

Meryl P. Gardner

Professor of Marketing
Department of Business Administration
Lerner College of Business and Economics
University of Delaware
Newark, Delaware 19716
(302) 831-1772
gardnerm@udel.edu

Educational Background

Ph.D.: Graduate School of Industrial Administration
Carnegie Mellon University
Major Area -- Marketing
Minor Area -- Operations Research

M.S.: Graduate School of Industrial Administration
Carnegie Mellon University
Major -- Marketing

B.A.: Johns Hopkins University
Major -- Mathematical Sciences
Minor -- Psychology

Research Interests:

Application of consumer psychology to important societal issues; role of emotionally charged decisions in consumers' lives

Academic Experience

University of Delaware – Lerner College of Business and Economic

Teaching areas include: Field Projects in Marketing, Business Consulting Project, Marketing Channels and Retailing, Buyer Behavior, and Introduction to Marketing

Area Head for Marketing (1988 – 1990, 2005 – 2008, and 2009 - 2011)

Professor of Business Administration (2017 - present)

Associate Professor of Business Administration (1988 - 2017)

Sabbatical (1994-1995): Visiting Research Scholar, Marketing Science Institute, Cambridge, Massachusetts

New York University -- Faculty of Business Administration.

Teaching areas include: Consumer Behavior (including Ph.D. seminar), Marketing Management, Introduction to Marketing, Marketing Research and Research Methodology (Ph.D. seminar).

Associate Professor of Marketing (1986 - 1988)

Assistant Professor of Marketing (1981 - 1986)

Instructor of Marketing (1979 - 1981)

Carnegie Mellon University -- Instructor for Elements of Industrial Administration (Spring 1977)

Business Experience

Chief Programmer - Systems Analyst for Professors L. Lave, S. Leinhardt and J. Lave, Carnegie Mellon University. This full-time position included data analysis and responsibility for personnel, hardware, software and scheduling for several research projects. (June 1975 - February 1976)

Computer Analyst, Market Planning Data, Systems Development Division, International Business Machines Corporation. (Summer 1973 and Summer 1974)

Journal Publications

Weber, T.J., Chris Hydock, William Ding, Meryl Gardner, Pradeep Jacob, Naomi Mandel, David E. Sprott, and Eric Van Steenburg, "Political Polarization: Challenges, Opportunity, and Hope," Journal of Public Policy and Marketing, forthcoming, <https://doi.org/10.1177/0743915621991103>

Russell, Aaron, Jeremy Firestone, David Bidwell, and Meryl Gardner, "Place Meaning and Consistency with Offshore Wind: An Island and Coastal Tale," Renewable and Sustainable Energy Reviews, Volume 132, October 2020, 110044

Firestone, Jeremy, Christine Hirt, David Bidwell, Meryl Gardner, and Joseph Dwyer, "Faring well in offshore wind power siting? Trust, engagement and process fairness in the United States," by Energy Research & Social Science, Vol 62, April 2020, 101393 <https://doi.org/10.1016/j.erss.2019.101393>.

Firestone, Jeremy, David Bidwell, Meryl Gardner, and Lauren Knapp, "Wind in the Sails or Choppy Seas?: People-Place Relations, Aesthetics and Public Support for the United States' First Offshore Wind Project," Energy Research & Social Science, 2018

Minton, Elizabeth, Frank Cabano, Meryl P. Gardner, Daniele Mathras, Esi A. Elliot, and Naomi Mandel, "LGBTQ and Religious Identity Conflict in Service Settings," Journal of Services Marketing, Issue 4/5, pp 351-361, 2017.

Karpyn, Allison, Michael Allen, Samantha Marks, Nicole Filion, Deborah Humphrey, Ai Ye, Henry May, and Meryl P. Gardner, "Pairing Animal Cartoon Characters with Produce Stimulates Selection among Child Zoo Visitors," Health Education & Behavior, 2016, 1-9.

Karpyn, Allison, Michael Allen, Meryl Gardner, Samantha Marks, "Innovative Zoo Partnership Lending New Insight into the Power of Animals to Market Healthy Food to Kids," Delaware Journal of Public Health, June 2016, Volume 2 | Issue 3, p.17

Firestone, Jeremy, Cristina L. Archer, Meryl P. Gardner, John A. Madsen, Ajay K. Prasad, and Dana E. Veron, "Opinion: The time has come for offshore wind power in the United States," Proceedings of the National Academy of Sciences, 2015, 112(39), 11985-11988, doi:10.1073/pnas.15153761122015.

<http://www.pnas.org/content/112/39/11985?tab=metrics>

In the top 5% of all research outputs scored by Altmetric.

High score compared to outputs of the same age (98th percentile)

Gardner, Meryl P., Brian Wansink, Junyoung Kim and Se-Bum Park, "Better Moods for Better Eating?: How Mood Influences Food Choice," Journal of Consumer Psychology, Volume 24, Issue 3, July 2014, 320-335.

Has been reported in: Daily Mail (UK), Men's Fitness, Men's Health (print & online), Women's Health, Allure, The Atlantic, Yahoo! News, ANI, CNN.com, Huffington Post, Health, eNews, NYR Natural News, Psych Central, Health Central, Kitchen Daily, Parent Herald, Medical Daily, Delaware Today, The Review (UD), Fitbie, Prevention, Health Magazine/Daily Burn, Weight Watchers Magazine Australia, Consumer Reports' ShopSmart, wn.com, Delawareonline

Parsons, George R., Michael K. Hidrue, Willett Kempton and Meryl P. Gardner, "Willingness to Pay for Vehicle-to- Grid (V2G) Electric Vehicles and Their Contract Terms," Energy Economics, 42 (2014) 313–324.

Nguyen, Hieu P., James M. Munch and Meryl P. Gardner (2014), "Does Repeated Ad Exposure Impair or Facilitate Recall of Ads with Similar Affective Valence? An Exploratory Study," Journal of Marketing Theory and Practice, 22(1), 25-40.

Gardner, Meryl P., Roberta M. Golinkoff, Kathy Hirsh-Pasek, Daniel Heiney-Gonzalez (2012), "Marketing Toys without Playing Around," Young Consumers: Insight and Ideas for Responsible Marketers, 13, Iss: 4, 381–391.

Hidrue, Michael K., George R. Parsons, Willett Kempton and Meryl P. Gardner (2011), "Willingness to Pay for Electric Vehicles and their Attributes," Resource and Energy Economics, 33, 686–705.

Third most frequently downloaded article for the first half of 2013. Most frequently downloaded article: April – June 2011. Reviewed in EV Insider – Edition 11.39/ 25 September 2011 “Who buys ev’s and why”

Pechmann, Cornelia (Connie), Elizabeth S. Moore, Alan R. Andreasen, Paul M. Connell, Dan Freeman, Meryl P. Gardner, Deborah Heisley, R. Craig Lefebvre, Dante M. Pirouz, Robin L. Soster (2011), "Navigating the Central Tensions in Research on Consumers who are at Risk: Challenges and Opportunities" Journal of Public Policy & Marketing, 30(1), 23-30.

Holbrook, Morris B. and Meryl P. Gardner (2000), "Illustrating a Dynamic Model of the Mood-Updating Process in Consumer Behavior," Psychology and Marketing, 17(3), 165-194.

Holbrook, Morris B. and Meryl P. Gardner (1998), "How Motivation Moderates the Effects of Emotions on the Length of Consumption," Journal of Business Research, 42(3), 241-252. Steffey Chair Award for Best Paper at "The Role of Affect in Marketing Conference," University of California - Riverside, Riverside, CA, June 2, 1995.

Holbrook, Morris B. and Meryl P. Gardner (1993), "An Approach to Investigating the Emotional Determinants of Consumption Durations: Why Do People Consume What They Consume for as Long as They Consume It?," Journal of Consumer Psychology, 2(2), 123-142.

Rook, Dennis W. and Meryl P. Gardner (1993), "In the Mood: Impulse Buying's Affective Antecedents," Research in Consumer Behavior, 6, 1-28.

Gardner, Meryl P. and Ronald Paul Hill (1990), "Consumers' Mood States and the Decision-Making Process," Marketing Letters: A Journal of Research in Marketing, 1(2), 229-238

Gardner, Meryl P. and Philip Joel Shuman (1988), "Sponsorships and Small Businesses: Conceptual, Strategic and Tactical Issues," Journal of Small Business Management, 26(4), 44-52.

Gardner, Meryl P. and Ronald Paul Hill (1988), "Consumers' Mood States: Antecedents and Consequences of Experiential vs. Informational Strategies for Brand Choice," Psychology and Marketing, 5(2), 169-182.

Park, C. Whan, Meryl P. Gardner, and Vinod K. Thukral (1988), "Self-Perceived Knowledge: Some Effects on Information Processing for a Choice Task," The American Journal of Psychology, 101(3), 401-424.

Gardner, Meryl P. and Frederick O. Wilhelm, Jr. (1987), "Consumer Responses to Ads with Positive vs. Negative Appeals: Some Mediating Effects of Context-Induced Mood and Congruency Between Context and Ad," Current Issues and Research in Advertising, 10(1), 81-98.

Gardner, Meryl P., J. Kaplan, C. Parisi, R. Stern and F. Weinstein (1987), "Direct Mail Solicitations by Professional and Non- Professional Services: Effects of Promotional Offers on Perceptions of Quality," Journal of Direct Marketing, 1(2), 32-38.

Gardner, Meryl P. and Philip Joel Shuman (1987), "Sponsorship: An Important Component of the Promotions Mix," Journal of Advertising, 16(1), 11-17.

Gardner, Meryl P. (1987), "Effects of Mood States on Consumer Information Processing," Research in Consumer Behavior, 2, 113- 135.

Gardner, Meryl P. and Michael J. Houston (1986), "The Effects of Verbal and Visual Components of Retail Communications," Journal of Retailing, 62(1), 64-78.
Winner of Journal of Retailing Honorable Mention for Volume 62.

Gardner, Meryl P. (1985), "Mood States and Consumer Behavior: A Critical Review," Journal of Consumer Research, 12(3), 281-300.

Gardner, Meryl P. (1985), "Does Attitude Toward the Ad Affect Brand Attitude Under a Brand Evaluation Set?," Journal of Marketing Research, 22 (2), 192 -198.

Gardner, Meryl P., Andrew A. Mitchell and J. Edward Russo (1985), "Low Involvement Strategies for Processing Advertisements," Journal of Advertising, 14(2), 4-12.

Gardner, Meryl P. (1985), "Creating a Corporate Culture for the Eighties," Business Horizons, 28(1), 59-63.

