Terry Daugherty

The University of Akron | Department of Marketing | College of Business Administration
Akron, OH 44325 | 330.972.8304 | Terry.Daugherty@uakron.edu

EDUCATION

Ph.D. in Mass Media
Michigan State University, 2001

M.A. in Advertising & Public Relations
University of Alabama, 1999

B.A. in Advertising
Western Kentucky University, 1995

ACADEMIC EXPERIENCE

Assistant Professor, 2009 – present
Department of Marketing, The University of Akron

Assistant Professor & Director of Media Research Lab, 2003 – 2009
Department of Advertising & Public Relations, University of Texas at Austin

eLab Postdoctoral Fellow in Marketing, 2001 – 2002
Owen Graduate School of Management, Vanderbilt University

Graduate Assistant, 1997 – 2001
Department of Advertising & M.I.N.D. Lab, Michigan State University

RESEARCH INTERESTS

My research is focused on exploring how strategic, social and technological issues involving the mass media impact consumer behavior. Through traditional consumer psychology and persuasion frameworks, my work theorizes and empirically tests how individual characteristics (i.e., personality, experience, motivation) and media elements (i.e., interactivity, control, exposure) converge to effect both cognitive and behavioral outcomes (i.e., brand attitude, knowledge, purchase, etc.).

TEACHING INTERESTS

Consumer Psychology, Interactive Marketing, Brand Strategy, Research Methods, Integrated Marketing Communications, & Media Management

BOOKS

Eastin, Matthew S., Terry Daugherty and Neal M. Burns (editors). (forthcoming). *Handbook of Research on Digital Media and Advertising*. IGI-Global: Hershey, PA. Note. Contract signed after proposal went through refereed review process.

JOURNAL PUBLICATIONS

Jie Zhang and Terry Daugherty (in press). A Comparison of Third-Person Perception between United States of America and People's Republic of China in Online Social Networking Environment: Implications for Viral Marketing and Word-of-Mouth Brand. *International Journal of Electronic Marketing and Retailing.*

Daugherty, Terry (2009). Need for Cognition: Understanding the Influence of Individual Differences on Virtual Product Experiences. *International Journal of Internet Marketing & Advertising*, 5(4), 272 – 286.

Jie Zhang and Terry Daugherty (2009). Third-Person Effect and Online Social Networking: Implications for Viral Marketing, Word-of-Mouth Brand Communications, and Consumer Behavior in User-Generated Context. *American Journal of Business*, 24(2), 53 – 63.

Daugherty, Terry, Hairong Li and Frank Biocca (2008). Consumer Learning and the Effects of Virtual Experience Relative to Indirect and Direct Product Experience. *Psychology & Marketing*, 25(7), 568 – 586.

Daugherty, Terry, Matthew S. Eastin, and Laura Bright (2008). Exploring Consumer Motivations for Creating User-Generated Content. *Journal of Interactive Advertising*, 8(2) http://www.jiad.org/.

Daugherty, Terry, Wei-Na Lee, Harsha Gangadharbatla, Kihan Kim and Southaly Outhavong (2005). Organizational Virtual Communities: Exploring Motivations Behind Online Panel Participation. *Journal of Computer-Mediated Communication*, 10(4), http://jcmc.indiana.edu/.

Roznowski, JoAnn, Bonnie Reece and Terry Daugherty (2004). Perceptions of IMC Education Among Practitioners. *Journal of Advertising Education*, 8(1), 48 – 55.

Li, Hairong, Terry Daugherty and Frank Biocca (2003). The Role of Virtual Experience in Consumer Learning. *Journal of Consumer Psychology*, 13(4), 395 – 405.

Daugherty, Terry and Bonnie Reece (2002). The Adoption of Persuasive Internet Communication in Advertising and Public Relations Curricula. *Journal of Interactive Advertising*, 3(1), http://www.jiad.org/.

Li, Hairong, Terry Daugherty and Frank Biocca (2002). Impact of 3-D Advertising on Product Knowledge, Brand Attitude, and Purchase Intention: The Mediating Role of Presence. *Journal of Advertising*, 31(3), 43 – 58.

Newell, Jay, Terry Daugherty and Hairong Li (2002). Creative Opportunities in Media Promotion: Entry-Level Hiring by Television and Radio Promotion Departments. *Journal of Advertising Education*, 6(1), 36 – 43.

