficacy and Performance Satisfaction," *Journal of Academy of Marketing Science*, 19(4), 297-

308.

Ellen, Pam Scholder and Thomas J. Madden (1990), "The Impact of Response Format on Relations among Intentions, Attitudes, and Social Norms," *Marketing Letters*, 1(2), 161-170.

Fitzgerald, M. Paula, Pam Scholder Ellen, Richard Easley and Sam McNeely (1986), "A Comment on 'Relationship between Source Expertise and Source Similarity'," *Journal of Advertising*, 1 (15), 47-48.

#### **PUBLICATIONS: REFEREED CONFERENCE PROCEEDINGS:**

Witemeyer, Hazen and Pam Scholder Ellen (2013), "Validating a Practice-Informed Definition of Employee Engagement," *Engaged Management Scholarship Conference*, September. Online at

[http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2327895](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2327895)

Ichatha, Stephen and Pam Scholder Ellen (2013), "Role of Empowerment in Crowdsourced Customer Service," *Engaged Management Scholarship Conference*, September. Online at [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2327666](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2327666)

Heller, Robert and Pam Scholder Ellen (2013), "Managing Merger Risk During the Post-Selection Phase," *Engaged Management Scholarship Conference*, September. Online at [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2327863](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2327863)

Ichatha, Stephen, Angela Jones, Hazen Witemeyer and Pam Scholder Ellen (2012) "Downsizing Agency: Role and Psychological Contract Type Effects on Stress and Commitment," *Academy of Management Conference*, August.

Ferguson, Jodie L., Jennifer L. Fries, and Pam Scholder Ellen (2012), "Consumer Attitudes toward Sharing Personal Health and Shopping Information: A Hierarchical Model to Understanding Privacy Concerns," *Winter Marketing Educator's Conference Proceedings*, 23, eds. John Stuart Hulland and Sundar Bharadwaj, Chicago, IL: American Marketing Association, 140-141.

Fries, Jennifer L., Jodie L. Ferguson, and Pam Scholder Ellen (2012), "From Trait to State: A Hierarchical Model to Understanding Information Privacy Concerns," *Society for Marketing Advances Conference Proceedings*, ed. Christopher D. Hopkins, Orlando, FL: Society for Marketing Advances, 85.

Ford, Caroline. M., Robert W. Heller, Michael S. Jordan, and Pam Scholder Ellen



(2011), "Pascal's Wager: The Promised or Delivered Benefits of Brand-Sponsored Virtual Brand Communities," American Marketing Association Summer Educators' Conference, August, 333-334.

Weaver, S. Todd, Pam Scholder Ellen, and Lars Mathiassen (2011), "Contextualist Inquiry into Sustainability Networks: Facilitating Recycling Across Heterogeneous Organizational Actors," 2011 Marketing & Public Policy Conference.

Poddar, Amit, Jeff Foreman, and Pam Scholder Ellen (2010), "Exploring the Robin Hood Effect: Moral Profiteering Motives for Purchasing Counterfeit Products" 2010 Global Marketing Conference, Tokyo, Japan, (September), *Honorable Mention for Best Paper in Track*.

Weaver, Stephen L. and Pam Scholder Ellen (2010), "De-commodification and Value," 2010 Marketing & Public Policy Conference, 114-115.

Ferguson, Jodie L., Jennifer L. Fries, and Pam Scholder Ellen (2010), "Consumer Privacy and Electronic Healthcare Records," *Marketing and Public Policy Conference Proceedings*, 20, eds. Kenneth C. Manning, Kathleen J. Kelly, and David E. Sprott, Chicago, IL: American Marketing Association, 161-162.

Friend, Scott B., Danny N. Bellenger, James Boles, and Pam Scholder Ellen, (2009), "The Impact of Relative Power and Information on Trust Development within the Buyer-Seller," *Proceedings of the American Marketing Association Winter Educators Conference*, Kristy Reynolds and Chris White, (eds.), 474-475.

Ellen, Pam Scholder and Paula F. Bone (2008). "The Dimensions and Implications of Product Stigma," American Marketing Association Winter Educators' Conference, Tom Brown and Zeynep Gurhan-Canli, (eds.), 19.