Gardner, Meryl P. (1983), "Advertising Effects on Attributes Recalled and Criteria Used for Brand Evaluations," Journal of Consumer Research, 10(3), 310-318.

Carnegie Mellon University Seminar (1978), "Attitude Change or Attitude Formation? An Unanswered Question," Journal of Consumer Research, 5, 271-276.

Book Editorships

Gardner, Meryl P., Legends in Consumer Behavior – Morris B. Holbrook, Volume 3: Emotions, Sage Publications, 2015.

Gardner, Meryl P., Marketing Science 1991 Annual Conference, Abstracts, Providence, RI.

Gardner, Meryl P., Society for Consumer Psychology Program, Proceedings of the American Psychological Association 1989 Annual Conference, New Orleans, LA.

Gardner, Meryl P., Consumer Behavior Track, Proceedings of American Marketing Association 1986 Summer Educators' Conference, Chicago, Illinois.

Book Chapters

Gardner, Meryl P., "Interview of Morris B. Holbrook by Meryl P. Gardner," in Legends in Consumer Behavior – Morris B. Holbrook, Volume 3: Emotions, edited by Meryl P. Gardner, Sage Publications, 2015, 411-415.

Gardner, Meryl P., "Introduction: Emotions," in Legends in Consumer Behavior – Morris B. Holbrook, Volume 3: Emotions, edited by Meryl P. Gardner, Sage Publications, 2015, xxiii-xxxii.

Gardner, Meryl P., "Consumer Moods," in Encyclopedia of Consumer Culture, edited by D. Southerton, Thousand Oaks, CA: Sage Publications, 2011, 274-279.

Gardner, Meryl P. (1994), "Responses to Emotional and Informational Appeals: The Moderating Role of Context-Induced Mood States," in Attention, Attitude, and Affect in Response to Advertising, edited by E. Clark, T. Brock and D. Stewart, Erlbaum: New York, NY, 207-223.

Publications in Refereed Conference Proceedings

Chow, A.M., Elliot, E. A., Gardner, M.P., Overby, L.Y., Moffett, A.T., Cavazos, C., Downey, H., Jensen, M. R., and von Koskull, C. "A Path to a Better World Through Arts-based Research", in Z. Arsel and M. Parmentier (Eds.), Consumer Culture Theory Conference 2019: The Future is Loading. Montreal, Canada.

Benton, Raymond Jr., Meryl P. Gardner, Pamela Laughland and G. Scott Erickson (2013), "Sustainable Business Models III," 38th Annual Macromarketing Conference, Toronto, Canada (abstract).

Sujan, Harish, David Cranage and Meryl P. Gardner (2011), "Are Optimistic Customers More Lenient or Better Problem Solvers?," 119th Annual Convention of the American Psychological Association (APA) Society for Consumer Psychology (SCP), Washington, DC (abstract).

Gardner, Meryl P., Kimberly Weller, Willett Kempton, George R. Parsons and Michael K. Hidrue (2011), "Consumer Response to Electric Vehicles: An Integrated Perspective," 119th Annual Convention of the American Psychological Association (APA) Society for Consumer Psychology (SCP), Washington, DC (abstract).

Gardner, Meryl P. and Isaac A. Schlecht (2011), "Macroeconomic and Behavioral Insights into Human Trafficking," 119th Annual Convention of the American Psychological Association (APA) Society for Consumer Psychology (SCP), Washington, DC (abstract).

Gardner, Meryl P., Daniel Heiney-Gonzalez, Roberta Golinkoff and Kathryn Hirsh-Pasek

(2011), "Understanding How Adults Choose Toys for Children," 119th Annual Convention of the American Psychological Association (APA) Society for Consumer Psychology (SCP), Washington, DC (abstract).

Hidrue, Michael K., George R. Parsons, Willett Kempton and Meryl P. Gardner (2011), "Can the Concept of Vehicle-to-Grid Help Electric Vehicles in the Market?," International Energy Workshop, Stanford, CA (abstract).

Gardner, Meryl P., Michael K. Hidrue, George R. Parsons, and Willett Kempton (2011), "Using Technology to Persuade and Persuading Consumers to Act: Vehicle-to-Grid (V2G) Electric Cars," Persuasive Technology and Design: Enhancing Sustainability and Health Conference, Ohio State University, Columbus, OH.

Sujan, Harish, Meryl P. Gardner and David Cranage (2011), "How do Optimistic and Pessimistic Customers Differ in their Response To Retailers' Strategies for Recovering from Product Failure," Fifth Annual Conference on Services Management, New Delhi, India (abstract).

Nguyen, Hieu P., James M. Munch and Meryl P. Gardner (2009), "The Inhibition Effects of Repetition on Non-target Ad Recall: The Role of Affect Valence," Advances in Consumer Research.

Herzenstein, Michal and Meryl P. Gardner (2008), "Joy and Contentment: A Motivational Perspective," Society for Consumer Psychology Conference, San Diego, CA (abstract).

Hidrue, Michael K., Jon Lilley, Meryl P. Gardner, Willett Kempton and George R. Parsons (2009), "Will the Concept of V2G Help Electric Cars Penetrate the Auto Market?," Academy of Marketing Science Annual Conference, Baltimore, MD (abstract).

Song, Lulu, Roberta M. Golinkoff, Kathryn Hirsh-Pasek, Sunny Merchant, Meryl P. Gardner, Deborah Zachar and Solveig Bosse (2009), "Video Versus Vivo: How Do Young Children Best Learn Foreign Vocabulary?," Society for Research in Child Development Biennial Meeting, Denver, CO.

Herzenstein, Michal and Meryl P. Gardner (2008), "All Positive Emotions Are Not Created Equal: The Case of Joy and Contentment," Association for Consumer Research Conference, San Francisco, CA (abstract).

Gardner, Meryl P., Rosh Dhanawade and Willett Kempton (2008), "Making Money and Saving the Planet: Consumer Reactions to a Vehicle-to-Grid Vehicle" Marketing and Public Policy, Philadelphia, PA (abstract).

Gardner, Meryl P., Marcia H. Flicker and Sharon K. Wiley (2008), "Consumer Response to Disasters: Multi-Cultural Issues and Marketing Perspectives," AMS Multi-Cultural Perspectives in Marketing Conference, New Orleans, LA (abstract).

Gardner, Meryl P., Marcia H. Flicker, Sharon K. Wiley and Victoria Gulevich (2007), "Consumer Preparation for Disasters: Conceptual Underpinnings and Policy

Implications," Marketing and Public Policy, Washington, DC (abstract).

Gardner, Meryl P., Melissa Elliott and Marcia H. Flicker (2007), "Threats in the News and the Content of Ads: The Role of Consumer Distraction and Avoidance," Academy of Marketing Science Annual Conference, Coral Gables, FL, 221-226.

Cohen, Jessica, Meryl P. Gardner and Marcia H. Flicker (2008), "The Growing Relationship between Terror Management Theory and Marketing," Marketing in Dynamic Environments: Contemporary Advances, Edited by Cleopatra Veloutsou and Nicolas Papadopoulos, Atiner, Athens, Greece, 341-255.

Sujan, Harish, Meryl P. Gardner and David Cranage (2007), "Do Optimists And Pessimists React Differently To Informed Choice and Product Failure?," Proceedings of the 2nd International Conference on Services Management, New Delhi, India.

Kim, Junyong, Brian Wansink, Meryl P. Gardner, Se-Bum Park and Collin Payne (2005), "The Effects of Moods on Comfort Food Consumption," Association for Consumer Research, (abstract).

Sujan, Harish, Meryl P. Gardner and David Cranage (2005), "Differences in Optimistic and Pessimistic Customers' Responses to Recovery Strategies," Annual Convention of the American Psychological Association, Washington DC, (abstract).

Flicker, Marcia H. and Meryl P. Gardner (2004), "Who's Afraid of the Big Bad Wolf? Location and Timing as Mediators in Americans' Shopping Response to Terrorism," Direct Marketing Educators' Conference, New Orleans, LA, (abstract).

Flicker, Marcia H. and Meryl P. Gardner (2002), "Which is Scarier: the Mail or the Mall?" presented at the Direct Marketing Education Foundation Annual Conference and published in the conference's online proceedings.

Gardner, Meryl P. and David W. Schumann (2001), "Niche Marketing and the Transmission of Prejudice," Proceedings of the 26th Annual Macromarketing Conference, Williamsburg, VA.

Gardner, Meryl P., David W. Schumann and S. Walls (2001), "Managing our Affective States through Consumption Activity," in Proceedings of the Society for Consumer Psychology, eds. Susan E. Heckler and Stewart Shapiro, 189-204.

Gardner, Meryl P. and David W. Schumann (2000), "Managing Our Mood States Through Consumption Activity: A Grounded Theory Approach," American Psychological Association 1999 Annual Convention, Proceedings of the Society for Consumer Psychology.

Gardner, Meryl P. and Robert Kent (1998), "Fifteen Second Ads and the Perceived Duration of Television Commercial Time," in Proceedings of the Society for Consumer Psychology, American Psychological Association 1997 Annual Convention.

Gardner, Meryl P. and W. D. Harris (1996), "Special Session Summary: A Forum On Health-Related Consumer Behavior," in Advances in Consumer Research, eds. Kim Corfman and John Lynch, Jr., Association for Consumer Research, 23, 397-398.

Gardner, Meryl P. and Beth Wierzbicki (1994), "Time Inconsistent Behavior: A Situational Factor Expansion of the Traditional Discounted Utility Model," Proceedings of the 1994 Society of Consumer Psychology.

Gardner, Meryl P. and V. Carter Broach (1992), "Mood-Product Interactions: An Exploratory Study," Proceedings of the Society for Consumer Psychology, eds. Thomas J. Page, Jr. and Susan. E. Middlestadt, American Psychological Association 1992 Annual Convention, Washington, DC, CtC Press: Clemson, SC, 1-6.

Manrai, Lalita A. and Meryl P. Gardner (1992), "Consumer Processing of Social Ideas Advertising: A Conceptual Model," in Advances in Consumer Research, eds. John Sherry and Brian Sternthal, Association for Consumer Research, 19, 15-22.

Pavelchak, Mark A., Meryl P. Gardner and V. Carter Broach (1991), "Effects of Ad Pacing and Optimal Level Arousal on Attitude Toward the Ad," in Advances in Consumer Research, eds. Michael Solomon and Rebecca Holman, 18, 94-99.

