

ROBERT J. KENT

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University of Delaware
Newark, DE 19716
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EDUCATION

Ph.D.	University of Cincinnati Concentration: Marketing Degree Received: August 1990
M.B.A.	University of Toledo Major: Finance Degree Received: June 1987
B.S.B.A.	Ohio State University Major: Marketing Degree Received: June 1983

ACADEMIC EXPERIENCE

Sept. 1993 - present	Associate Professor, 1998 - present Assistant Professor, 1993 - 1998 Department of Business Administration College of Business and Economics University of Delaware Newark, Delaware
Sept. 1990 - Aug. 1993	Assistant Professor Department of Marketing College of Business Administration Drexel University Philadelphia, Pennsylvania

Teaching Experience

Advertising Management - Undergraduate, MBA, and Ph.D.
Consumer Behavior - Undergraduate, MBA, and Ph.D.
International Marketing - Undergraduate and MBA
Introduction to Marketing - Undergraduate
Marketing Research - MBA
Marketing Strategy - MBA
Marketing and Electronic Commerce (team taught) - MBA
Sales Force Management - MBA
International Teaching – UD Bulgaria; UD Grenoble; IMC Budapest; SGSB Sarajevo; WU Vienna

RESEARCH - Reviewed Publications

- Kent, Robert J. (in press), "DVR Ad-Zipping Rates Over Days Since Live Broadcast: Do More Ads Play When Viewing the Same Day?," Journal of Marketing Communications.
- Kent, Robert J. and Srini Swaminathan (2019), "Ad Ratings When a Marketer Runs Two Commercial Messages in One Television Program Episode," Journal of Marketing Communications, 25 (4), 385-402.
- Kent, Robert J., David A. Schweidel, and Buffy Mosley (2019), "Advertisements in DVR Time: Exploring the DVR Shelf Life of TV Commercials in Drama, Reality, and Sports Programs," Journal of Advertising Research, 59 (March), 64-71.
- Kent, Robert J. (2013), "Switching Before the Pitch: Exploring Television Channel Changing Before the Ads Even Start," Journal of Marketing Communications, 19 (5), 377-386.
- Swaminathan, Srini and Robert J. Kent (2013), "Second-By-Second Analysis of Advertising Exposure in TV Pods: The Dynamics of Position, Length, and Timing," Journal of Advertising Research, 53 (March), 91-100.
- Kent, Robert J. and David A. Schweidel (2011), "Introducing the Ad ECG: How the Set-Top Box Tracks the Lifeline of Television," Journal of Advertising Research, 51 (December), 586-593.
- Schweidel, David A. and Robert J. Kent (2010), "Examining the Gap Between Television Program and Commercial Audiences: An Investigation Using Live Tuning Data," Journal of Marketing, 74 (May), 18-33.
- Eisenberger, Robert, Ivan L. Sucharski, Steven Yalowitz, Robert J. Kent, Ross Loomis, Jason R. Jones, Sarah Paylor, Justin Aselage, and John P. McLaughlin (2010), "The Motive for Sensory Pleasure: Enjoyment of Nature and Its Representation in Painting, Music, and Literature," Journal of Personality, 78 (2), 599-638.
- Kent, Robert J., Patrick D. Lynch, and Srini Srinivasan (2005), "Going Mobile: Marketing and Advertising on Wireless Networks Around the World," in Haugtvedt, Machleit, and Yalch, eds., Online Consumer Psychology, Lawrence Erlbaum Associates, 195-204.
- Lynch, Patrick D., Paul F. Nunes, and Robert J. Kent (2004), "Advice Through Mice: Individual and Advisor-System Differences in Online Recommendations," International Journal of Web Engineering and Technology, 1 (2), 182-201.
- Kent, Robert J. (2002), "Second-By-Second Looks at the Television Commercial Audience," Journal of Advertising Research, 42 (January-February), 71-78.
- Kent, Robert J. (2002), "The Effects of Media-Source Cues in Ad Recall Tests," Journal of Current Issues and Research in Advertising, 24 (Spring), 1-9.
- Kent, Robert J. and James J. Kellaris (2001), "Competitive Interference in Memory for Advertising: Are Familiar Brands Exempt?," Journal of Marketing Communications, 7 (3), 159-169.
- Lynch, Patrick D., Robert J. Kent, and Srini Srinivasan (2001), "The Global Internet Shopper: Evidence from Shopping Tasks in Twelve Countries," Journal of Advertising Research, 41 (May-June), 15-23.