Li, Hairong, Terry Daugherty and Frank Biocca (2001). Characteristics of Virtual Experience in E-commerce: A Protocol Analysis. *Journal of Interactive Marketing*, 15(3),
13 – 30.

BOOK CHAPTERS

Daugherty, Terry, Matthew S. Eastin, Laura Bright, and Shu-Chuan Chu (forthcoming). Expectancy-Value: Identifying Relationships Associated with Creating User-Generated Content. In *Handbook of Research on Digital Media and Advertising*. Matthew S. Eastin., Terry Daugherty and Neal M. Burns (eds.), IGI-Global: Hershey, PA.

Daugherty, Terry, Harsha Gangadharbatla and Laura Bright (in press). Presence and Persuasion. In *Presence and Popular Media: Understanding media users' everyday experiences*. Cheryl Campanella Bracken and Paul Skalski (eds.), Lawrence Erlbaum.

Jeandrain, Anne-Cécile and Terry Daugherty (in press). Presence and Marketing: An Obvious Collaboration? State of the Art and Future Research. In *Handbook of Presence Research*, Frank Biocca, Jonathan Freeman, and Wijnand Ijsselsteijn (eds.), Omnipress.

Richards, Jef, Terry Daugherty and Kelty Logan (in press). Advertising History and its Relationship with Journalism. In *Encyclopedia of Journalism*, Christopher H. Sterling (ed.), Sage Publications: Thousand Oaks, CA.

Daugherty, Terry, Harsha Gangadharbatla, and Matthew S. Eastin (2009). Impact of Internet Self-Efficacy on e-Service Brands. In *Contemporary Research in eBranding*, Subir Bandyopadhyay (ed.), IGI-Global: Hershey, PA.

Daugherty, Terry, Hairong Li and Frank Biocca (2005). Experiential Ecommerce: A Summary of Research Investigating the Impact of Virtual Experience on Consumer Learning. *Online Consumer Psychology: Understanding and Influencing Consumer Behavior in the Virtual World*, Curt Haugtvedt, Karen Machleit and Richard Yalch (eds.), Lawrence Erlbaum Associates, 457 – 491.

Daugherty, Terry, Matthew S. Eastin and Harsha Gangadharbatla (2005). eCRM: Understanding Internet Confidence and the Implications on Customer Relationship Management. *Advances in Electronic Marketing*. Irvine Clarke and Theresa B. Flaherty (eds.), Idea Group Publishing, 67 – 82.

Eastin, Matthew S., and Terry Daugherty (2005). Past, Current, and Future Trends in Mass Communication. *Marketing Communication: Emerging Trends and Developments*, Allan Kimmel (ed.), Oxford University Press, 23 – 40.

Li, Hairong, Terry Daugherty and Frank Biocca (2004). Impact of 3-D Advertising. *Advertising, Promotion and the New Media*, Marla R. Stafford and Ronald J. Faber (eds.), M. E. Sharpe, Inc., 148 – 174.

EDITED JOURNALS

Lee, Wei-Na and Terry Daugherty (2006). Editors' Note: Special Issue on Cross-Cultural Issues in eAdvertising (Guest Editors). *International Journal of Internet Marketing & Advertising*, 3(4), 105 – 106.

Daugherty, Terry (2004). Editor's Note: Special Issue on Gaming and Its Relationship with Interactive Advertising, Marketing and Communication (Guest Editor). *Journal of Interactive Advertising*, 5(1), http://www.jiad.org/.

PUPBLISHED CONFERENCE PROCEEDINGS

Daugherty, Terry, Kelty Logan, Shu-Chuan Chu and Szu-Chi Huang (2008). Understanding Consumer Perceptions of Advertising. American Academy of Advertising Conference, *Proceedings of the American Academy of Advertising Conference*, Shelly Rodgers (ed.), 308 – 312.

Eastin, Matthew S., Terry Daugherty, Galit Marmor-Lavie, Sonny Rosenthal (2008). Consumer Control and the Psychology of DVR Use. *Proceedings of the American Marketing Association Winter Educators' Conference*, Tom Brown and Zeynep Gurhan-Canli (eds.), 119 – 120.