Gardner, Meryl P. and Lalita A. Manrai, (1991), "The Influence of Affect on Attributions for Product Failure," in Advances in Consumer Research, eds. Michael Solomon and Rebecca Holman, 18, 249-254.

Gardner, Meryl P. and John Scott (1990), "Product Type: A Neglected Moderator of the Effects of Mood," in Advances in Consumer Research, eds. Gerald Gorn, Marvin Goldberg and Richard Pollay, Provo, UT: Association for Consumer Research, 17, 585-589.

Gardner, Meryl P. and Ronald Paul Hill (1989), "Context-Induced Mood and Brand Selection Strategies," in Advances in Consumer Research, ed. Thomas Srull, Provo, UT: Association for Consumer Research, 16, 492-494.

Gardner, Meryl P. and Dennis W. Rook (1988), "Effects of Impulse Purchases on Consumers' Affective States" in Advances in Consumer Research, ed. Michael J. Houston, Provo, UT: Association for Consumer Research: 15, 127-130.

Ward, James C., Meryl P. Gardner and Ronald Paul Hill (1988), "Promotional Games: The Effects of Participation on Mood, Attitude, and Information Processing," in Advances in Consumer Research, ed. Michael J. Houston, Provo, UT: Association for Consumer Research, 15, 135-140.

Gardner, Meryl P. and Jennifer Altshuler (1987), "Do Children Use Products to Manage Their Moods?: An Exploratory Investigation," in 1987 AMA Educators' Proceedings, eds. S. Douglas et al., Chicago: American Marketing Association, 22.

Gardner, Meryl P. and Ronald Paul Hill (1987), "The Buying Process: Effects Of and On Consumer Mood States" in Advances in Consumer Research, eds. Melanie Wallendorf and Paul Anderson, Ann Arbor: Association for Consumer Research, 14, 408-410.

Gardner, Meryl P. and George J. Siomkos (1986), "Towards a Methodology for Assessing Effects of In-Store Atmospherics" in Advances in Consumer Research, ed. Richard Lutz, Ann Arbor: Association for Consumer Research, 13, 27-31.

Gardner, Meryl P. and Marion Vandersteel (1984), "The Consumer's Mood: An Important Situational Variable" in Advances in Consumer Research, ed. Thomas Kinnear, Ann Arbor: Association for Consumer Research, 11, 525-529.

Gardner, Meryl P. and Roger A. Strang (1984), "Consumer Response to Promotions: Some New Perspectives" in Advances in Consumer Research, ed. Thomas Kinnear, Ann Arbor: Association for Consumer Research, 11, 420-425.

Gardner, Meryl P. and Roger A. Strang (1983), "Balancing the Communications Mix: Do Promotions Have a Negative Effect on Consumer Brand Attitudes?" in Comportement du Consommateur, Strategies de Communication/ Consumer Behavior, Communication Strategies, eds. J-P Faivre and J-L Chandon, 10th International Research Seminar in Marketing, Aix-en- Provence, France, 437-447.

Gardner, Meryl P. and C. Moynihan(1983), "Effects of Aerobic Exercise on Brand Evaluation" in Proceedings, Anderson, J.(ed.), Division 23 Program, Annual Convention, American Psychological Association, 22-24.

Gardner, Meryl P. and S.P. Raj (1983), "Responses to Commercials in Laboratory Versus Natural Settings: A Conceptual Framework" in Advances in Consumer Research, eds. R. Bagozzi and A. Tybout, Ann Arbor: Association for Consumer Research, 10, 142-146.

Gardner, Meryl P. and R. Levin (1982), "Truth and Consequences: The Effects of Disclosing Possibly Harmful Results of Product Use" in An Assessment of Marketing Thought and Practice, eds. Walker et al., Chicago: American Marketing Association, 39-42.

Gardner, Meryl P. (1982), "Attribute Determinance - A Function of Past Memory," in Advances in Consumer Research, ed. Andrew A. Mitchell, Ann Arbor: Association for Consumer Research, 9, 177-182.

Russo, J. Edward; Meryl P. Gardner, and Andrew A. Mitchell (1978), "Chronometric Analysis: An Introduction and an Application to Low Involvement Perception of Advertisements" in Advances in Consumer Research, ed. H. Hunt, Ann Arbor: Association for Consumer Research, 5, 581-589.

Staelin, Richard, Meryl P. Gardner and Andrew A. Mitchell (1977), "The Effects of Attacks and Inoculations in a Public Policy Context: A Cognitive Structure Approach" in Contemporary Marketing Thought, ed. B. Greenberg and D. Bellenger, Chicago: American Marketing Association, 292-297.

Additional Publications

Gardner, Meryl P. (2014), "Quantitative Evaluation of the Public Response to Climate Engineering": A Reply & Critique," invited post at Forum for Climate Engineering Assessment, available at <http://dcgeoconsortium.org/2014/07/24/quantitative-evaluation-of-the-public-response-to-climate-engineering-a-reply-critique-guest-post-meryl-p-gardner-university-of-delaware/>

Gardner, Meryl P. (1998), "Research in Advertising: State of the Art and Needs for the Future," Marketing Science Institute.

"Interview with David Brinberg," in The Communicator, Fall 1993.

"Interview with Marvin Goldberg," in The Communicator, Fall 1993.

"American Psychological Association (Division 23), Society for Consumer Psychology, Style Guide for Conference Proceedings Papers," (with J. Saegert and J. Anderson), January 1990.

"A Cool Program (and Hot Jazz)," in The Communicator, ed. L. Kahle, 24(2), April 1989.

Presented Papers (not published in a proceedings) and Invited Participation.

"Not All Dieters Are the Same: Development of the Abstention Tendency Scale," Yi (Fionna) Xie, Naomi Mandel, and Meryl P. Gardner in session titled "Understanding Drivers of Healthful Consumption Experiences "at 2020 Marketing and Public Policy Conference, Virtual, June 2020.

"Important Choices," July 3, 2019, Xiamen University, Xiamen, China

"Political Polarization: Challenges, Opportunity, and Hope", Transformative Consumer Research Conference, May 2019 - Roundtable conference with attendance by proposal only, May 19-22, 2019, Tallahassee, FL.

"Consumer Research with Societal Impact, session organizers: Kathy Hamilton and Emma Bannister, Invited participant in special session, Academy of Marketing, July 2-5, 2018, Stirling, Scotland

"Toward an Integrated Understanding of Resource Scarcity," session organizers: Caroline Roux,

Meng Zhu, Kelly Goldsmith, Invited Participant in Roundtable, Association for Consumer Research Conference, October 26-29, 2017, San Diego, California

“The First U.S. Offshore Wind Project: In-Place or Out-Of-Place?” Knapp, Lauren, Jeremy Firestone, Meryl P. Gardner, David Bidwell, Alexis Cunningham, Christine Hirt, and Cathrine Denman, First International Conference on Energy Research and Social Science, Melia Sitges, Sitges, Spain, April 2-5, 2017.

“Diets with Cheat Days: The Effect of Implicit Self-Theories on Recovery from Goal-Inconsistent Behavior,” Fionna Yi Xie, Naomi Mandel and Meryl P. Gardner, Consumer Research Conference, October 26-29, 2017, San Diego, California.

“In-Place or Out-Of-Place? Smooth Sailing or Choppy Seas for Offshore Wind Power,” Meryl Gardner, Christine Hirt, Lauren Knapp, Jeremy Firestone, and David Bidwell, Energy Impacts Conference, Columbus OH July 25-27, 2017

“Perceptions of Fairness of Process: The Block Island Offshore Wind Project,” Christine Hirt, Jeremy Firestone, Lauren Knapp, David Bidwell, and Meryl Gardner, Energy Impacts Conference, Columbus OH July 25-27, 2017

“Changes in Public Support for an Offshore Wind Farm from Construction to Operation,” David Bidwell, Jeremy Firestone, and Meryl Gardner, Energy Impacts Conference, Columbus OH July 25-27, 2017

“The Intersection of Religion and Policy: Business and Consumer Response to Competing Institutional Logics” -With Elizabeth Minton, Frank Cabano, Meryl P. Gardner, Esi A. Elliot, Daniele Mathras, and Naomi Mandel; Marketing and Public Policy Conference, San Luis Obispo, CA 93407 June 23-25, 2016.

“Moods and Foods: Changing the World One Bite at a Time,”
Invited presentation to Leadership Delaware, Wilmington, DE, June 10, 2016

“Renewable Standards: How to Leverage Willingness to Pay Price Premiums for Wind Power” - Lauren Knapp, Jeremy Firestone, Meryl P. Gardner, and George Parsons, American Wind Energy Association Onshore Wind Power Conference, New Orleans, LA, May 2016.

“Animals and Vegetables” - Allison Karpyn, Michael Allen, Samantha Marks, Nicole Filion, Deborah Humphrey, Ai Ye, Henry May, and Meryl P. Gardner, ACCEL, Wilmington, DE, May 23, 2016.

“Social Values, Beliefs, Perceptions and Knowledge Relative to Offshore Wind Energy,” - Lauren Knapp, Jeremy Firestone, Meryl P. Gardner, and George Parsons, NOAA Social Coast Forum, Charleston, SC, February 9-11, 2016.

“The Tipping Point: Going from Adaptive to Maladaptive Consumption Behavior Patterns,” Invited Participant in Roundtable, Association for Consumer Research North American

Conference, October 1-4, New Orleans, LA, 2015.

“Toward Integrative and Transformative Research,” Invited Participant in Roundtable, Macromarketing Conference, June 25-28, Chicago, IL, 2015.

“The Tipping Point: Going from Adaptive to Maladaptive Consumption Behavior,” Invited Participant in Roundtable, Marketing and Public Policy Conference, June 4-6, Washington, DC, 2015.

“Religion, Spirituality, and Consumer Well-Being,” Transformative Consumer Research Conference, May 31-June 2 - Fully funded roundtable conference with attendance by proposal only, Villanova, PA, 2015.

“Moods and Foods,” Invited presentation to Delaware BioScience Association Breakfast, December 16, 2014.

“How Mood Influences Food Choice,” Invited presentation to Lerner Alumni Board, December 4, 2014.

“Positive Marketing,” Invited Panelist, Fordham University Center for Positive Marketing, November 4, 2011.

“Researching Consumer Response to Sustainable Products: Vehicle-to-Grid (V2G) Electric Cars,” Carlson on Sustainability, University of Minnesota, October 21, 2010

“Why Do We Do What We Do For As Long As We Do It?” Columbia University, Morrisfest: Special Symposium in Honor of Morris Holbrook, Columbia University, May 8, 2009.