RESEARCH - Reviewed Publications (continued)

Wansink, Brian, Robert J. Kent, and Stephen J. Hoch (1998), "An Anchoring and Adjustment Model of Purchase Quantity Decisions," Journal of Marketing Research, 35 (February), 71-81.

Kent, Robert J. (1997), "How Ad Claim Similarity and Target Brand Familiarity Moderate Competitive Interference Effects in Memory for Advertising," Journal of Marketing Communications, 3 (4), 231-242.

Wansink, Brian, Robert J. Kent, and Stephen J. Hoch (1997), "Point-of-Purchase Promotions that Sell More Units," Marketing Science Institute Working Paper, Report 97-120.

Kent, Robert J. (1995), "Competitive Clutter in Network Television Advertising: Current Levels and Advertiser Responses," Journal of Advertising Research, 35 (January-February), 49-57.

- covered by *Inside Media* and the *Media Research Club of Chicago Review*.

Kent, Robert J. and Chris T. Allen (1994), "Competitive Interference Effects in Consumer Memory for Advertising: The Role of Brand Familiarity," Journal of Marketing, 58 (July), 97-105.

- Best Paper Award for 1994-1999, American Marketing Association Advertising SIG.

Kellaris, James J. and Robert J. Kent (1994), "An Exploratory Investigation of Responses Elicited by Music Varying in Tempo, Tonality, and Texture," Journal of Consumer Psychology, 2 (4), 381-401.

Kent, Robert J. and Chris T. Allen (1993), "Does Competitive Clutter in Television Advertising 'Interfere' with the Recall and Recognition of Brand Names and Ad Claims?," Marketing Letters: A Journal of Research in Marketing, 4 (April), 175-184.

- covered by the *Wall Street Journal*, *Cleveland Plain Dealer*, and *Advertising Age*.

Kent, Robert J. (1993), "Competitive versus Noncompetitive Clutter in Television Advertising," Journal of Advertising Research, 33 (March-April), 40-46.

- covered by *Advertising Age* and the *Los Angeles Times*.

Allen, Chris T., Robert J. Kent, and Terri F. Barr (1993), "Sustaining Helping Behavior: A Field Test of Empathetic, Labeling, and Dependency Appeals," Advances in Nonprofit Marketing, 4, 63-78.

Kellaris, James J. and Robert J. Kent (1992), "The Influence of Music on Consumers' Temporal Perceptions: *Does Time Fly When You're Having Fun?*," Journal of Consumer Psychology, 1 (4), 365-376.

Kent, Robert J. and Karen A. Machleit (1992), "The Effects of Postexposure Test Expectation in Advertising Experiments Utilizing Recall and Recognition Measures," Marketing Letters: A Journal of Research in Marketing, 3 (January), 17-26.

Kent, Robert J. and Karen A. Machleit (1990), "The Differential Effects of Within-Brand and Between-Brand Processing on the Recall and Recognition of Television Advertisements," Journal of Advertising, 19 (2), 10-20.

In Process

Buffy Mosley, David A. Schweidel, Robert J. Kent, "Social TV Content and Television Viewing Behavior."

Kent, Robert J. (2018), "Short-Term Television Advertising in Primetime Drama Programs in the DVR Era."

Presentations

"An Integrated Model of Television Tuning Behavior," 2008 Marketing Science Conference, Vancouver, BC, Canada (with David Schweidel).

"The Global Internet Shopper: Effects of Trust, Affect, and Site Quality in Shopping Tasks for Low- and High-Touch Products in Twelve Countries," 2001 Advertising and Consumer Psychology Conference, Seattle (with Patrick Lynch and Srini Srinivasan).

"Global Internet Buyer Beliefs, Attitudes, and Preferences: The Case of Electronic and Apparel Goods," 2000 Academy of International Business Conference, Phoenix (with Patrick Lynch and Srini Srinivasan).

"Is Ad Memory Such a Bad Memory?," 2000 American Marketing Association Winter Educators' Conference, Best Paper Award address, American Marketing Association Advertising Special Interest Group, San Antonio (with Chris Allen).

"Advertising Frames that Increase POP Sales," 1998 American Marketing Association Summer Educators' Conference, Boston (with Brian Wansink).

"An Anchoring Model of Purchase Quantity Decisions," 1997 Marketing Science Conference, Berkeley (with Brian Wansink and Steve Hoch).

"When Consumers 'Space Out' at the Point of Purchase," 1996 Association for Consumer Research Conference, Tucson (with Steve Hoch and Brian Wansink).

