DOUGLAS R. HAUSKNECHT
Associate Professor of Marketing
College of Business Administration
The University of Akron

ACADEMIC CREDENTIALS AND CERTIFICATION

EDUCATION AND TRAINING

Doctor of Philosophy, 1988, University of Florida
Major: Marketing

Master of Business Administration, 1981, University of Florida
Major: Marketing

Bachelor of Science in Agriculture, 1979, University of Florida
Major: Food Science

Professional Certification

Visiting Professor Program -- Advertising Education Foundation. Assigned to research department of Levine, Huntley, Schmidt & Beaver Advertising Agency. New York, New York 1989.

ACADEMIC EXPERIENCE

Teaching Experience

Interim Chair, Department of Marketing, October 2007 to July 2010

Interim Director, Institute for Global Business, July 2006 to October 2007

Associate Professor of Marketing 1990 to present ,(Associate Professor of International Business 1998 to present), Department of Marketing, The University of Akron

Huron University, South Kensington, London, England. Five week program with University of Akron and Huron University Students. May-June 2002, 2003, 2004.

Southeast Missouri State University. Instructed and supervised students during three-week European tour. May-June 2001.

Ecole Superieure de Commerce et de Management (ESCEM), Tours, France. Taught International Marketing in two sections of upper level students enrolled in integrated international business program. January-February 2000.

San Ignacio de Loyola, Lima, Peru. Accompanied students from The University of Akron to Peru and conducted seminars as a section of Special Topics in International Business, 6800:496. March 1999.

Novgorod State University
Lectured on Introduction to Marketing and Advertising facilitated by Citizens Democracy Corps. May 1998. Novgorod, Russia.

Odessa Institute of Enterprise and Law
Taught short course in Advertising. November-December 1997. Odessa, Ukraine.

University of Western Australia
Invited as Visiting Fellow, February-June 1996. Courses taught include Promotional Strategy and Honours Seminar in Marketing. Perth, Western Australia.

Innsbruck Summer School
Selected to teach Consumer Behavior and Advertising for the University of New Orleans' Summer School Program, Innsbruck, Austria, 1990.

Courses Taught at University of Akron – last 5 years

Fall 2005
International Marketing (6600:385) – 2 sections
Honors (6600:497) – 1 section
Independent Study (6600:697) – 2 sections

Spring 2006
International Marketing (6600:385) – 2 sections

Fall 2006
International Marketing (6600:385) – 2 sections

Spring 2007
International Marketing (6600:385) – 2 sections
Independent Study (6600:697) – 1 section

Fall 2007 *assumed role as interim department chair*
International Marketing (6600:385) – 2 sections
Buyer Behavior (6600:355) – 1 section

Spring 2008
International Marketing – 1 section
Internship in Marketing, International Business

Fall 2008
International Marketing – 1 section
Internship in Marketing, International Business

Spring 2009
International Marketing – 1 section
Internship in Marketing, International Business

Fall 2009
International Marketing – 1 section
Internship in Marketing, International Business

Spring 2010
International Marketing – 1 section
Internship in Marketing, International Business

SCHOLARSHIP

Refereed Publications

"International Diffusion Research: A Propositional Inventory for Future Research," [with Deborah Owens and Jessica Kocaj], Marketing Management Journal, Fall 2007, 136-149. **DB**

"A Hybrid-Multichannel Approach to Internet Marketing: Think Global, Act Locally," [with William Hauser and Jeffrey Dilts], International Journal of Internet Marketing and Advertising, 3(2), 2006, 107-119. **DB**

"Thinking Global, Acting Local: An Attribute Approach to Product Strategy," [with Bruce D. Keillor and R. Stephen Parker], Journal of Euromarketing 10 (Number 2, 2001), 27-48. **DB**

"Measuring Cognitive Dissonance: A Multidimensional Scale,"[with Jillian C. Sweeney, Geoffrey N. Soutar, Psychology and Marketing, 17 (May 2000), 369-385.

"The Effect of Simplifying the Complaint Process: A Field Experiment with the Better Business Bureau," [with Deborah L. Owens], Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior, 12(1999), 35-43.