“Consumer Psychology Applications,” University of Delaware Psychology Undergraduate Honor Society, November 9, 2009.

“Recall of Affective Advertisements: A Part-List Cuing Approach,” Temple University: March 6, 2009.

“Parents: An At-Risk Population,” Transformative Consumer Research Conference, June 2009 - Fully funded roundtable conference with attendance by proposal only, Villanova, PA.

University of Delaware Energy Institute Symposium, December 2008-Presented marketing research methodology issues related to the Vehicle-to-Grid car to faculty working on energy-related issues across University of Delaware.

“Who’s Afraid of the Big Bad Wolf?,” by Marcia H. Flicker and Meryl P. Gardner, DDB (Media Agency), August 2004.

“Measure for Measure: Difficulties in Capturing Americans’ Changing Attitudes to Shopping Channels in the Face of Terrorism,” (with Marcia H. Flicker), Direct Marketing Session of the Annual INFORMS Conference, Atlanta, October 19-22, 2003.

"Who's Afraid of the Big, Bad Wolf? A Segmentation Scheme for Shopping Behavioral Change in the Face of Danger," (with Marcia H. Flicker), First International Conference on Business Economics, Management and Marketing, Athens, Greece, June 26-29, 2003.

"Marketing and the Transmission of Prejudice" (with David W. Schumann), the 26th Annual Macromarketing Conference, Williamsburg, VA, August 2001.

"Exercise Motivation and Behavior: A Consumer Psychology Perspective," (with B. Miller and D. Welslager), American Psychological Association 1999 Annual Convention, Boston, MD, August 1999.

"Decision-Making for Healthy Choice," (with Brian Wansink), Association for Consumer Research, Boulder, CO, October 1997.

"Using Foods to Manage Moods," (with Brian Wansink), American Psychological Association Division 23/Society for Consumer Psychology Conference, Toronto, Canada, August 1996.

"Making and Implementing Daily Health-Related Decisions," (with W. D. Harris), American Psychological Association Division 23/Society for Consumer Psychology Conference, Toronto, Canada, August 1996.

"Advertising Foods to Manage Moods," (with Brian Wansink), Society for Consumer Psychology Winter Conference, Hilton Head, SC, February 1996.

"Managing Our Feeling State Through Consumption Activity Involving Services," (with David W. Schumann), American Marketing Association Winter Educators' Conference, Hilton Head, SC.

"A Model of Consumer Health-Related Behavior: Conceptual Development and Empirical Test," (with W. D. Harris), Association for Consumer Research, Minneapolis, MN, October 1995.

"How Motivation Moderates the Effects of Emotions on the Length of Consumption," (with Morris B. Holbrook), The Role of Affect in Marketing Conference, University of California-Riverside, Riverside, CA, June 2, 1995.

"Affect Effects in Marketing," Ph.D. Seminar, University of Tennessee, Knoxville, TN, February 2, 1995.

"Consuming to Feel," Rutgers University at Camden, Camden, New Jersey, December 8, 1994.

"Emotion in Buyer Behavior," Ph.D. Seminar, University of Wisconsin, Madison, WI, November 23, 1994.

"Faculty Research Roundtable," Quinnipiac College, Hamden, Connecticut, September 29, 1994.

"Advertising's Influence on Standards of Comparison: The Moderating Role of Mood,"
Association for Consumer Research, Nashville, TN, October 1993.

"Programmatic Research on the Role of Affect in Buyer Behavior: Current Trends and Future
Directions," University of Tennessee, Knoxville, TN, February 1993.

"Mood Product Interactions: What's Known and What's Not Known," Invited presentation at
Unilever Research, Port Sunlight Laboratory, Bebington, Wirral, UK, May 1992.

"Feeling, Thinking and Consuming," with V. Carter Broach, American Marketing Association
Winter Educators' Conference, San Antonio, TX, February 1992.

"On the Duration of Consumption: Why Do We Consume What We Consume for as Long as We
Consume It," with Morris B. Holbrook, 1991 American Marketing Association Doctoral
Consortium, Los Angeles, CA, August 1991.

"Uses and Limitations of Consumer Diary Panel Data," with John Frey, Marketing Science 1990
Annual Conference, Urbana- Champagne, IL, March 1990.

"Affective Influences on the Consumer Decision-Making Process," Second Annual International
Conference on Socio-Economics, Washington, DC, March 1990.

"Feeling States, Decision-Making and Impulse Purchases," Invited Address, Temple University,
Philadelphia, PA, December 1989.

"Consumer Behavior and Consumer Moods," Semi-annual Faculty Seminar, University of
Baltimore, Baltimore, MD, September 1989.

"Consumers' Feeling States: Influences on Consumer Behavior," Fairchild Martindale Center
Lecturer, Lehigh University, Bethlehem, PA, September 1987.

"Affective States: Influences on Consumer Choice Strategies and Impulse Purchases," Invited
Lecture, The Pennsylvania State University, University Park, PA, 1987.

"Mood States and Consumer Behavior," Invited Lecture, Rutgers University, Newark, NJ, March
1987.

"Consumers' Feeling States: Influences on Choice Strategies and Impulse Buying," Invited
Lecture, University of Texas, Austin, TX, February 1987.

"Can Consumers' Mood States Trigger Cognitive Scripts?," Invited Lecture, McGill University,
Quebec, Canada, February 1987.

"Advertising Professional and Non-Professional Services: Effects of Ads with Promotional
Offers on Perceptions of Service Quality," Industry / Academia Advertising Colloquium,
New York University, New York, NY, January 1987.

"Marketing and Consumer Mood States: Research and Applications," Columbia / NYU / Yale Colloquium, Yale University, New Haven, CT, May 1986.

"How Consumer Feeling States Moderate the Effects of Advertisements," Invited Lecture, York University, Ontario, Canada, May 1986.

"Moods and Marketing: Implications of Consumer Feeling States," Faculty Research and Practice Series, Graduate School of Business, New York University, New York, NY, April 1986.

"Context-Induced Mood and Advertising Effects," Invited Presentation, Advertising Steering Group, Marketing Sciences Institute, New York, NY, January 1986.

"The Effect of Context-Induced Mood on Responses to Advertising: Update and Preview," Industry / Academia Advertising Colloquium, New York University, N Y, NY, 1985.

"Effects of Attitude Toward the Ad on Brand Evaluation," AMA Winter Educators' Conference, Phoenix, AZ, February 1985.

"The Importance of What We Think We Know: Effects of Perceived Knowledge on Consumer Decision-Making," Invited Lecture, University of Pittsburgh, Pittsburgh, PA, 1984.

"The Effect of Mood on Emotional and Informational Advertisements," (with C. Samuel Craig), Industry / Academia Advertising Colloquium, New York University, New York, NY, 1984.

"Effects of Objective and Subjective Product Class Familiarity on Consumer Information Processing," (with V.K. Thukral and C.W. Park), Special Topics Session on The Effect of Knowledge on Consumer Information Processing Activities, Annual Conference, Association for Consumer Research, San Francisco, CA, October 1982.

"Strategy-Induced Low Involvement with Advertising," (with Andrew A. Mitchell and J. Edward Russo), New York University - University of Pittsburgh Involvement Conference, New York, NY, 1982.

Discussant

"Positive Emotions & Consumer Well-Being," Conference for Positive Marketing, New York, NY, 2014

"Consumer Protection," Marketing and Public Policy Conference, Arlington, VA, 1996.

"Atmospheric Factors in the Retail Environment: Sights, Sounds and Smells," Association for Consumer Research Annual Conference, Vancouver, BC Canada, 1992.

"Knowledge and Knowledge of Knowledge: What Do We Know, Why We Think We Know and Why the Difference Makes a Difference," Association for Consumer Research Annual Conference, Chicago, IL, 1991.

"Affect and Emotion," American Marketing Association Summer Educators' Conference, Washington, DC, 1990.

"The AIDS Crisis: A Consumer Behavior Perspective," Association for Consumer Research Annual Conference, New Orleans, LA, 1989.

"Dimensions of Involvement," Association for Consumer Research Annual Conference, Honolulu, HI, 1988.

"Evaluating the Effects of Consumer Advertising on Market Position Over Time: How to Tell Whether Advertising Ever Works," Advertising Committee Conference, Marketing Science Institute, Wellesley, MA, 1988.

"The Role of Symbolism in Consumer Behavior," Association for Consumer Research Annual Conference, Las Vegas, NV, 1985.

"Influences on the Decision Process," American Marketing Association Summer Educators' Conference, Washington, DC, 1985.

"Socioeconomic Status and Retail Patronage," Association for Consumer Research Annual Conference, Washington, DC, 1984.

"Cognitive Issues in Consumer Psychology," Symposium at the American Psychological Association Annual Conference, Anaheim, CA, 1983.

"Evoked Set and Related Concepts," American Marketing Association Summer Educators' Conference, Dearborn, MI, 1983.

Conference Poster Presentations

Xie, Fionna Yi, Naomi Mandel and Meryl P. Gardner, "Not All Dieters are the Same: Development of the Diet Abstention Scale," Society of Consumer Psychology, Savannah GA, Feb 28- March 3, 2019

Knapp, Lauren, Jeremy Firestone, Meryl P. Gardner, and George Parsons (2015), "Monthly Price Premiums Ratepayers Are Willing to Pay to Develop the Maryland Wind Energy Area," American Wind Energy Association Offshore Windpower Conference, Baltimore, MD, September.

Knapp, Lauren, Jeremy Firestone, Meryl P. Gardner, and George Parsons (2015), "Price Premiums to Finance Offshore Wind Power," European Wind Energy Association Conference, Copenhagen, Denmark, March 10-12.

Knapp, Lauren, Jeremy Firestone, Meryl P. Gardner, and George Parsons (2014), "Price Premiums for Offshore Wind Power," American Wind Energy Association (AWEA) Offshore WINDPOWER 2014, Atlantic City, NJ, October 7-8.

Knapp, Lauren, Jeremy Firestone, Meryl P. Gardner, and George Parsons (2014), "Offshore wind power: perceptions, preferences and willingness to pay," Behavior Energy and Climate Conference (BECC) 2014, Washington DC, December 7-10.

Sujan, Harish, Meryl P. Gardner and David Cranage (2013), "Optimistic Customers: Contrasting Rose Colored and Problem Solving Lens Views," 2013 Society for Personality and Social Psychology Annual Conference, New Orleans, LA.