"The Effects of Purchase Quantity Limits on Sales," 1996 American Marketing Association Winter Educators' Conference, Hilton Head (with Brian Wansink and Steve Hoch).

"Consumers' Affective Responses to Music as a Function of Objective Stimulus Properties and Subjective Mediators," 1992 Association for Consumer Research Conference, Vancouver (with James Kellaris).

"A Field Test of Influence Strategies for Sustaining Blood Donation," 1991 Association for Consumer Research Conference, Chicago (with Chris Allen and Terri Barr).

RESEARCH - Conferences

"Exploring Tempo and Modality Effects on Consumer Responses to Music," 1990 Association for Consumer Research Conference, New York (with James Kellaris).

"What is the Effect of Attitude Toward the Ad When the Consumer is Familiar with the Brand?," 1989 American Marketing Association Summer Educators' Conference, Chicago, (with Karen Machleit).

Co-Chair, 1996 Society for Consumer Psychology/American Psychological Association Division 23 Conference, Toronto.

Program Committee: 1995 Society for Consumer Psychology Conference, 1994 Association for Consumer Research Conference.

Reviewing

Ad hoc reviewer for Journal of Marketing, Journal of Marketing Research, Journal of Computer-Mediated Communications, Journal of Consumer Psychology, Journal of Advertising, Psychology and Marketing, International Business Review, and Journal of Business Research.

Reviewing for Conferences: American Academy of Advertising, American Marketing Association, Association for Consumer Research, and Society for Consumer Psychology.

Press Coverage

"Sign Language: Shoppers Spend More if POP Signage Suggests How Much to Buy," Convenience Store News, May 25, 1999, 118.

"Like the Missouri in Flood" (Television Ad Clutter), The Myers Report, April 13, 1998.

"The Bottom Line: Supermarket Displays," The Supermarket Journal, April 1998, 1.

"Giving Shoppers a Goal to Strive For," ADWEEK, March 9, 1998, 24.

"Medical Center Gets New Name," The Wilmington News Journal, July 30, 1997, B7.

"Competitive Clutter," Media Research Club of Chicago Review, January, 1994, 1.

"Guerrilla Media," Inside Media, January 4, 1994, 38.

"Glut of Rival Brands Worsens Ad Clutter," Advertising Age, November 22, 1993, 28.

"ABC to Trim TV Program Clutter," The Los Angeles Times, June 3, 1992, D12.

"TV Clutter: Who Has the Most, Who's Hurt the Worst," Advertising Age, May 4, 1992, 18.

"Prime-Time Commercial Loads Grow," The Wall Street Journal, February 10, 1992, B8.

"Rival Spots Cluttering TV," Advertising Age, November 18, 1991, 6.

Organizations Inquiring About Research include

Arbitron New Media, Leo Burnett Advertising, Capital Cities/ABC Television, DDB Needham Worldwide Advertising, McKinsey and Company, Reader's Digest, Saatchi and Saatchi Advertising

RESEARCH - Specialty Conferences

Arbitron Seminar on the Future of Advertising, New York, September, 1995 (funded).

Information Resources, Inc./ Katz Television Opportunity Targeting Conference, New York, October 1994 (invited).

The Media Research Council Ad Clutter Conference, Los Angeles, May 1993 (funded).

The International Radio and Television Society, New York, January 1993 (funded).

Invited Addresses

"A Brief Future of Advertising," *Arbitron Seminar on the Future of Advertising*, New York, September 19, 1995.

"How Many or What Kind?: Competitive and Noncompetitive Clutter in Television Advertising," *The Media Research Council of Los Angeles*, May 18, 1993.

TEACHING EVALUATIONS

Received teaching evaluations averaging 4.23 (5 = strongly agree; 1 = strongly disagree) on 14 teaching evaluation items, University of Delaware, 2001-present (*sample items below*).

Received teaching evaluations averaging 4.17 (5 = strongly agree; 1 = strongly disagree) on the "lectures were presented clearly" item, University of Delaware, 2001-present.

Received teaching evaluations averaging 4.29 (5 = strongly agree; 1 = strongly disagree) on the "relationships among different topics in the course were explained" item, University of Delaware, 2001-present.

Received teaching evaluations averaging 4.09 (5 = strongly agree; 1 = strongly disagree) on the "class time was used effectively to help students learn" item, University of Delaware, 2001-present.

Received teaching evaluations averaging 4.75 (5 = strongly agree; 1 = strongly disagree) on the "instructor demonstrated an interest in course topics" item, University of Delaware, 2001-present.