"After I Had Made the Decision, I...: Toward a Scale to Measure Cognitive Dissonance, [with Jillian C. Sweeney, Geoffrey N. Soutar and Lester W. Johnson], Journal of Consumer Satisfaction/ Dissatisfaction and Complaining Behavior 11(1998), 119-127.

"Collecting Information from Two Groups: A Comparison of Two Methods," [with Jillian C. Sweeney, Geoffrey N. Soutar, Raymond F. Dallin and Lester W. Johnson], Journal of the Market Research Society, 39, (April 1997), 397-418.

"Unraveling the Mystery of Parents' Work," [with Nancy L. Jacobs, Tomasita Chandler], Early Childhood Education Journal, 24 (1996), 61-64.

"The Use of Children in Product Advertisements in Selected Magazines," [with Barbara Heinzerling, Tomasita Chandler, Janelle K. Hood], Journal of Consumer Education 13 (1995), 32-38.

"Consumer Durable Goods: A Review of Post-Purchase Issues," [with Alan S. Dick and William L. Wilkie], accepted for publication Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior, 8 (1995), 111-123.

"Reader Categorization of a Controversial Communication: Advertisement Versus Editorial," [with J. B. Wilkinson and George E. Prough], accepted for publication Journal of Public Policy and Marketing (1995).

"Advertorials: Effective? Deceptive? or Tempest in a Teapot? [with J.B. Wilkinson and George E. Prough], Akron Business and Economic Review, 22 (Number 4, Winter 1991), 41-52.

"Homeowner Satisfaction," [with James R. Webb], Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 4(1991), 161-166.

"Measurement Scales in Consumer Satisfaction/Dissatisfaction," Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior, 2 (1990), 1-11.

"Emotional Measures of Satisfaction/Dissatisfaction," Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior 1 (1988), 25-33.

"Time Compression, Response Opportunity and Persuasion," [with Danny L. Moore and Kanchana Thamodaran], Journal of Consumer Research, 13 (June 1986), 85-99.

Books, Book Chapters, and Supplements (DB, CP or LP)

"Invacare Says 'Yes, You Can!' To Customers Worldwide" video case for Basic Marketing 18th edition William D. Perrault and E.Jerome McCarthy] Boston, MA: McGrawHill, 2010 (in press)

Marketing in the 21st Century, Volume IV Editor (with Deborah Owens) , Four Volume Set, Praeger, 2007. **CP**

"Royal Appliance Manufacturing Company: Dirt Devil" video case for Basic Marketing 15th edition [William D. Perrault and E.Jerome McCarthy] Boston, MA: McGrawHill/Irwin, 2005.

Instructor's Resource Guide to Accompany 'Consumer Behavior' Third edition [William L. Wilkie], New York: NY: John Wiley & Sons, 1994.

Non-Refereed Journal Publications

None provided

Reprinted Articles

None provided

Proceedings and Papers Presented at Refereed Academic Meetings
Published Proceedings and Refereed Presentations

"Human Subjects Issues in Global Research," presentation and published abstract, Society for Consumer Psychology, New Orleans, LA February 2008.

"European Disneyana: Ensign Magic Lanterns," [with Didier Ghez], Tomart's Disneyana 39 (December 2000-January 2001), 38-39.

"'Kidspeak': A Linguistic Analysis of Public Service and Commercial Television Messages to Children," [with Peter B. Turk and Michael F. d'Amico], Proceedings of the 1990 Conference of the American Academy of Advertising, (1990), p. RC-73.

"Research Topics in Personal Selling: Application of a Taxonomy," [with Michael F. d'Amico], Journal of Personal Selling and Sales Management, (Summer 1989), p. 61.

"A Longitudinal Study of the Use of Children in Magazine Advertising," [with Janelle K. Hood, Tomasita Chandler, and Barbara Heinzerling], Proceedings of the Second Association for Consumer Research Asia-Pacific Conference, (1997), 1-7.

"Defining and Investigating Advertorial Issues," [with J.B. Wilkinson and George E. Prough], Developments in Marketing Science, volume XIX Proceedings of the Academy of Marketing Science, ed: Elizabeth J. Wilson and Joseph F. Hair, Jr. (Coral Gables, FL: Academy of Marketing Science), (1996), 191-196.