Hidrue, Michael K., George Parsons, Willett Kempton, Meryl P. Gardner and Jon Lilley (2010), "Estimating Potential Market Demand for Regular and V2G Electric Vehicles," Electric Drive Transport Association (EDTA) Conference and Annual Meeting.

Hidrue, Michael K., George Parsons, , Willett Kempton, Meryl P. Gardner, and Jon Lilley (2009), "Measuring Consumer Preference for V2G Vehicles," 2009 AAER workshop: Energy and Environment.

UD Research Center – Governing Member/ Scientist

Center for Research in Wind (CReW) - (formerly known as Center for Carbon-free Power Integration (CCPI) (2011-present)

UD Initiative – Member

Partnership for Arts and Culture (PAC) (2017-present)

Grants

Civil & Environmental Engineering Department Grant: McConnell, Jennifer, Maria Garlock and Meryl Gardner – Co-PIs - "What makes structural engineers nervous? Using structural engineering data to reduce subjectivity in engineering decisions," grant currently funding Ph.D. student, Sally Adnan Mohammad Saleem.

NOAA SG 2014-17 OMNIBUS NTARGETT Grant Delaware Sea Grant "Social Dimensions of Offshore Wind Development on the Delmarva Peninsula" (Total Grant: \$6,361,130.00; Project: \$225K --\$140K expenses + 85K two years of PhD student funding)

Department of Energy Grant (MAST372416), "Vehicle-to-Grid Demonstration," Willett Kempton, Principal Investigator (2008-2010)

Google Foundation Grant (MAST432264), "Megawatt V2G Power Plants," Willett Kempton, Principal Investigator (2007 - 2008)

Lerner College of Business and Economics, University of Delaware, Summer Research Grants (1988, 1989, 2005, 2007, 2008)

University of Delaware International Travel Award, International Office (1998, 2006)

University of Delaware Special Travel Award, Office of Women's Affairs (1990, 1993, 1999, 2006)

Department of Business Administration, University of Delaware, Summer Research Grant (2002)

University of Delaware, College of Business and Economics, CERT Summer Research Grant (1999)

University of Delaware International Travel Award, International Office (1993)

University of Delaware, College of Business and Economics Research Grant (1989)

Summer Research Grants, Faculty of Business Administration, New York University (1979, 1981, 1985, 1986)

New York University, Marketing Department: Procter & Gamble / General Foods Research Grants

Solo Grant: 1984

Joint Grants:

1984 (with C.S. Craig)

1982 (with C.W. Park and V. Thukral)

1981 (with E. Hirschman and Michael Solomon)

American Marketing Association Doctoral Research Grant

Awards and Honors

Department of Business Administration Outstanding Scholarship Award – May 19, 2015

"Mood States and Consumer Behavior: A Critical Review" Listed in the top twenty most cited articles in Journal of Consumer Research during the past three years. February 2011.

"Mood States and Consumer Behavior: A Critical Review," recognized as an essential assigned reading for doctoral seminars based upon the frequency with which it is assigned Vaidyanathan, Rajiv (2005), "Field of Dreams: An Informal Examination of the Discipline of Consumer Behavior as Defined by Doctoral Seminar Reading Lists," Association for Consumer Research Newsletter, Winter.

Faculty Participant at 2015 Tony Pecotich Macromarketing Doctoral Consortium June 25, Chicago, IL

Selected and funded by the President's Diversity Initiative to participate in the Faculty Success Program, Summer 2012.

Nominated to the University Faculty Senate for the "Excellence in Teaching Award", 2003.

Coached a student team to semi-finalist status in the 2003 Leonard J.Raymond Collegiate Echo Competition sponsored by the Direct Marketing Education Foundation, 2003.

Selected and funded by the Center for Teaching Effectiveness to attend IDEA Seminar, "Rethinking the Learning/Teaching Process," Baltimore, MD, October 6-8, 1999.

Steffey Chair Award for Best Paper, "The Role of Affect in Marketing Conference," University of California - Riverside, Riverside, CA, June 2, 1995.

Provost's Lecture, Quinnipiac College, Hamden, Connecticut, "The Agony and Ecstasy of Research," September 29, 1994.

Distinguished Senior Faculty Research Award, University of Delaware, Department of Business Administration (1992).

"Mood States and Consumer Behavior: A Critical Review," listed as one of the classic articles ever published in Journal of Consumer Research as determined by the number of times it has been cited annually, (Reference: "Assessing the Influence of Journal of Consumer Research: A Citation Analysis," S. Leong and J. Cote, Journal of Consumer Research, 18(3), December 1991).

Faculty Participant at AMA Doctoral Consortia

August 1995 University of Pennsylvania, Philadelphia, Pennsylvania

August 1991 University of Southern California, Los Angeles, California

August 1987 New York University, New York, New York

August 1985 Duke University, Durham, North Carolina

Journal of Retailing Honorable Mention Award for 1987: "The Effects of Verbal and Visual Components of Retail Communications," (with Michael J. Houston)

William Larimer Mellon Doctoral Fellowship, Graduate School of Industrial Administration, Carnegie Mellon University

Phi Beta Kappa, Johns Hopkins University, Alpha Chapter of Maryland

General and Departmental Honor Rolls, Johns Hopkins University

Other Scholarly Accomplishments

Panelist on a TV Special, Ad and the Ego. Described in TV Guide as: A discussion of how advertising affects people and the economy. Participants include advertising executive Bill Roller and University of Delaware marketing Professor Meryl P. Gardner, Aired, 5:30-6:00 p.m. and run-of-station, Channel 12-TV. November 28, 1996.

Television Interviews

Provided consumer behavior expertise on television broadcasts.

Delaware Tonight (WHYY) – June 29, 2009 interviewed about Christiana Mall renovations from a consumer psychology perspective.

Delaware Tonight (WHYY) – March 6, 2009 – part of a moderated panel “The Economy: Who’s to Blame?”

TV 12 News - Channel 12: December 12, 2002
“How malls influence holiday buying”

NewsProNet - Nationally syndicated interview: September 17, 2002
“Add-on Costs”

TV 12 News - Live interview: November 21, 2000
"Gift Giving as the Holidays Approach"

PBS News - Channel 12: November 1, 1995
"Holiday Shopping Season Preview"

PBS News - Channel 12: December 9, 1993
"Video Game Violence"

News - Channel 2: December 21, 1993
"Ethnic-oriented Toys"

PBS News - Channel 12: January 6, 1993
"Consumer Spending and Economic Forecasts"

PBS News - Channel 12: January 21, 1992
"The Future of Retailing" (Broadcast "live")

PBS News - Channel 12: November 11, 1991
"Contests and Promotions" (Broadcast "live")

Radio Interviews

Provided consumer behavior expertise on radio:

The World Today, CKNW 98, Live Radio Interview, August 1, 2000

"Demographics and Segmentation" on WDEL, Call-in Program, January 25, 1995

"Video Game Violence" on UD Connection, Daily new actuality service for radio stations, Call-in Program, December 16, 1993

Discussed findings of my research program involving effects of mood states on consumer behavior.

Mutual Radio Network

National Public Radio (Program titled: "All Things Considered")

Newspaper and Magazine Stories

Delaware Online, January 21, 2015, "Put Mind Before Munchies For Long Term Health Gains". available at <http://www.delawareonline.com/story/life/2015/01/19/put-mind-munchies-long-term-health-gains/21971917/>

Consumer Reports Shop Smart, May 2014, "Food News: The Worst Time To Shop".

Health Magazine, April 15, 2014, "5 Ways To Lose Weight Without Dieting". available at <http://news.health.com/2014/04/15/5-ways-to-lose-weight-without-dieting/>

Health ENews, March 12, 2014, "A Happy Mood Means Healthy Food".

The Chart, March 7, 2014, "5 Studies You May Have Missed", available at <http://thechart.blogs.cnn.com/2014/03/07/5-studies-you-may-have-missed-22/>

Men's Health, March 6, 2014, "The Effortless Way To Curb Your Snacking", available at <http://www.menshealth.com/weight-loss/effortless-way-stop-snacking?category=need-to-know>

The Atlantic, March 6, 2014, "Our Moods, Our Foods", available at <http://www.theatlantic.com/health/archive/2014/03/our-moods-our-foods/284238/>

Health Central, March 5, 2014, "Looking Toward The Future Helps You Eat Healthy" available at <http://www.healthcentral.com/anxiety/c/1443/167823/future-helps-eat-healthy>

Delaware Today, March 2014, "Turns Out Chocolate Does Not Solve Everything, Study Says", available at <http://www.delawaretoday.com/Blogs/Get-Healthy-Delaware/March-2014/Turns-Out-Chocolate-Does-Not-Solve-Everything-Study-Says/>

Huffington Post, February 26, 2014, “A Surprisingly Simple Way To Outwit Comfort Food Cravings”, available at http://www.huffingtonpost.com/2014/02/26/a-surprisingly-simple-way_n_4860551.html

NYR Natural News, February 26, 2014 “Why Mood Dictates Your Food Choices” available at <http://www.nyrnaturalnews.com/food/2014/02/why-mood-dictates-your-food-choices/>

WN.com, February 26, 2014, “The Better Your Mood The Healthier You Eat!”, available at <http://news.health.com/2014/04/15/5-ways-to-lose-weight-without-dieting/>

Kitchen Daily, February 24, 2014, “How Mood Affects Eating Habits”, available at <http://www.kitchendaily.com/read/how-mood-affects-eating-habits>

The Review (UD), February 24, 2014, “Marketing Professor Publishes Study On Mood And Food Choices”, available at <http://udreview.com/2014/02/24/marketing-professor-publishes-study-on-mood-and-food-choices/>

Prevention, February 21, 2014, “What To Say To Yourself To Stop A Binge”, available at <http://www.prevention.com/weight-loss/weight-loss-tips/looking-toward-future-can-help-curb-emotional-eating>

Daily Mail(UK), February 20, 2014, “Why Being in a Bad Mood Can Make You Want To Murder A Burger: Negative Thinking Makes People Focus On Short-Term Gain”, available at <http://www.dailymail.co.uk/health/article-2564403/Why-bad-mood-make-want-murder-burger-Negative-thinking-makes-people-focus-short-term-gain.html>

Women’s Health, February 20, 2014, “The Easy Way To Prevent Emotional Eating”, available at <http://www.womenshealthmag.com/weight-loss/emotional-eating>

Fitbie, February 19, 2014, “The Surprising Way To Stop Emotional Eating “, available at http://www.fitbie.com/2014/02/19/surprising-way-stop-emotional-eating?blog_cat=juice-bar

Psych Central, February 19, 2014, “Future Focus Can Help Curb Emotional Eating” available at <http://psychcentral.com/news/2014/02/19/future-focus-can-help-curb-emotional-eating/66117.html>

Yahoo! News, February 19, 2014, “How The Future Can Impact The Foods You Choose In The Present”, available at <https://sg.news.yahoo.com/future-impact-foods-choose-present-171456752.html>

Toronto Telegraph, February 18, 2014, “Thinking About The Future May Help People Make Better Choices” available at <http://www.torontotelegraph.com/index.php/sid/220133440>

Men's Fitness, February 14, 2014, "Fit Fix: The Stock Market Is An Indicator Of Mental Health", available at <http://www.mensfitness.com/life/fit-fix-the-stock-market-is-an-indicator-of-mental-health>

Parent Herald, February 14, 2014, "Emotional Eating: Does Our Mood Really Determine What Foods We Reach For?", available at <http://www.parentherald.com/articles/3910/20140214/emotional-eating-does-our-mood-really-determine-what-foods-we-reach-for.htm>

Medical Daily, January 29, 2014, "Does Your Mood Influence Your Food Choice? Positive Mental Attitude Encourages Healthy Food Decisions", available at <http://www.medicaldaily.com/does-your-mood-influence-your-food-choice-positive-mental-attitude-encourages-healthy-food-decisions>

EV Insider – Edition 11.39/ 25, September 2011, "Who buys ev's and why".