Bright, Laura, Terry Daugherty and Matthew S. Eastin (2008). Attitudes Toward User-Generated Content. *Proceedings of the American Marketing Association Winter Educators' Conference*, Tom Brown and Zeynep Gurhan-Canli (eds.), 270 – 271.

Daugherty, Terry, Harsha Gangadharbatla, Yeo Jung Kim and Kelty Logan (2007). Assessing the Value of Product Placement from the Consumer's Perspective. *Proceedings of the American Academy of Advertising Conference*, Kim Sheehan (ed.), 64.

Daugherty, Terry and Harsha Gangadharbatla (2005). A Comparison of Consumers' Responses to Traditional Advertising and Product Placement Strategies: Implications for Advertisers. *Proceedings of the American Marketing Association Winter Educators' Conference*, Kathleen Seeiders and Glenn B. Voss (eds.), 24 – 25.

Daugherty, Terry, Harsha Gangadharbatla and Kihan Kim (2005). Polychronic Media Consumption: Exploring Attitudes Toward Simultaneous Media Use. *Proceedings of the American Academy of Advertising Conference*, Carrie La Ferle (ed.), 74 – 75.

Kihan, Kim and Terry Daugherty (2005). Effects of 3-D Visualization on Persuasion in Online Shopping Sites: A Moderating Role of Product Knowledge. *Advances in Consumer Research: Asian-Pacific*, 6, Young-Won Ha and Youjae Yi (eds.), 371 – 377.

Daugherty, Terry, Matthew S. Eastin and Harsha Gangadharbatla (2004). The Effect of Internet Confidence on Web-based Data Collection and CRM. *Proceedings of the American Marketing Association Summer Educators' Conference*, Kenneth L. Bernhardt, James S. Boles and Pam Scholder Ellen (eds.), 103 – 104.

Daugherty, Terry and Bonnie Reece (2002). Exploring the Diffusion of Internet Communication in Advertising and Public Relations Curricula. *Proceedings of the American Academy of Advertising Conference*, Avery M. Abernethy (ed.), 64 – 65.

Roznowski, JoAnn, Bonnie Reece and Terry Daugherty (2002). An Exploratory Study of Marketing Communication Practitioners' Embracement of and Satisfaction with Integrated Marketing Communications. *Proceedings of the American Marketing Associations Summer Educators' Conference*, William J. Kehoe and John H. Lindgren (eds.), 367 – 373.

Roznowski, JoAnn, Terry Daugherty and Bonnie Reece (2002). Marketing Communications Practitioners' Perceptions of IMC. *Proceedings of the American Marketing Associations Winter Educators' Conference*, Ken Evans and Lisa Scheer (eds.), 448 – 453.

Li, Hairong, Terry Daugherty and Frank Biocca (2001). Feeling the Presence of Products. *Proceedings of the American Marketing Association Winter Educators' Conference*, 355 – 356.

Newell, Jay, Terry Daugherty and Hairong Li (2001). Creative Outlets for Talented Students: Entry-Level Hiring by Television and Radio Promotion Departments. *Proceedings of the American Academy of Advertising Conference*, Charles R. Taylor (Ed.), 146.

Li, Hairong, Terry Daugherty and Frank Biocca (2001). Consumer Learning from Virtual Experience: An Experiment on Interactive Advertising. *Proceedings of the American Academy of Advertising Conference*, Charles R. Taylor (Ed.), 220 – 221.

Daugherty, Terry, Hairong Li and Frank Biocca (2001). Consumer Learning and 3-D Ecommerce: The Effects of Sequential Exposure of a Virtual Experience Relative to Indirect and Direct Product Experience on Product Knowledge, Brand Attitude and Purchase Intention. *Experiential Ecommerce Conference Proceedings*, Frank Biocca (ed.), CD-ROM.

Li, Hairong, Terry Daugherty and Frank Biocca (2001). Psychological Characteristics of Virtual Experience: A Comparison of Verbalization in 3-D and 2-D Advertising. *Experiential Ecommerce Conference Proceedings*, Frank Biocca (ed.), CD-ROM.

Biocca, Frank, Terry Daugherty, Hairong Li, and Zoo-Hyun Chae (2001). Effect of Visual Sensory Immersion on Presence, Product Knowledge, Attitude toward the Product and Purchase Intention. *Experiential Ecommerce Conference Proceedings*, Frank Biocca (ed.), CD-ROM.