"The Portrayal of Children in Advertisements in Selected Magazines," [with Janelle K. Hood, Barbara Heinzerling, Tomasita Chandler], Consumer Interests Annual (American Council on Consumer Interests, 1995), 182-187.

"Identifying Mentor Influence in Consumer Research, [with Alan S. Dick, Lawrence J. Marks and Michael Tharp], Trends in Modern Business, Proceedings of National Conference of the Academy of Business Administration, Sammy G. Amin, editor, (Frostburg, MD: Academy of Business Administration), 1995, 760-767.

"An Examination of the Ethical Dispensation of Health Care in the United States," Proceedings of Minority Marketing: Research Perspectives of the 1990s (Vol. 6, 1993), [with Paulette K. Polley], Presented by The Academy of Marketing Science and The University of Southern Mississippi, Robert L. King, ed. 81-85.

"The Use of Randomization for Meeting the Homogeneity Assumption in a Repeated Measures Design," [with J.B. Wilkinson and George E. Prough], in Proceedings of the Southern Marketing Association (1990), 357-362.

"Kiddiesales: Do We 'Do It Right'?" [with Michael F. d'Amico], Professional Sales and Sales Management Practices Leading Towards the 21st Century, David J. Good, ed. (Central Missouri State University: MKT-PSE National Conference in Sales Management, 1990), 46-50.

"Research Topics in Personal Selling: Application of a Taxonomy," [with Michael F. d'Amico], Professional Sales and Sales Management Practices Leading Toward the 21st Century, David J. Good, ed. (Central Missoui State University: MKT:PSE National Conference in Sales Management, 1989), 99-101.

"Advertorials: Ads or Articles in the Eyes of Audiences?," [with J. B. Wilkinson and George E. Prough], Advances in Marketing, Peter J. Gordon and Bert J. Kellerman, eds. (Southeast Missouri State University: Southwestern Marketing Association, 1989), 33-39.

"Advertorials: Do Consumers See the Wolf in Sheep's Clothing?," [with J. B. Wilkinson and George E. Prough]), Enhancing Knowledge in Marketing, American Marketing Association Summer Conference Proceedings, Paul Bloom et. al, (eds.) (Chicago, IL: AMA, 1989), 308-312.

"Marketers Talking to Kids: An Analysis of Speech Patterns in Child-Oriented Television Commercials," [with Michael F. d'Amico], Strategic Issues in a Dynamic Marketing Environment, John H. Summey and Paul J. Hensel, eds., (Carbondale, IL: Southern Marketing Association, 1988), 47-50.

"A Taxonomy for Analyzing Interpersonal Influences on Consumer Behavior," [with George E. Prough], Strategic Issues in a Dynamic Marketing Environment, John H. Summey and Paul J. Hensel, eds., (Carbondale, IL: Southern Marketing Association, 1988), 211-215.

"The Effects of Time Compressed Advertising on Brand Attitude Judgments," [with Danny L. Moore], Advances in Consumer Research, Vol. XIII, Richard J. Lutz, editor, (Provo, UT: Association for Consumer Research, 1986), 105-119.

"Particle Size Distribution in Citrus Flavored Soybean and Peanut Milk Beverages," [with R. H. Schmidt, J. G. Surak and D. G. Haile], Proceedings of the Florida State Horticultural Society, 91 (1978), 153-156.

"The Effect of Simplifying the Complaint Process: A Field Experiment," [with Deborah L. Owens], 1999 Conference on Consumer Satisfaction/Dissatisfaction and Complaining Behavior. (Las Vegas, Nevada).

"I think, Therefore I Am...Queasy: Cognitive and Emotional Concepts of Dissonance," [with Jillian C. Sweeney, Geoffrey N. Soutar and Lester W. Johnson], 1997 Conference on Consumer Satisfaction/ Dissatisfaction and Complaining Behavior. (Snowbird, Utah).

"A Longitudinal Study of the Use of Children in Magazine Advertising," Second Asia Pacific Conference of Association for Consumer Research, Perth, Western Australia, Australia, July 1996.