Received teaching evaluations averaging 4.68 (5 = strongly agree; 1 = strongly disagree) on the "relevance was shown between course material and real life situations" item, University of Delaware, 2001-present.

Received teaching evaluations averaging 4.11 (5 = strongly agree; 1 = strongly disagree) on the "course challenged students to think" item, University of Delaware, 2001-present.

Received teaching evaluations averaging 4.13 (5 = strongly agree; 1 = strongly disagree) on the "instructor had high standards for student performance" item, University of Delaware, 2001-present.

TEACHING EVALUATIONS (continued)

Received teaching evaluations averaging 4.22 (5 = strongly agree; 1 = strongly disagree) on the "work that students were required to do promoted meaningful learning" item, University of Delaware, 2001-present.

Received teaching evaluations averaging 1.946 (1 = yes, one of the best; 5 = no) on the "would you recommend this instructor because of his/her teaching ability?" item, University of Delaware, 1993-2000 (*previous instrument*).

Received teaching evaluations averaging 1.838 (1 = excellent; 5 = poor) on the "how would you rate this instructor compared to others you have had in the same subject?" item, University of Delaware, 1993-2000.

Received teaching evaluations averaging 1.854 (1 = excellent; 5 = poor) on the "how would you rate this instructor compared to all others?" item, University of Delaware, 1993-2000.

Received teaching evaluations averaging 1.772 (1 = very much; 5 = very little) on the "aside from the grade you expect, how much have you learned as a result of taking this course?" item, University of Delaware, 1993-2000.

Received teaching evaluations averaging 1.826 (1 = excellent; 5 = poor) on "personal concern for students," University of Delaware, 1993-2000.

Received teaching evaluations averaging 1.801 (1 = excellent; 5 = poor) on "clarity of presentation," University of Delaware, 1993-2000.

Received evaluations averaging 3.643 (4 = excellent; 1 = poor) on "overall teaching effectiveness," Drexel University, 1990-1993.

Received perfect 4.0 evaluations on "overall teaching effectiveness," MBA Buyer Behavior (Spring 1993) and Advertising Ph.D. Seminar (Fall 1991), Drexel University.

SERVICE TO UNIVERSITY OF DELAWARE

Marketing Area Faculty Recruiting Committees, 2008-2009.

Post-Tenure Review Planning Committee, 2003-2004.

Honors Day Committee, 2006-2009.

Delaware Decision Days, 2003, 2007, 2008.

MBA Student Advisor, 2002-2003.

Department International Committee, 2002-2003.

College Promotion and Tenure Committee, 1999-2002.

SERVICE TO UNIVERSITY OF DELAWARE (continued)

Chair, Department Ad Hoc Committee on Student and Teacher Evaluation, 2000.

Chair, Marketing Faculty Search Committee, 1998-1999.

SAP Integration Committee, 1998-1999.

University Faculty Senate Committee on Undergraduate Studies, 1996-1997.

College of Business and Economics MBA Planning Committee, 1995-1997.

University Committee on Student and Faculty Honors, 1995-1997

MBA Program Pre-Admit Interviewer, 1995-1996.

Marketing Area Faculty Recruiting Committees, 1995-1997.

Marketing Area Instructor Recruiting Committee, 1995-1996.

Co-Chair, Departments of Business and Finance New Student Orientation, 1995-1996.

Delaware Preview Days Participant, 1995, 1996.

Faculty Senate Committee on Committees and Nominations, 1994-1996.

College of Business and Economics Dean's Scholarship Application Reader, 1993-1994, 1994-1995.

Department of Business Administration United Way Campaign Coordinator, 1994-1995.

University Bookstore Renovation Committee, 1993-1995.

HONORS AND AWARDS

\$8,000 College of Business and Economics Summer Research Grant, 2001.

Best Paper Award, American Marketing Association Advertising Special Interest Group, 2000.

\$6,000 University of Delaware General University Research Grant, 1996.

Nominated for University of Delaware Excellence in Teaching Award, 1996.

Advertising Educational Foundation Visiting Professor, Foote, Cone and Belding, 1993.

American Marketing Association Doctoral Consortium Fellow, 1990.

Beta Gamma Sigma, 1987.

PROFESSIONAL AFFILIATIONS

American Academy of Advertising
American Marketing Association
Association for Consumer Research
Society for Consumer Psychology/ APA Division 23

BUSINESS EXPERIENCE

National Sales Manager, WDFM Radio, 1985-1986.

Sales Representative, ID Systems, 1984-1985.

Sales Representative, Litton Industries, 1983-1984.