Ellen, Pam Scholder, Joshua L. Wiener, and Paula F. Bone (2007), "Increasing the U.S. Retirement Savings Rate: The Influence of Individual Traits, Self Theory, and Perceptual Biases," American Marketing Association Winter Educators Conference Proceedings, Andrea Dixon and Karen Machleit (eds.), 18, 66-67.

Ellen, Pam Scholder, Paula F. Bone, and Joshua L. Wiener (2006), "What Retirement Planning and Obesity Have in Common: Choosing Long-Term Gains for Short-Term Pleasures," Accepted for Work in Progress Session for 2006 Marketing & Public Policy Conference.

Poddar, Amit, Jill Mosteller and Pam Scholder Ellen (2006) Rules of Engagement for

Providing Information on the Internet: An Exploratory Study of Consumer E-Ethics, Accepted for Work in Progress Session for 2006 Marketing & Public Policy Conference.

Mosteller, Jill and Meng Zhu (2006), Fear and Hope: An Examination of Appraisal Tendency within a Dietary Supplement Context, Accepted for Work in Progress Session for 2006 Marketing & Public Policy Conference.

Poddar, Amit, Jeff Foreman, and Pam Scholder Ellen (2006), "Understanding Counterfeit Buying Behavior: Role of Price, Quality and Corporate Social Responsibility," Accepted for Work in Progress Session for 2006 Marketing & Public Policy Conference.

Ferguson, Jodie L. and Maria Gabriela Piscopo (2006), Judging Fairness of Price Increases Following a Disaster, Accepted Special Session for 2006 Marketing & Public Policy Conference.

Ellen, Pam Scholder and Jennifer F. Smith, (2006), Corporate Response to Disaster Relief, Accepted Special Session for 2006 Marketing & Public Policy Conference.

Ferguson, Jodie P. and Pam Scholder Ellen (2005), "The Devil You Know: Effects of Suspicion of an Information Source's Identity," Association for Consumer Research, October.

Ellen, Pam Scholder Ellen, Deborah J., Pam Scholder Ellen, and Lois A. Mohr (2005), Building Corporate Associations: Consumer Attributions for Corporate Socially Responsible Programs," Academy of Marketing Science Conference.

Zablah, Alex and Pam Scholder Ellen (2004), "Out-of-Context Nutrient Claims: A Biasing Source of Influence? 2004 Marketing & Public Policy Conference, June.

Ellen, Pam Scholder, Paula Fitzgerald Bone, and Joshua L. Wiener, "Long-Term Gains vs. Short-Term Pleasures," 2003 Marketing & Public Policy Conference, May.

Ellen, Pam Scholder, Lois A. Mohr, Deborah J. Webb, and Anita Hodges Whiting (2003), "Differences Between Expert and Novice Decision-Makers' Use of Environmental Claims: A Process Tracing Approach," Proceedings of the Marketing & Public Policy Conference, Craig Andrews, Scot Burton and Michael Mazis (eds.) Chicago: IL: American Marketing Association, 127.

Ellen, Pam Scholder, Lois A. Mohr, and Deborah J. Webb (2002), "Pure or Mixed

Motives: Consumer Attributions for Corporate Prosocial Marketing Programs," Association for Consumer Research, October.

W. Randy Clark and Pam Scholder Ellen (2001), "Locally Owned and Operated: Using Cause-Related Marketing to Create a Competitive Edge" Winter American Marketing Association Educators' Conference.

Ellen, Pam Scholder, Lois A. Mohr and Deborah J. Webb (2000), "Can Retailers Benefit from Cause Marketing? Consumer Response to Different Promotional Offers," Marketing and Public Policy Conference, May.

Ellen, Pam Scholder, Lois A. Mohr and Deborah J. Webb (1997), "Consumers' Inferences about Motives in Good Samaritan Promotions," Marketing and Public Policy Conference, May.

Ellen, Pam Scholder, Paula Fitzgerald Bone and Elnora W. Stuart (1997), "OTC Medicines as a Facilitator or Coping Mechanism: Use, Abuse and Misuse by Young Adults," Marketing and Public Policy Conference, May.

Ellen, Pam Scholder, Dogan Eroglu, and Deborah J. Webb (1996), "Choices in a Changing Environment: Consumers' Responses to "Green" Claims," Marketing & Society SIG Mini-Conference on "Environmental Marketing," AMA Summer Educators' Conference.