Daugherty, Terry and Matthew S. Eastin (2001). An Empirical Examination of the Impact of Context within Internet Advertising Copy Testing. *Proceedings of the American Marketing Association Winter Educators' Conference*, Ram Krishnan and Madhu Viswanathan (eds.), 299 – 305.

Daugherty, Terry (2000). Examining the Organizational Structure of Integrated Marketing Communications Agencies. *Proceedings of the American Academy of Advertising*, Mary Alice Shaver (ed.), 155.

CONFERENCE PRESENTATIONS

Jie Zhang and Terry Daugherty (2009). Chinese Users, Third-Person Perception of Online Social Networking and Their Behavioral Intent. American Academy of Advertising Asian – Pacific Conference, Beijing, China, May 27 – 30.

Yim, Yi-Cheon and Terry Daugherty (2009). Delivering Stereoscopic 3-D Technology to Advertising: An Exploratory Study. American Academy of Advertising Conference, Cincinnati, Ohio, March 26 – 29.

Jie Zhang and Terry Daugherty (2009). A Cross-Cultural Examination of Third-Person Effect and Online Social Networking: Implications for Viral Marketing, Word-of-Mouth Brand Communications, and Consumer Behavior in User-Generated Media. American Marketing Association Winter Educators' Conference, Tampa, FL, February 20 – 23.

Jie Zhang and Terry Daugherty (2009). Third-Person Effect and Social Networking Websites: Examining the Role of Web 2.0 Technologies in Marketing. American Marketing Association Winter Educators' Conference, Tampa, FL, February 20 – 23.

Yim, Yi-Cheon and Terry Daugherty (2008). Consumer Responses to Stereoscopic 3-D as an Advertising Tool: An Exploratory Study. Will be presented at the Association for Education in Journalism and Mass Communication Conference, Chicago, IL, August 6 – 9.

Bright, Laura, Matthew S. Eastin, Terry Daugherty, and Harsha Gangadharbatla (2008). The Psychology of Consumer Control Contextualized Within DVR Technologies. International Communication Association Conference in Montreal, Quebec, Canada, May 22 – 26.

Daugherty, Terry, Kelty Logan, Shu-Chuan Chu and Szu-Chi Huang (2008). Understanding Consumer Perceptions of Advertising. American Academy of Advertising Conference, San Mateo, CA, March 27 – 30.

Bright, Laura, Terry Daugherty and Matthew S. Eastin (2008). Attitudes Toward User-Generated Content. American Marketing Association Winter Educators' Conference, Austin, TX, February 15 – 18.

Eastin, Matthew S., Terry Daugherty, Galit Marmor-Lavie, Sonny Rosenthal (2008). Consumer Control and the Psychology of DVR Use. American Marketing Association Winter Educators' Conference, Austin, TX, February 15 – 18.

Daugherty, Terry, Harsha Gangadharbatla, Yeo Jung Kim and Kelty Logan (2007). Assessing the Value of Product Placement from the Consumer's Perspective. American Academy of Advertising Conference, Burlington, VT, April 12 – 15.

Daugherty, Terry, Harsha Gangadharbatla and Kihan Kim (2005). Polychronic Media Consumption: Exploring Attitudes Toward Simultaneous Media Use. American Academy of Advertising Conference, Houston, TX, March 31 – April 3.

Daugherty, Terry and Harsha Gangadharbatla (2005). A Comparison of Consumers' Responses to Traditional Advertising and Product Placement Strategies: Implications for Advertisers. American Marketing Association Winter Educators' Conference, San Antonio, TX, February 11 – 14.

Daugherty, Terry, Matthew S. Eastin and Harsha Gangadharbatla (2004). The Effect of Internet Confidence on Web-based Data Collection and CRM. American Marketing Association Summer Educators' Conference, Boston, MA, August 6 – 9.

Kihan, Kim and Terry Daugherty (2004). Effects of 3-D Visualization on Persuasion in Online Shopping Sites: A Moderating Role of Product Knowledge. Association for Consumer Research Asia-Pacific Conference, May 13 – 15.