UDaily, May 18, 2011, "When fueling up means plugging in".

APA Monitor gradPSYCH Magazine Parents' preferences for developmentally inappropriate toys

Dialog, Fall 1999 "From the Boardroom to the Classroom".

Psychology Today, November/December 1996, "Holiday Happy Meals".

Allure, January 1993, "Who Buys the Most"

Adweek, December 7, 1987 "The Consumer Isn't Always Rational"

Newsday, December 20, 1986 "Checking the Classifieds"

St. Louis Globe-Democrat, August 10, 1986 "Advertising Execs Try to Match Product with TV Show's Mood."

Marietta Georgia Journal, July 27, 1986 "Ad Execs Giving Thought to Match of Ads, TV Series"

The Commercial Appeal, July 21, 1986 "Matching TV Shows to Ads: Enter Psychology"

Marketing Update, August 5, 1985 "Advertising Research / Findings"

The Wall Street Journal, July 25, 1985 "For Some Ads, Glum People Make the Best Prospects"

Reports of the empirical findings of my research discussed in "SCP First Winter Conference Earns a Place in the Sun"

Provided perspectives on consumer behavior stories:

The News Journal, December 7, 2013 “So far, holiday shopping a mixed bag- Less spent as more shop”

The News Journal, December 2, 2013 “Cyber Monday: Let the deals begin, and on company time”

The News Journal, November 24, 2013 “More stores opening on Thanksgiving holiday”

The News Journal, November 22, 2013 “Shopping rush - Promotions start earlier”

The News Journal, March 27, 2011 “Delaware business: Crown jewel of Christiana Mall delivers fresh luster - Christiana Mall gets a timely boost from the luxury retailer”

The News Journal, July 19, 2010 “Don’t be a back-to-school fool”

The News Journal, November 27, 2009 "Buying Bit By Bit"

The Review, April 28, 2009 “Newark: a great place to live, now the best to start a business.”

The News Journal, December 3, 2007 “Tis the Season for Office Eating”

The Baltimore Sun, February 14, 2006 “SpongeBob Sops Up \$1 Billion in Sales”

The Times-Picayune (New Orleans), January 24, 2006 “Sweet Spot: As Mayor Nagin’s ‘Chocolate City’” Gaffe Becomes the Stuff of Legend, the T-Shirt Market is Sitting Pretty”

Business Courier (Cincinnati), September 17, 2004 “Courting the Consumer: Federated Tries to Bring Back Cache with ‘Reinvent’ Strategy”

Buffalo News, June 27, 2004 “Geico Already Selling, Hiring, Training: Temporary Offices in Amherst Filling Up with Employees”

The Christian Science Monitor, March 3, 2003 “The 40-aisle Boutique”

The Providence Journal, June 21, 2003 “Harry Carries – The Magic of Marketing has Lots to Do with Harry Potter’s Success”

The News Journal, December 23, 2003 “Christmas Consumerism”

The News Journal, December 19, 2002 “Buying a gift card? Watch the fine print”

The News Journal, September 7, 2002 “Banks back off on calls Sept. 11”

The Christian Science Monitor, September 3, 2002 "Ambushed by added fees"

Sunday News Journal, August 25, 2002 "Discounters cook up ways to keep shoppers"

The News Journal, July 22, 2002 "Unlikely fashion destination"

The News Journal, March 29, 2002 "Throwing it all away"

The News Journal, February 19, 2002 "Acme pumps up store traffic"

Newsday, January 22, 2002 "Ground zero goes beyond the city limits"

The News Journal, January 21, 2002 "The wireless expansion"

The News Journal, January 1, 2002 "The custom cocoon"

The News Journal, December 28, 2001 "Parties go from lavish to laid-back"

The News Journal, December 3, 2001 "Home selling parties take a hit"

Sunday News Journal, July 29, 2001 School shopping: a sign of spending to come"

Newhouse News Service, May 7, 2001 "Who knows what mom REALLY wants for her special day? The Marketers!"

The News Journal, April 23, 2001 "Competing over coffee"

The Review, March 16, 2001 "New books add to Harry Potter mania"

Cleveland Plains Dealer, March 11, 2001 "Why we buy"

The News Journal, January 26, 2001 "War games"

Cecil Whig, January 12, 2001 "Look for 'small treats'"

The News Journal, January, 2001 "Kids rule!"

Newsday, November 19, 2000 "A word from the sponsors"

The News Journal, September 29, 2000 "Lessons of the Holy Days"

The News Journal, September 2, 2000 "Coolness rediscovered"

Bucks County Courier Times, August 31, 2000 "Use me, abuse me, just don't pre-own me"

Newark Post, July 14, 2000 "Families that play together"

The News Journal, July 1, 2000 "Hot wheels"

The News Journal, June 9, 2000 "Commerce in the community"

The News Journal, June 8, 2000 "Dinner and a movie ... and more"

Sunday News Journal, May 14, 2000 "Direct seller aims to keep up with buyers"

Sunday News Journal, May 14, 2000 "Reps caught in squeeze"

The News Journal, March 13, 2000 "Conectiv recasting its faded image"

The News Journal, January 15, 2000 "Conectiv blasted for errors"

The Advocate, November 18, 1999 "Do we really have to have it all?"

The News Journal, November 11, 1999 "Understanding Pokémania"

The Cincinnati Enquirer, July 11, 1999 "Card company needs a strategy to lift stocks and sales"

USA Today, May 12, 1999 "Trend exposed: Open-air malls cash in on great outdoors. Less-balmy climes try going roofless"

News Journal, May 12, 1999 "Supermarket science"

San Antonio Express, April 2, 1999 "Brace for Y2K disaster with 'Back to Basics'"

Visalia Times-Delta, January 12, 1999 "The shopping bag you carry reveals a certain cache"

News-Press, January 8, 1999 "Shopping bags carry prestige"

Detroit News, January 8, 1999 "Want to carry off an attitude others will notice? Bag it"

Tribune-Democrat, January 5, 1999 "Quality shopping bags reveal a certain cache"

The News Journal, December 15, 1998 "A Bag's Life"

The News Journal, December 11, 1998 "Are You a Pleaser or a Provider?"

Sunday News Journal, December 6, 1998 "Toys: Parents Indulging Children"

San Diego Union-Tribune, November 28, 1998 "'Tis the holiday shopping season/The whys of buying on a whim"

Sunday News Journal, August 30, 1998 "Loving Fans Keep Diana's Memory Alive"

The News Journal, September 5, 1998 "Mother Teresa Still Lost in Di's Shadow"

The News Journal, October 5, 1998 "Toy vs. Toy"

Delaware Capitol Review, December 1-7, 1997 "Toy Registry Lists Children's Picks"

The News Journal, May 9, 1997 "Animal Attraction"

Wilmington News Journal, December 2, 1996 "The Expanding Net"

Sunday News Journal, December 1, 1996 "Rumors Slither from Popular Fears into Corporate Myths"

Wilmington News Journal, May 7, 1995 "Money to Play"

The Review, September 5, 1995 "Sexy Advertising: Exploitation or Art?"

Wilmington News Journal, January 24, 1995 "A Good Time's in Store: Savvy Retailers bet that pampering and entertaining their customers will pay off in the long run"

Airwaves, June 1994 "Generation X: Who R U?"

The Wall Street Journal: June 9, 1989 "Airline Chairman Wants a Wrench for the Industry"

Money Magazine: August 1987 MoneyMakers -- Advice to Entrepreneurs "Catering to the Educated Palates of Yuppies' Yelpers"

Franchise Magazine: March 1987 "Special Delivery"

PC Magazine: February 17, 1987 "Software Bugs Keep Users at Arm's Length"

Newsday: December 20, 1986 "Checking the Classifieds"

The New York Times (Large Type): October 27, 1986 "David's Cookies Planning to Add Other Products"

The New York Times: October 14, 1986 "David's Cookies to Add Other Goodies"

Daily News: August 31, 1986 "They Also Reigned"

Marketing Advisory: June 16, 1986 "Avoid Becoming the Target of a Litigious Public"

The New York Times: May 3, 1986 "A Grocery's Touch of Theater"

The New York Times: March 29, 1985 "Vermont's Ice Cream Upstart"

Professional Activities

Conference Program Chair

Consumer Behavior Track at the American Marketing Association 1995 Summer Educators' Conference (Brian Wansink - Co-Chair), Washington, DC.

Marketing Science 1991 Annual Conference, Wilmington, Delaware (John Frey, Co-Chair)

Society for Consumer Psychology (Division 23) Program at the American Psychological Association 1989 Annual Conference, New Orleans, Louisiana

Consumer Behavior Track at the American Marketing Association 1986 Summer Educators' Conference, Chicago, Illinois

Chair of Conference Committee

"Evaluating the Effects of Consumer Advertising on Market Position Over Time: How to Tell Whether Advertising Ever Works," Marketing Science Institute, Wellesley, Massachusetts (1988)

Member of Program Committee

1996 Association for Consumer Research Annual Conference, Tucson, Arizona

1996 Marketing and Public Policy Conference, Washington, DC

1994 Annual Conference of the Society for Consumer Psychology, St. Petersburg, FL

1993 Society for Consumer Psychology, Toronto, Ontario, Canada

1992 Association for Consumer Research Annual Conference, Vancouver, British Columbia, Canada

1991 "Tears, Cheers and Fears: The Role of Emotions In Advertising," Marketing Science Institute, Durham, NC.