Ellen, Pam Scholder, Lois A. Mohr, and Deborah J. Webb (1995), "Consumer Reactions to Corporate Social Responsibility: Do Attributions Make a Difference?" Association for Consumer Research, October.

Ellen, Pam Scholder, Lois A. Mohr and Deborah J. Webb (1994), "Is the Societal Marketing Concept Real or Just a Gimmick? Customer Attributions about Business Intentions in Performing Socially Responsible Actions," American Marketing Association Winter Educators' Conference, February.

Bone, Paula Fitzgerald, Elnora W. Stuart and Pam Scholder Ellen (1994), "Examining Problem Behaviors Among Adolescents: What Researchers Should Know about Parental Consent," Debra J. Ringold (ed.), *Proceedings of the Marketing and Public Policy Conference*, 4, University of Maryland, 140-146.

Eroglu, Sevgin A. and Pam Scholder Ellen (1993), "What a Difference a Cue Makes: A Qualitative Assessment of Customer-Identified Physical Cues," The Cutting Edge III, *Proceedings of the 1993 Symposium on Patronage Behavior and Retail Strategy*,

171-179.

Ellen, Pam Scholder, Paula Fitzgerald Bone and Elnora W. Stuart (1993), "The Darker Side of Consumption: Misuse and Abuse of Over-the-Counter Products by Adolescents," Marketing and Public Policy Conference, East Lansing, MI, June.

Ellen, Pam Scholder, Dogan Eroglu, and Deborah J. Webb (1993), "Consumer Judgments in a Changing Information Environment: How Consumers Respond to 'Green Marketing' Claims," American Marketing Association Summer Educators' Meeting, August.

Ellen, Pam Scholder and Paula Fitzgerald Bone (1993), "Olfactory Stimuli as Advertising Executional Cues," Association for Consumer Research Conference, October.

Ellen, Pam Scholder (1992), "The Role of Objective and Subjective Knowledge in Performance of Pro-Ecological Behaviors," Marketing and Public Policy Conference, Washington, DC, May.

Bone, Paula Fitzgerald and Pam Scholder Ellen (1992), "Olfaction and the Retailing Environment," Association for Consumer Research, Vancouver, BC, Canada, October.

Bone, Paula Fitzgerald and Pam Scholder Ellen (1991), "Valenced Imagery, Mood and Attitude," in *American Marketing Association Educators' Proceedings*, Mary C. Gilly et al. (eds.), Chicago, IL: American Marketing Association, 2, 741-742 (Only abstract published).

Ellen, Pam Scholder and Paula Fitzgerald Bone (1991), "Measuring Communication-Evoked Imagery Processing," in *Advances in Consumer Research*, vol. 18. ed. Rebecca H. Holman and Michael R. Solomon, Provo, UT: Association for Consumer Research, 806-812.

Eroglu, Sevgin A., Pam Scholder Ellen, and Karen Machleit (1991), "Environmental Cues in Retailing: Suggestions for a Research Agenda," *The Cutting Edge II, Proceedings of the 1991 Symposium on Patronage Behavior and Retail Strategy*, William R. Darden, Robert F. Lusch and J. Barry Mason (eds.), Louisiana State University, 51-60.

Bone, Paula Fitzgerald and Pam Scholder Ellen (1990), "The Effect of Imagery Processing and Imagery Content on Behavioral Intentions," in *Advances in*

*Consumer Research*, Marvin E. Goldberg, Gerald Gorn and Richard W. Pollay (eds.), Provo, UT: Association for Consumer Research, 17, 449-454

Ellen, Pam Scholder and Gloria J. Barczak (1990), "A Benefit - Risk Segmentation Approach to Understanding Bank Customer Response to Technological Innovations," National Decision Sciences Institute Conference, San Diego, CA, November.

Ellen, Pam Scholder (1990), "An Empirical Investigation of Factors Affecting Consumer Resistance to Technological Change," in *American Marketing Association Educators' Proceedings*, A. Parasuraman et al. (eds.), Chicago, IL: American Marketing Association, 1, 74.

Madden, Thomas J. and Pam Scholder Ellen (1989), "A Comparison of the Theory of Planned Behavior to the Theory of Reasoned Action," in *American Marketing Association Educators' Conference*, Paul Bloom et al. (eds.), Chicago, IL: American Marketing Association, Series No. 55, 250.