Daugherty, Terry (2004). Interactivity in Interactive Media and the Illusion of Presence. American Academy of Advertising Conference, Baton Rouge, LA, March 25 – 28.

Linden Dalecki and Terry Daugherty (2004). Brand Name Deployment: Initiating Relationships Through Attentive Processing in Music Lyrics. Niche Lifestyles and Branding Conference, Washington, DC, February 23 – 24.

Daugherty, Terry, Hairong Li and Frank Biocca (2003). E-Branding: The Influence of Compelling Virtual Product Experiences on Brand Attitude. Branding & Rebranding Conference, Austin, TX, May 7 – 8.

Matthew S. Eastin and Terry Daugherty (2003). The Impact of Consumer Self-Efficacy on Brand Attitude and Adoption of e-Services. Branding & Rebranding Conference, Austin, TX, May 7 – 8.

Roznowski, JoAnn, Bonnie Reece and Terry Daugherty (2002). An Exploratory Study of Marketing Communication Practitioners' Embracement of and Satisfaction with Integrated Marketing Communications. American Marketing Associations Summer Educators' Conference, San Diego, CA, August 3 – 6.

Daugherty, Terry and Bonnie Reece (2002). Exploring the Diffusion of Internet Communication in Advertising and Public Relations Curricula. American Academy of Advertising Conference, Jacksonville, FL, March 21 – 24.

Roznowski, JoAnn, Terry Daugherty and Bonnie Reece (2002). Marketing Communications Practitioners' Perceptions of IMC. American Marketing Associations Winter Educators' Conference, Austin, TX, February 22 – 25.

Daugherty, Terry, Hairong Li and Frank Biocca (2001). Consumer Learning and 3-D Ecommerce: The Effects of Sequential Exposure of a Virtual Experience Relative to Indirect and Direct Product Experience on Product Knowledge, Brand Attitude and Purchase Intention. Experiential Ecommerce Conference, East Lansing, MI, September 27 – 29.

Li, Hairong, Terry Daugherty and Frank Biocca (2001). Psychological Characteristics of Virtual Experience: A Comparison of Verbalization in 3-D and 2-D Advertising. Experiential Ecommerce Conference, East Lansing, MI, September 27 – 29.

Biocca, Frank, Terry Daugherty, Hairong Li, and Zoo-Hyun Chae (2001). Effect of Visual Sensory Immersion on Presence, Product Knowledge, Attitude toward the Product and Purchase Intention. Experiential Ecommerce Conference, East Lansing, MI, September 27 – 29.

Biocca, Frank, Matthew S. Eastin and Terry Daugherty (2001). Manipulating Objects in the Virtual Space Around the Body: Relationship Between Spatial Location, Ease of Manipulation, Spatial Recall, and Spatial Ability. International Communication Association Conference, Washington DC, May 24 - 28.

Biocca, Frank, Hairong Li and Terry Daugherty (2001). Stimulating Presence: The Impact of 3D Visualization on Brand Attitude, Product Knowledge and Purchase Intention. Presence Conference, Philadelphia, PA, May 21 - 23.

Li, Hairong, Terry Daugherty and Frank Biocca (2001). Characteristics of Virtual Experience in E-commerce: A Protocol Analysis. Advertising and Consumer Psychology Conference, Seattle, WA, May 17 – 19.

Li, Hairong, Terry Daugherty and Frank Biocca (2001). Consumer Learning from Virtual Experience: An Experiment on Interactive Advertising. American Academy of Advertising Conference, Salt Lake City, UT, March 29 – April 1.

Newell, Jay, Terry Daugherty and Hairong Li (2001). Creative Outlets for Talented Students: Entry-Level Hiring by Television and Radio Promotion Departments. American Academy of Advertising Conference, Salt Lake City, UT, March 29 – April 1.

Daugherty, Terry and Matthew S. Eastin (2001). An Empirical Examination of the Impact of Context within Internet Advertising Copy Testing. American Marketing Association Winter Educators' Conference, Scottsdale, AZ, February 16 – 19.

Li, Hairong, Terry Daugherty and Frank Biocca (2001). Feeling the Presence of Products. American Marketing Association Winter Educators' Conference, Scottsdale, AZ, February
16 – 19.