1989 Association for Consumer Research Annual Conference, New Orleans, LA.

1987 Association for Consumer Research Annual Conference, Boston, MA.

Organized and Chaired Track at Conference

“Artistic Expression and the Path to a Better World,” Meryl P. Gardner, Lynnette Young Overby, and A.T. Moffett, Transformative Consumer Research Conference, Ithaca, NY, June 18-20, 2017

Organized and Chaired or Co-Chaired Roundtables and Special Sessions

“Shining a Light on Maladaptive Consumption: The Journey so Far and the Roads Less Traveled,” Meryl Gardner, Caroline Rowe, and Shailendra P. Jain, 2020 Association for Consumer Research, Virtual, Oct 2020.

“Food Decision-Making and Obesity Research: What Have We Accomplished, and What Still Needs to Be Done?” Meryl Gardner and Naomi Mandel, 2019 Association for Consumer Research Atlanta, GA October 18, 2019.

“How Can Marketing and Public Policy Researchers Increase Support for Science-Driven Public Policy?” Meryl Gardner and Rebecca Reczek, 2018 Marketing and Public Policy Conference, Columbus OH, June 7-9, 2018.

“Food Well-Being Research and Public Policy: What Have We Accomplished, and What Still Needs to Be Done?” Meryl P. Gardner and Naomi Mandel, 2017 Marketing and Public Policy Conference, Washington DC, June 1- 3 2017.

“Could My Research Harm Consumers More Than It Helps Them? Navigating Tension Between Public Policy and Managerial Research Implications,” with Paul M. Connell and Beth Vallen, Marketing and Public Policy Conference, June 4-6, Washington, DC, 2015

“Was Captain Kirk Wrong? Consumer Behavior Research and the ‘Prime Directive’,” Association for Consumer Research North American Conference, October 23-26, Baltimore, MD, 2014

“Making a Difference in Different Ways: Unleashing the Power of Collaborative Research Teams to Enhance Consumer Well-being,” with Minita Sanghvi and Julie L. Ozanne, Association for Consumer Research North American Conference, October 3-6, Chicago, IL, 2013

“Transformative Consumer Psychology: Important Issues from Macro to Micro,” 119th Annual Convention of the American Psychological Association, Society for Consumer Psychology, August 4-7, 2011, Washington, DC

“Choosing Environmentalism: How Much Are Consumers Willing To Give Up For Sustainability?” with Marcia H. Flicker, Environment and Sustainability Track 2009 Academy of Marketing Science Annual Conference, May 2009, Baltimore, MD

“Unsustainable Growth Is Not Healthy for Children and

"Other Living Things" with Marcia H. Flicker, 2008 Marketing and Public Policy Conference, June 2008 Philadelphia, PA

"Using Moods to Predict, Enhance, and Interpret the Consumption Experience," American Psychological Association Division 23/Society for Consumer Psychology Conference, Toronto, Canada, 1996

"A Forum on Health-Related Consumer Behavior" (with W. D. Harris), Association for Consumer Research, Minneapolis, MN, 1995

"Time and Buyer Behavior," Conference of the Society for Consumer Psychology, St. Petersburg, FL, 1994

"The Affective Side of Product Evaluation, Acquisition, and Consumption" (with V. Carter Broach), Winter American Marketing Association, San Antonio, TX, 1992

"Consumer Behavior Related to Social Issues Advertising" (with Lalita A. Manrai), Association for Consumer Research, Chicago, IL, 1991

"Arousal and Advertising Effectiveness" (with Mark A Pavelchak), Association for Consumer Research Annual Conference, New York, NY, 1990

"The Effects of Consumer Behavior on Buyer and Seller Feeling States" (with Ronald Paul Hill), Association for Consumer Research Annual Conference, Toronto, Ontario, Canada, 1987

"Some Effects of Mood on Consumer Behavior," Association for Consumer Research Annual Conference, Chicago, Illinois, 1983

Editorial Boards

Journal of Business Research (1993-2004, 2010-present)

Journal of Advertising (1990-2006)

Journal of Direct Marketing (1991-1996)

Psychology and Marketing (1989-1997)

Journal of Retailing (1988-1992)

Associate Editor -- Book Review Section

Journal of Marketing Research

Executive Board and Committee Memberships

Society for Consumer Psychology (affiliated with American Psychological Association as Division 23)
Executive Board (1988-1989, 1992-1994)
Scientific Affairs' Committee (1991-1997)
Chairperson (1992-1997)

Association for Consumer Research
Publications Committee (1990-1993)
Nominating Committee for 1994 Officers

Marketing Thought Task Force
American Marketing Association

Reviewer

Journal of Consumer Research; Journal of Consumer Psychology; Journal of Marketing Research; Journal of Marketing; Transportation Research Part A: Policy and Practice; Journal of Public Policy and Marketing; Journal of Retailing; Journal of Advertising; Personality and Social Psychology Bulletin; Advances in Marketing and Public Policy; International Journal of Retailing; International Journal of Research in Marketing; Journal of Economic Psychology; Journal of the Academy of Marketing Science; Psychology and Marketing; Journal of Direct Marketing; Journal of Business and Psychology; Research in Consumer Behavior; Eastern Economic Journal; Journal of Business Research; Marketing Science; Marketing Theory; Ecological Economics; Transportation Research Part D: Transport and Environment; International Journal of Sustainable Transportation; Transport Policy; Young Consumers, Psychological Reports, Journal of Product and Brand Management

2013 Society for Consumer Psychology Winter Conference

2011 and 2013 Social Sciences and Humanities Research Council of Canada Grant Program

2010 PSC-CUNY Grant Award Program

2004 Dutch Social Science Research Council of the Netherlands Organization for Scientific Research (now)

1995 MSI Alden G. Clayton Dissertation Competition

Special Issues:

Journal of Business Research – Transformative Consumer Research

Psychology and Marketing - Psychology, Marketing and Children

Psychology and Marketing - Coupons

Psychology and Marketing - Involvement

International Journal of Research in Marketing – Salesforce Management

Journal of Advertising - Green Marketing

Society for Consumer Psychology Doctoral Dissertation Competition (2011, 2013, 2014, 2015, 2017)

Committee to select winner of the best paper award for the Conference for Positive Marketing for Journal of Business Research

Editorial Board for Consumer Behavior, Fourth Edition by John Mowen, MacMillan Publishing.

American Marketing Association Winter Educators' Conference (2016)

Macromarketing Conference - Social Responsibility and Sustainability Track (2013)

Marketing and Public Policy Conference (1992, 1993, 1995, 1996, 1997, 1998, 2009, 2010, 2012, 2013, 2014, 2015, 2016, 2017)

Society for Consumer Psychology Conference (1994, 1999, 2000, 2001, 2002, 2012)

Center for Positive Marketing Conference (2011, 2013, 2014)

Association for Consumer Research Annual Conference (1982, 1984, 1985, 1986, 1987, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1998, 2000, 2001, 2004, 2005, 2007, 2008, 2009, 2010, 2011, 2013, 2014, 2015, 2016, 2017)

Academy of Marketing Science Annual Conference (1993, 2008, 2009)

Netvertising and Communication (2001)

American Marketing Association John A. Howard Doctoral Dissertation Competition (1998, 2001)

American Marketing Association Summer Educators' Conference (1982, 1983, 1984, 1985, 1987, 1988, 1989, 1990, 1991, 1992, 1993 [3 tracks], 1994 [2 tracks], 1996, 1997, 1998, 1999, 2000, 2001, 2017)

Association for Consumer Research European Conference (1999)

Innovations in Social Marketing Conference (1999)

Marketing, Society and Public Policy (1997)

American Marketing Association Doctoral Dissertation Competition (1983, 1987, 1990, 1995, 1996)

American Psychological Association Annual Convention -- Division 23 Program (1988, 1990, 1991, 1992, 1993, 1996)

Research Methods Track (1993)

Buyer Behavior Track (1993)

Empirical Tests of Theory Track (1992)

American Academy of Advertising Annual Conference (1987, 1988, 1989, 1991, 1992)

Marketing Communications/Advertising Track (1985, 1991)

Minority Marketing Conference -- Promotion Track (1987)

Measurement and Evaluation Track (1985)

CESCOM - IRM Conference (1985)

Session Chair

"Sunrise, Sunset: Services and Wait Management" Society for Consumer Psychology, Las Vegas, NV, February 2012

"Eating and Drinking," Association for Consumer Research 2007 Conference, Memphis, TN, October 2007

"When How I Feel Affects How I Think," Association for Consumer Research 2005 Conference, San Antonio, TX, October 2005

"Effects of Affect on Consumers," Society for Consumer Psychology Conference, Austin, TX, February 2002.

"Involvement and Motivation Revisited," Annual Conference of the American Psychological Association, Division 23 (Society for Consumer Psychology), Boston, MA, August 1999.