Stanton, Wilbur W. and Pam Scholder Ellen (1983), "Alienation and the Adolescent's Response to Advertising," in *Marketing: Theories and Concepts for an Era of Change, Proceedings of the Southern Marketing Association*, John Summey et al. (eds.), Carbondale, IL: Southern Marketing Association, 278-281.

Ellen, Pam Scholder (1983), "The Effects of Executional Factors on Immediate and Long Term Recall: A Factorial Design," in *Southeastern American Institute of Decision Sciences 1983-Williamsburg Proceedings*, Robert D. Goddard III (ed.), Shelby, NC: Shelby Printing Co., 34-36.

Ellen, Pam Scholder (1982), "Cognitive Complexity and Children's Response to Advertising," in *A Spectrum of Contemporary Marketing Ideas, Proceedings of the Southern Marketing Association*, John H. Summey, Blaise J. Bergiel, and Carol H. Anderson (eds.), Carbondale, IL: Southern Marketing Association, 333-336.

## **EXTERNALLY-FUNDED RESEARCH PROJECTS**

Co-recipient of Georgia Department of Transportation Grant (\$121,261) for Implications of Alternate Revenue Sources for Transportation Planning

Co-recipient of Carson Professorship Grant from Oklahoma State University (\$10,000) for Choosing Long Term Gains over Short Term Pleasures: Improving

Retirement Investment

Recipient of Metro Atlanta YMCA grant (\$5000) for Member Retention Research

Recipient of Metro Atlanta Arts & Cultural Coalition (MAACC) grant (\$16,000) for Barriers to Greater Arts Participation Research

Recipient of the Governor's Office of Consumer Affairs grant (\$11,777.61) for Quality Control of Consumer Services

Co-recipient of West Virginia University Senate Research Grant (\$3,000) for support of research on use of imagery in advertising design.

Co-recipient of West Virginia University Travel Bureau grant (\$7,300) for support of research on olfaction in advertising.

Co-recipient of American Marketing Association research grant (\$1800) for support of research on environmental cue effects in retailing.

Recipient of Georgia State University Marketing Roundtable Research Grant (\$2700) for support of research on 'green marketing' claims.

Recipient of Coca-Cola Co. grant (\$2400) for support of research on 'green marketing' claims.

Co-recipient of \$1,000 worth of AutoCAD software and media materials from Miller-Zell Design Inc., Atlanta, GA for "Store Environment as a Source of Consumer Affect, Approach and Avoidance: An Exploratory Study."

## **INTERNALLY-FUNDED RESEARCH PROJECTS**

Recipient of 23 GSU College of Business Administration competitive research course release awards 1987-present.

## **SUPERVISION OF DOCTORAL DISSERTATIONS:**

### **CHAIR**

- David Tatum (in progress), "For Safety's Sake: Understanding Consumer Acceptance and Risk Perceptions in Food Irradiation"
- Kristine Sickels (in progress), "Understanding the Interpretation of a Domestic B2B Brand through Emerging Market Values: A Comparison of Choosers Values between US, Brazil and China"

- Angela Jones (In progress), "Traversing the Zone of Ambiguity: How Adaptive Leaders Inscribe Strategic Organizational Learning"
- Mike Seyle (2015), "How Experts Judge Creativity: A Naturalistic Decision Making Study of the Assessment of Creative Output in the Wild. Proposal Preparation"
- Richard Read (2015), "Building Contextual Ambidexterity: Managerial Interventions Based on Agency Theory"
- Robert Heller (2013), "Managing Merger Risk During the Post-Selection Phase"
- Stephen Ichatha (2013), "Effects of Structural Empowerment on Psychological Empowerment and Work-Related Outcomes"
- Hazen Witemeyer (2013), "Measuring Employee Engagement: a Valid Instrument for Theory and Practice"
- Michael Jordan (2012), "The Effect of Organizational Knowledge Creation on Firm Performance: An Operational Capabilities Mediated Model"
- Caroline Ford (2012), "Smartphone Apps on the Mobile Web: An Exploratory Case Study of Emerging Business Models and their Distribution Arrangements"
- Stephen L. Weaver (2011), ""Connected Consumers: Cognizance of Provision Networks in Mundane Consumption"
- Jodie P. Ferguson (2008), "Fair or Foul? Determining the Rules of the Fair Pricing Game," recipient of 2007 Fordham University Doctoral Dissertation Competition in Pricing
- W. Randy Clark (2001), "A Comparison of Trust across Relational Form as Established by Dependence Level"
- Deborah J. Webb (1999), "Consumer Attributions Regarding Cause-Related Marketing Offers and Their Impact on Evaluations of the Firm and Purchase Intent: An Experimental Examination."
- Oh Park Kwon (1997), "The Influence of Consumer Knowledge and Skepticism on the Effectiveness of Numerical and Verbal Claims."