"Identifying Mentor Influence in Consumer Research," 1995 National Conference for Academy of Business Administration, Reno, Nevada.

"A Proposal for Measuring the Efficacy of Employee Assistance Programs," [with Paulette K. Polley and Randy Pavlock], Fourth Urban Business Association, Baltimore, MD, 1995.

"Homeowner Satisfaction," 12th American Marketing Association Conference on Consumer Satisfaction/Dissatisfaction and Complaining Behavior, (1991), Snowbird, Utah.

"Homeowner Satisfaction," 1991 Annual Conference of the American Real Estate Society, Sarasota, Florida.

"'Kidspeak': A Linguistic Analysis of Public Service and Commercial Television Messages to Children," 1990 Conference of the American Academy of Advertising, Orlando, Florida.

"Advertorials: Do Consumers See the Wolf in Sheep's Clothing?" American Marketing Association Summer Educators' Conference, Chicago, IL, 1989.

"Measurement Scales in Consumer Satisfaction/ Dissatisfaction," 11th American Marketing Association Conference on Consumer Satisfaction/Dissatisfaction and Complaining Behavior, The Hague, The Netherlands.

"A Taxonomy for Analyzing Interpersonal Influences on Consumer Behavior," Southern Marketing Association Conference, Atlanta, GA, 1988.

"Marketers Talking to Kids: An Analysis of Speech Patterns in Child-Oriented Television Commercials," Southern Marketing Association Conference, Atlanta, GA, 1988.

"Emotional Measures of Satisfaction/Dissatisfaction," 10th American Marketing Association Conference, Montreal, P.Q., 1987.

"The Effects of Time Compressed Advertising on Brand Attitude Judgments," Association for Consumer Research Conference, Las Vegas, Nevada, 1985.

Other Presentations (including workshops and seminars that the faculty member delivered)

None provided

Working Papers

Non-refereed presentations and other activities at meetings

Session Chair
Association for Consumer Research 2001, 2002, 2004, 2006, 2007, 2008, 2009 **DB**

Consumer Satisfaction/Dissatisfaction Conference, 1993, 1995, 1997.

Discussant

1995 National Conference of Academy of Business Administration.

1991 National Conference of Academy of Marketing Science

Research Activity

Visiting Fellow, University of Western Australia, February-June 1996.

Research Grants

Funded

Grant: Ohio Department of Health: Abstinence the Better Choice 2001 **CP**

Grant: City of Akron, 1998 (with University Park Neighborhood Association)

Grant: Australian Research Council, 1997.

Not Funded

None provided

Pending

None provided

Editorial Board and Reviewer Activities
Editorial Board

Ad hoc Reviewer

Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior

Association for Consumer Research

Northeast Decision Science Institute

West Publishing

Prentice Hall Publishing

Textbook Reviewer

PROFESSIONAL RECOGNITIONS AND HONORS

Awards received

Distinguished Service Award, annual award for service to Greater Akron community, 1993

Memberships

Association for Consumer Research 1984-present

Associate Director 1999--present
Advertising Federation of Greater Akron

Pi Sigma Epsilon

SERVICE CONTRIBUTIONS

Department

Educational Technology Committee

Advertising Marketing Communication Program Committee

College of Business Service

Graduate Admissions Committee

Strategic Planning Committee

Computer and Multimedia Committee

University Service

University of Akron Press Editorial Board (Search Committee Chair 1998-1999)

Institutional Review Board for Use of Human Subjects; Vice Chair for Business (1996-2006)

General Community Service

Leadership Akron Class XXIII (2005-2006), nominated by The University of Akron.

Secretary, Trustee, Mustill Property Committee, Cascade Locks Park Association

Exhausted Rooster, past Vice President, Akron Jaycees

President, Akron Rotary Club 2004-2005.

Board of Trustees, Rotary Camp for Special Children.

BUSINESS EXPERIENCE

Consulting experience (only for persons whose regular job is not consulting)

None provided

Participation as an Instructor or Coordinator in Executive Education and Training

None provided

Full-time Business Positions

PROFESSIONAL WORKSHOPS AND MEETINGS ATTENDED

Rev. August, 2010