WORK UNDER REVIEW

Daugherty, Terry and Harsha Gangadharbatla. Consumers' Perception of Product Placement: Assessing the Strategic Value versus Advertising. *Journal of Current Issues in Research and Advertising* (First round complete – revise and resubmit).

Daugherty, Terry, Matthew S. Eastin, Laura Bright and Harsha Gangadharbatla. Consumer Control and the Psychology of DVR Use. *International Journal of Advertising.*

Daugherty, Terry, Matthew S. Eastin, Kelty Logan and Natalie Guinsler. What's the Buzz? The Role of Electronic Word-of-Mouth When Making Health-Related Decisions. *International Journal of E-Business Research*.

WORK IN PROGRESS

Daugherty, Terry and Shu-Chuan Chu. Examining the Impact of Content Complexity and Display Order Effect on Keyword Search Behavior. Will be submitted to Conference.

Daugherty, Terry. Media Control and Consumption: Developing a Conceptual Model of Simultaneous Media Use. First pilot study presented at American Academy of Advertising Conference with two additional pretests conducted. Will be submitted to Journal.

Bright, Laura, Terry Daugherty and Matthew S. Eastin. Consumer Control and Customization of Media: An Investigation into Consumer-Defined Media Environments and Their Impact on Interactive Advertising. Will be submitted to Journal.

Daugherty, Terry. *Media Strategy: Managing Brand Contact Points*. Book proposal (No contract signed).

HONORS AND AWARDS

- Reddick Fellow, College of Communication, University of Texas, 2009
- Student Enrichment Award, College of Communication, University of Texas, 2009
- Big XII Faculty Fellowship, University of Texas, 2008
- Reddick Fellow, College of Communication, University of Texas, 2008
- Course Development Award, Department of Advertising, UT, 2008
- Recognized as "Rising Star," College of Communication, University of Texas, 2006
- Best Paper, Marketing Communications, AMA Winter Conference, 2005
- Innovation Instructional Technology Award, University of Texas, 2004
- Summer Research Award, Faculty Development Program, UT, 2004
- Best Article Nomination, Technology & Innovation SIG, AMA, 2004
- Best Article Nomination, *Journal of Advertising*, 2003
- Best Paper, Marketing Communications, AMA Summer Conference, 2002
- eLab Post-Doctoral Fellowship, Owen School of Management, Vanderbilt University, 2001
- Graduate Office Scholarship, Michigan State University, 2001, 2000 & 1997
- Ad Tech Research Scholarship, @d Tech Scholarship Competition, 2000
- Outstanding APR Graduate Student, University of Alabama, 1997
- Who's Who Among College Students, WKU, 1995

FUNDING

- Daugherty, Terry (2009). Reddick Fellowship. College of Communication, University of Texas at Austin: $6,000.
- Daugherty, Terry (2008-09). Student Enrichment Award: Advertising Media Strategy and Managing Brand Contact Points, College of Communication, University of Texas: $4,500.
- Daugherty, Terry (2008-09). Big XII Faculty Fellowship. Advertising & Public Relations Research at Texas Tech University. Office of the Vice President for Research, University of Texas at Austin: $1,400.

» Daugherty, Terry (2008). Virtual Consumer Research Group: Media Research Lab. Funding brought in through management of online panel (e.g., University of Georgia, Drexel University, Iowa State University, University of Texas at Austin, University of Southern California): $9,600.
» Daugherty, Terry (2008). Undergraduate Teaching Research: Development Support for Media Research Course, Department of Advertising, University of Texas at Austin: $1,200.
» Daugherty, Terry (2008). Reddick Fellowship. College of Communication, University of Texas at Austin: $6,000.
» Daugherty, Terry (2007). Media Research Lab, College of Communication Continuous Learning Education Fund, University of Texas at Austin: $28,000.
» Daugherty, Terry (2007). Media Consumption and Advertising: Understanding the Effects on Children. Kellogg Corporation, Battle Creek, MI: $1,000.
» Daugherty, Terry (2007). Virtual Consumer Research Group: Media Research Lab. Funding brought in through management of online panel (e.g., University of Southern California, Michigan State University, University of Saskatchewan, Texas Tech University and West Virginia University): $5,000.
» Daugherty, Terry (2004). Infrastructure Support for the Establishment of a Media Research Lab, College of Communication Continuous Learning Education Fund, University of Texas at Austin: $86,000.
» Daugherty, Terry (2004). Convergence of Message Design and Media Delivery, Office of Graduate Studies, University of Texas at Austin: $16,000.
» Daugherty, Terry (2004). Mental Imagery and Sensory Interference, Office of the Vice President for Research, University of Texas at Austin: $6,000.
» Daugherty, Terry (2003). Advanced Media Research Equipment, College of Communication Continuous Learning Education Fund, University of Texas at Austin: $60,000.