### **MEMBER**

- Connie O'Brien (in progress), "Behavioral Characteristics of White-Collar Crime and the Pre-Employment Hiring Process"
- Michael Lorence (2014), "How To Hire Super Talent: An Empirical Approach Of

Interview Validity That Shatters The Average Performance Of The Structured Interview As A Selection Instrument"

- David Sinyard (2013), "The Investment Process Used by Private Equity Firms: Does the Affect Heuristic Impact Decisions Regarding Family Businesses?"
- Cathy Neher (2012), "Service Innovation in a Voluntary Organization"
- Joseph Krupka (2012), "The Fair Trade Coffee Business Model's Effect on the Small Scale Producers Through the Lens of the Triple Bottom Line"
- Jennifer Fries (2011), "RFID Technologies in Channel Settings: Barriers to Assimilation and the Role of Governance"
- Yujie "Jack" Wei (2007), "Time Perceptions, Consumer Goals, Product Preference and Choice: A Socio-emotional Selectivity Theory Perspective"
- Eun-hun Lee (1995), "Life Events and Consumer Behavior: An Event History Analysis."
- Anil Mathur (1991), "The Role of Care Providers in the Consumer Socialization of the Elderly."
- Kelly Smith (1991), "Elderly Consumers' Responses to Senior Citizen Incentives: An Application to Labeling Theory."

### **EXAMINER**

- Munshik Suh (1994), "An Examination of the Client-Professional Service Provider Relationship Maintenance from the Clients' Perspective."
- Rose Johnson (1992), "The Impact of Cognitive Speed and Television Environment on Ad Effectiveness."
- James Kellaris (1990), "Music's Influence on Message Reception and Processing in Advertising: The Moderating Role of Music-Message Integration."

### **SERVICE ACTIVITIES INTERNAL TO THE UNIVERSITY:**

#### **ACADEMIC UNIT**

- Member of Doctoral Committee (2004-2011)



- Director, Masters of Science Program (1995 to 2006); Member of Masters in Science Program Committee (1993-2006, 2011 to present). Includes development of assessment plan for AACSB accreditation
- Member of Search Committee for Susan and Rick Lenny Endowed Chair in Marketing (2007)
- Member of Faculty Recruiting Committee (1991-1994; 1998, 2007, 2008)
- Member of Screening Committee for Marketing Award for Excellence (MAX) (1993, 1994)
- Member of Departmental Chair Search Committee (1992-1993, 2004-2005)
- Coordinator of Scholarship Sharing Series (1989 - 2008): Monthly seminar for the sharing of research work and ideas among departmental faculty and Ph.D. candidates.
- Reviewer for Marketing RoundTable Research Grant Program (1994-1995)

#### **COLLEGE AND UNIVERSITY LEVEL**

- Member, Robinson College Faculty Development Committee (2014-present)
- Member, University Faculty Recruitment Medium Evaluation Committee (2014)
- Research Participant, GSU 2<sup>nd</sup> Century Initiative *Portfolios of the Atlanta Poor* workshops and research project development (2013)
- Member, Undergraduate Recruitment RFP Evaluation Committee (2013)
- Member, University Brand Development (2012-2013)
- Member, Integrated Marketing Planning Committee (IMPACT), University Brand Identity Research (2010 - 2011)
- Member, University Branding Research and Branding Development, (2010)
- Developer, *Writing Effective Research and Technical Reports* web-based module for business students (2010).  
<http://hollywood.gsu.edu/mkt/wwwmkt/WritingReports/Application.html>
- Marketing Consultant, Child-Health Education Project for Families with Low Literacy Skills, Parent-Infant Resource Center of Georgia State University