"Good and Bad Sides of Consumption," Annual Conference of the American Psychological Association, Division 23 (Society for Consumer Psychology), Boston, MA, August 1999

"Topics in Advertising Response," Association for Consumer Research 1998 Conference,

October 1, 1998, Montreal, Canada

"Regulation and Market Mechanisms," 1998 Marketing and Public Policy Conference,
May 1998, Arlington, VA

"Pharmaceutical and Health-Care Issues," 1995 Marketing and Public Policy Conference,
May 19, 1995, Atlanta, GA

"Contemporary Topics in Advertising Research," 1994 Summer Marketing Educators'
Conference, August 7, 1994, San Francisco, CA

"Advertising Execution and Programming Context Effects," Association for Consumer
Research 1994 Annual Conference, October 21, 1994

"Rethinking the Marketing Curriculum," American Marketing Association Summer
Educators' Conference, Boston, MA, 1993

"Social Issues in Marketing," American Psychological Association Annual Conference,
Toronto, Canada, 1993

"The Dark Side of Consumer Behavior: Examinations of Impulsive and Compulsive
Consumption," Association for Consumer Research, Nashville, TN, 1993

"Emotions and Mood States," American Marketing Association Summer Educators'
Conference, Chicago, IL, 1992

"Lifestyles and Advertising," Annual Conference of the American Psychological
Association, Division 23 (Society for Consumer Psychology), Washington, DC,
1992

"Consumers' Reactions to Marketing Experiences," Annual Conference of the American
Psychological Association, Division 23 (Society for Consumer Psychology),
Boston, MA, 1990

"Topics in Marketing Education," American Marketing Association Summer Educators'
Conference, Washington, DC, 1990

"Consumer Reactions in Sales and Service Encounters," Association for Consumer
Research Annual Conference, Honolulu, HI, 1988

"Responses to Affective Consumer Environmental Cues," Annual Conference of the American Psychological Association, Division 23 (Society for Consumer Psychology), Atlanta, GA, 1988

"Session II: Contending Psychological Approaches to Advertising," Sandage Symposium III, University of Illinois, Urbana-Champaign, IL, 1987

"Some Moderating Effects: The Brand, The Self and The Situation," American Marketing Association Winter Educators' Conference -- Marketing Theory, San Antonio, TX, 1987

"Diffusion, Innovation Resistance and Social Networks," Association for Consumer Research Annual Conference, Toronto, Ontario, Canada, 1986

Member of Dissertation Committee

Hieu P. Nguyen
(University of Texas – Arlington 2005-2006)

Examiner on Dissertation Committee

Thomas J. (TJ) Olney
(Columbia University: 1988-1989)

L. Elizabeth Martin
(Columbia University: 1986-1987)

Syllabus Published

Marketing, Vol. 7, eds. Michael Solomon, J. Dean and R. Schwindt, Eno River Press: Durham, NC, 1985

Head Judge for The Big 10 MBA Case Competition, The Ohio State University, Sponsored by Andersen Consulting, February 5-7, 1995.

Advisory Board

Business & Entrepreneurship Advisory Board at Glasgow High School, Glasgow, DE (2011 – present)

National Puerto Rican Forum (1986-1987)

Professional Associations

American Marketing Association

Association for Consumer Research

Society for Consumer Psychology

University Service: Department of Business Administration, Lerner College of Business and Economics, University of Delaware

Head of Marketing Faculty (9/1/88 - 9/1/90 and 2005 - 2011)

Faculty Senate (2020-present)

Committees

College Promotion and Tenure Committee – (2017-2019 & 1995-1997)

Chair of Department Promotion and Tenure Committee – (2017-2018)

Department Promotion and Tenure Committee – (1989-present)

Department Chair Search Committee (2017)

Post Tenure Review Committee for BUAD (2017- present)

Post Tenure Review Committee for HRIM (2018)

Promotion and Tenure Document Revision Committees (2015 & 2016)

University Faculty Senate General Education Committee (2014-2015)

Department Subject Pool Committee - (Member: Spring 2013-present, Chair: 2013 – 2014)

Marketing Curriculum Committee (Member 2011- present, Chair: 2013-2014)

Search Committees for Marketing Faculty Member (1998-1999; 2003-2004)
Chaired searches 2010-2011 & 2018-2019

Committee on Honors– Chair (2002-2003) Member (2003-2004; 2014-2015)

Ad Hoc Committee on Teaching Assessment (2003-2004)

Teaching Rigor Committee (2000- 2001)

Undergraduate Core Committee (1999)

Faculty Development (1999)

Research Proposal Committee (1988-1989; 1990-1992)

Administrative Coordinating Committee (1988-1990)

Psychology and Brain Sciences Career & Graduate School Panel – 2017

Reviewed Teaching for Candidates for Promotion and Contract Renewal (2018- present)

Department Seminar Series Coordinator – (2015-2016)

Subject Pool Coordinator (2013-2014)

Faculty Mentor –for Michal Herzenstein, Assistant Professor of Marketing, (2007–2013)

University Committee – Bookstore Advisory Board (2011 – 2014)

Governor's School for Excellence – Taught sessions on Marketing Research (2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, and 2017)

Lerner College Marketing Committee (2012)

Lerner College February Business Briefs, (2014) “Foods and moods: can thinking about the future impact eating habits?”

Editorial Advisory Board - University of Delaware Messenger (2009-2011)

Presenter at New Faculty Luncheon: Discussed the Faculty Success program with faculty new to University of Delaware at a program sponsored by the President's Diversity Initiative

University - Board of Senior Thesis Readers (2002-2010, 2012-2013, 2014-2018)

Communication, Natural Resource Management, Political Science and Economics Group (2015-2016)

Mathematical Economics and Psychology Group (2014-2015)

Economics, Finance and Art History Group (2013-2014)

Economics, Social Sciences and Statistics Group (2012-2013)

Business Administration Group (2009-2010)

Communications Group (2007-2008)

Economics Group (2006-2007)

Economics Group (2005-2006)

Social Science Group (2004-2005)

Mechanical Engineering Group (2003-2004)

Social Science Group (2002-2003)

Reviewer for University Summer Scholars Program- 2014 & 2015

Outside Judge for Honors Strategy Case Competition

Coach for MBA Case Competition - Carol A. Ammon Case Competition and the ACG Philadelphia Cup Qualifier (2012)

Faculty Representative - UD Employer & Faculty Networking Reception 2012

Winter Commencement (2012)

Distinguished Scholar candidates (2008, 2010, 2011)

Telephone calls to perspective students (1998, 2008, 2009, 2010)

International Travel Awards Committee 2007

Met with Dr. Nenad Brkic and Dr. Emir Kurtovic of the Ekonomski fakultet u Sarajevu, Univeraitet u Sarajevu to provide teaching ideas and materials. (2006)

MBA Leadership Retreat (2006)

Telephone interviews of applicants to the MBA Program (2003)

University Commission on the Status of Women (1996-1998)

Chaired Promotion and Tenure Workshop 1998

Co-chaired Promotion and Tenure Workshop (with C. Hoffecker) 1997

Taught students in the LIFE program about courses and careers in Business Administration

Faculty Coordinator - Alpha Mu Alpha (2002-2003)

Major Mania (4/6/00)

Delaware Decision Days (4/99, 4/18/01 and 4/25/01)

Women of Promise Dinner (1988-1989, 1989-90, 1990-1991, 1991-1992, 1992-1993, 1993-1994, 1994-1995, 1995-1996, 1996-1997, 1997-1998, 1998-1999, 1999-2000, 2000-2001, 2002-2003, 2004-2005, 2005-2006, 2006-2007, 2007-2008, 2008-2009, 2009-2010, 2011-2012, 2012-2013, 2013-2014, 2014-2015, 2016-2017, 2017-2018)

Black Student of Promise Dinner (1989)

Provost's Faculty Dinner and Lecture (1989)

Student Research Mentorship

Aaron Russell (Department of Water Science and Policy) – 2019- present
Member of PhD committee

Russell Feldman – 2013 independent study

Andrea DeMaio – 2013 independent study

Daniel Heiney-Gonzalez (2011-2012. Collaboration resulted in a joint conference presentation APA 2011 Annual Conference and a journal publication Young Consumers.

Loren Belforti – 2012 independent study

Kimberly Olson – 2012 independent study

Briana Milavec – 2012 member of Honors Thesis committee

Kimberly Weller (2010 Independent Study – resulted in a joint conference presentation - APA 2011 Annual Conference)

Lindsay Smith (2007 & 2008 - Independent Studies)

Alanna Peet (2008 - Independent Study)

Anne Wylde (2008 – Independent Study)

Lauren DiMarco (2008 – Independent Study)

Gregory Yannalfo (2008 – Independent Study)

Rosh Dhanawade (2007 – Independent Study)

Sana Merchant (2007 and 2008 – Independent Studies)

Jessica Cohen (2006 - Independent Study) (Received undergraduate research grant)

Deborah Zachar (2006 - Independent Study) (Received undergraduate research grant)

Gretchen Eisenhower (2005 - Independent Study)

Sharon Wiley (2005 - Independent Study)

Melissa Elliott (2004 - Independent Study)

Candice Dupre (2004 - Independent Study)

Sugarr Hill (2003 - Independent Study) (Received undergraduate research grant)

Allison Clair (2003 - Independent Study)

Ryan Moseley (2001 - Independent Study)

Kyle Clare (2001 - Independent Study)

Brian Werner (2000 - Independent Study)

Alexis Cooper (2000 - Independent Study)

Stephanie Perritt (1999 - Independent Study)

David Weslager (1999 - Independent Study) (Received undergraduate research grant)

Rachel Eskenazi (1993 - Independent Study)

John Scott (1989 - Independent Study)

Mentored Alfred Lerner College of Business and Economics Scholars in the University of Delaware's Social Science Scholars Program

Caitlin Rambo (2010)

Lindsay Smith (2008)

Jessica Cohen (2006 - Received undergraduate research grant)

Undergraduate Honors Thesis

Beth Wierzbicki (1993-93) (Received undergraduate research grant)

Thesis reader - Briana Milaveck (2011-2012)

MBA Independent Study Project Carol Kitchen (1989)

Registered Student Organizations

Faculty Advisor to Koach (2007-2009)

Advisory Board for Hillel (1990-1991)

University Service: Department of Marketing, Schools of Business, New York University

Schools of Business Committees

Student Discipline (1987 - 1988)

Affirmative Action (1982 - 1984)

Student Advisement

Doctoral Program

Advisor: George J. Siomkos (1984 - 1988)

Committee Chair: George J. Siomkos (1986 - 1987)

Committee Member: Kwang Ho Ahn (Ph.D.: 1987)
Michael Kamins (Ph.D.: 1985)

Management Advisory Projects

Faculty advisor to MBA students working as consultants to companies

The Conference Board (1984-1985)

Association for a Better New York (1982-1983)

Student Publication

Class project published in Enterprise, "New Product Development: The Toothpaste Industry," by M. Glasser, M. Iacovelli, and P. Zukowsky (1985)

Faculty Liaison

MBA Chapter, American Marketing Association (1983-1988)

Undergraduate Chapter, American Marketing Association (1979-1983)

Department Committees

Research Grants Member (1983-1988)
Chair (1986-1988)

Audio - Visual Teaching Aids (1983-1988)

Department Seminar Committee (1983-1988)

Alpha Mu Alpha -- Awards Coordinator (1985-1988)

Planning and Governance Committee (1986-1988)

MBA Curriculum Review Committee (1985)

Recruitment -- Behavioral Team (1984 & 1985)

Tier II Revision Committee (1983)

Research Review Committee for NYU/Columbia Symposium (1983)

Subcommittee on Materials for Promotion and Tenure (1982)

Marketing Seminar (1979 - 1980)

Behavioral Science Laboratory (1979 - 1980)

Student Advisement

Applied Business Projects (1979-1988)

Undergraduate Independent Study Projects (1980, 1982, 1984)