ADVISING

Ph.D. Dissertations & Programs of Work

Jie Zhang (Member – in progress)
Jin Kyun Lee (Member – in progress)
Kelty Logan (Chair – 2009)
Jong-Hyuok Jung (Member – 2009)
Shu Chuan Chu (Member – 2009)
Laura Bright (Chair – 2008)
Yunjae Cheong (Member – 2007)
Anna Andriasova (Member – 2007)
Harsha Gangadharbatla (Member – 2006)
Karen Lee (Member – 2006)
Hyogyoo Kim (Member – 2006)
Chan Yun Yoo (Member – 2005)
Sounthaly Outhavong (Member – 2004)

Master Theses & Professional Reports

Tom Peake (Chair – 2008)
Suzie Hill (Chair – 2008)
Megan Wintersteen (Member – 2008)
Danielle Rector (Member – 2008)
Melissa Mendoza (Member – 2008)
Emily Stone (Chair – 2007)
Becky Sommer (Chair – 2006)
Teresa Lau (Chair – 2006)
Sarah Sumner (Member – 2006)
Rebekah Lockner (Member – 2006)
Heather Jones (Member – 2005)
Christine Oconnell (Member – 2005)
Shawn Smith (Member – 2005)
Andrea Dearen (Member – 2005)
Bola Eshu (Chair – 2004)
Stephanie Treveno (Chair – 2004)
Danai Batla (Member – 2004)
Leslie Cardena (Member – 2004)
Dan Mayfield (Member – 2004)
Jonny Vu (Member – 2004)
Euhna Cho (Member – 2003)
Wei Di (Member – 2003)

TEACHING EXPERIENCE

- Marketing Concepts, University of Akron (graduate)
- Multi-Channel Marketing, University of Akron (undergraduate)
- Media Management, University of Texas (graduate)
- Integrated Communication Management, University of Texas (graduate)
- Research Methods, UT & MSU (undergraduate)
- Media Research, University of Texas (undergraduate & graduate)
- Advertising Media Planning, UT & MSU (undergraduate)
- Mass Media & Society, University of Texas (undergraduate)
- Ecommerce Project Management, Vanderbilt University (graduate)
- Integrated Marketing Communications, Vanderbilt University (graduate)
- Consumer Behavior, Michigan State University (undergraduate)
- Advertising Campaigns, Michigan State University (undergraduate)
- Principles of Advertising, Michigan State University (undergraduate**)**

PROFFESIONAL SERVICE

- » Editorial Review Board, *Journal of Interactive Advertising*, 2008 – present.
- » Editorial Review Board, *Journal of E-Business Research*, 2005 – present.
- » Editorial Review Board, *Journal of Advertising Research*, 2003 – 2004.
- » Research Committee, American Academy of Advertising, 2007 – present.
- » Membership Committee, American Academy of Advertising, 2004 – 2007.
- » Ad Hoc Reviewer

  Journal of Consumer Affairs (current)
  American Academy of Advertising Conference (current)
  Journal of Advertising (current)
  Psychology & Marketing (current)
  Marketing Science (current)
  Advances in Electronic Marketing (previous)
  Association for Consumer Research – Asia Pacific Conference (previous)
  AEJMC Conference – Communication Technology Division (previous)
  Experiential Ecommerce Conference (previous)
  Communications of the ACM Conference (previous)
  Journal of Advertising Education (previous)
  Journal of Computer-Mediated Communication (previous)
  Journal of Consumer Psychology (previous)
  Society of Consumer Psychology-Sheth Doctoral Dissertation Competition (previous)

PROFESSIONAL AFFILIATIONS

American Academy of Advertising
American Marketing Association
Association for Consumer Research
Kappa Tau Alpha Honor Society
Society for Consumer Psychology
International Society for Presence Research