- College Unit Coordinator, 1995-96 State Charitable Contributions Campaign
- Unit Coordinator, 1994-95 Faculty & Staff Giving Campaign
- Member, Robinson College of Business 90<sup>th</sup> Anniversary Committee

Conducted or supervised research projects for:

- Pullen Library on response to redesign
- GSU Student Recreation Center on customer satisfaction
- Rialto Theater on customer satisfaction
- GSU Career Services audit and survey of former clients
- GSU Alumni Association for alumni survey and segmentation study
- School of Art and Design for feasibility of proposed fine arts museum
- College of Business on weekend and alternative scheduling for MBA classes

## **SERVICE ACTIVITIES IN ACADEMIC AND PROFESSIONAL ORGANIZATIONS:**

### **NATIONAL ASSOCIATION OFFICES:**

#### American Marketing Association

- President, Academic Division (2007-2008)
- Academic Council At-Large Member (2004-2007)
- Executive Committee Member (2005-2009)
- AMA-Sheth Doctoral Consortium Selection Committee (2006-2008)
- Irwin McGraw Hill Marketing Educator Award Committee (2007-2008)

#### Marketing and Society Special Interest Group of the AMA

- Chair (1998-1999)
- Vice-Chair for Communications (2002 to 2005)
- Member of Executive Committee (1997-2000)
- At-Large Member (2001 to 2004)

### **CONFERENCE PLANNING/ADMINISTRATION**

- Track chair, 2015 Winter Educators' Conference, American Marketing Association.
- Track chair, 2013 Summer Educators' Conference, American Marketing Association.
- Track chair, 2011 Winter Educators' Conference, American Marketing Association

- Co-chair, 2004 Summer Educators' Conference, American Marketing Association
- Co-chair, Marketing & Society SIG Track, 2002 Summer Educators' Conference American Marketing Association
- Local Arrangements and Publicity Coordinator, Marketing and Society SIG Mini-Conference on "Internet Marketing" for 1999 AMA Summer Educators' Conference.
- Conference co-chair Marketing and Society SIG Mini-Conference on "Social Enterprise: Good Marketing Strategy? Good Public Policy?" for 1998 AMA Summer Educators' Conference.
- Conference co-chair Marketing & Society SIG Mini-Conference on "Environmental Marketing," 1996 AMA Summer Educators' Conference
- Local Arrangements Coordinator, 1995 Society of Consumer Psychology Conference on "The Role of Advertising in Social Marketing"
- Conference Co-chair for 1995 Marketing and Public Policy Conference
- Marketing and Public Policy Conference Planning Board (1994-present)

#### **DOCTORAL CONSORTIUM ORGANIZER/RESIDENT FACULTY**

- Consortium Faculty, Engaged Management Scholarship Conference Doctoral Consortium (2011, 2013, 2014)
- Consortium Faculty, AMA-Sheth Foundation Marketing Doctoral Consortium (2008, 2009, 2011)
- Organizer and Host of 2012 Fifth Biennial *Marketing and Public Policy Workshop and Doctoral Seminar*, Atlanta, GA, June 3-7.
  - Handled all workshop arrangements, including housing, transportation and hosting for 37 doctoral students and junior faculty, representing 28 universities from five countries, and 22 resident and presenting faculty.
- Organizing Faculty for the four-day biennial *Marketing and Public Policy Workshop and Doctoral Seminar*, providing research development for 133 students or junior scholars from 71 universities and eight countries as of 2012.
  - 2004 – Researching Risk: Public Policy and Social Dimensions Workshop and Doctoral Seminar, May 17-20, Echols School of Business, University of Utah.
  - 2006-Research in Risk: Public Policy and Social Dimensions Workshop, June

4 to 8, Marshall School of Business at University of Southern California.

2008 - Marketing and Public Policy Preconference, May 27-29, School of Business, Villanova University.

2010 Marketing and Public Policy Research Workshop, May 16 – 20, Sc Colorado State University College of Business

2012 - Marketing and Public Policy Research Workshop and Doctoral Seminar, June 3-7, Robinson College of Business, Georgia State University.

- Resident Faculty (2004, 2006, 2008, 2010, 2012)
- Fundraiser - Wrote or co-wrote successful funding grants for over \$50,000
- o Organizer, First Doctoral Symposium in Public Policy and Social Marketing Research (1995) in conjunction with the Marketing and Public Policy Conference.
  - One day workshop with faculty and policymakers
  - Continues to be offered each year, alternating with a four-day workshop and seminar since 2004.
  - Have served as presenter at numerous ones

### **JOURNAL, CONFERENCE AND DISSERTATION COMPETITION REVIEWER**

Journal Editorial Review Boards:

- o *Corporate Reputation Review* (2005-present)
- o *Engaged Management Review* (2014-present)
- o *Journal of the Academy of Marketing Science* (2002-2009)
- o *Journal of Consumer Affairs* (2011)
- o *Journal of Consumer Policy* (2005-present)
- o *Journal of Public Policy & Marketing* (1992-present)
- o *International Review on Public and Non Profit Marketing* (2005-present)

Journal Ad Hoc Reviewer:

- o *American Business Law Journal*
- o *California Management Review*
- o *Ecological Application*
- o *Journal of Advertising*
- o *Journal of Business Ethics*
- o *Journal of Business Research*
- o *Journal of Consumer Affairs*

- *Journal of Consumer Psychology*
- *Journal of Consumer Research*
- *Journal of Economic Behavior & Organization*
- *Journal of Macromarketing*
- *Journal of Marketing*
- *Journal of Product and Brand Management*
- *Journal of Retailing*
- *Journal of Retailing and Consumer Services*
- *Marketing Letters*

Conference Reviewer: Academy of Marketing Science, Association for Consumer Research, American Marketing Association Summer and Winter Educators' Conference, Marketing and Public Policy Conference, Corporate Reputation Conference, Brand Identity and Competition Conference, Engaged Management Scholarship Conference and Society of Marketing Advances (formerly Southern Marketing Association).

Dissertation Competition Reviewer:

- Marketing Science Institute (MSI) Clayton Doctoral Dissertation Proposal Competition (2009, 2010)
- Howard Dissertation Award (2004)

## **SERVICE TO THE COMMUNITY USING PROFESSIONAL EXPERTISE**

Supervised the design and conduct of research for over 40 Atlanta-area nonprofits/events including:

- 1996 Atlanta Paralympic Games (1993-1996)
- Alliance Theater
- Atlanta Botanical Garden
- Atlanta History Museum
- First Tee
- Georgia State University Alumni Association
- Partnership Against Domestic Violence
- St. Vincent de Paul
- SciTrek
- Underground Atlanta
- WPBA Public Television
- Ashford Dunwoody YMCA
- Family Block Party, Atlanta Parent Magazine
- Georgia Dome
- Margaret Mitchell House
- Pullen Library
- Rialto Theatre
- the Buc
- SciTrek
- Trees Atlanta
- WABE Radio
- ZooAtlanta

Expert Reviewer/Advisory Panel:

- Environmental Protection Agency, Southern Region Radon Training Center
- Centers for Disease Control HIV/AIDS media campaign "Know Now."
- Ohio Agricultural Research and Development Center's SEEDS "Toward Food Systems as Sustainable Instruments of Economic Opportunity, Consumer Satisfaction and Public Health.
- National Center for Health Marketing, Centers for Disease Control

**FELLOWSHIPS, AWARDS AND HONORS:**

- Outstanding Reviewer Award (2004-2006), *Journal of the Academy of Marketing Science*
- 2004 Robinson College of Business Faculty Recognition Award for Service
- Reviewer of the Year (2000), *Journal of Advertising*
- 1996-7 and 2000 Nominee, Georgia State University Exceptional Service Award
- Best Paper Nominee of Volume 19 (1991) in the *Journal of the Academy of Marketing Science*.
- Inducted to Beta Gamma Sigma, Alpha Mu Alpha (1987)
- 1982-83 Outstanding Graduate Student. Birmingham chapter, American Marketing Association.
- 1982 Outstanding Student Paper Award, Southern Marketing Association.
- 1979 Certificate of Merit, American Bar Association for documentary "The Alabama Supreme Court: A Changing Constant."
- Recipient of Corporation for Public Broadcasting Women's Training Grant, 1976.
- Scholarship to Emerging Woman in Management Workshop, 1976.