

DAVID J. MOORE
Curriculum Vitae

PERSONAL INFORMATION

E-Mail djmoore@umich.edu
Office Phone: (734) 647-2436; FAX (734) 647-2808
Office Address University of Michigan
1402 Washington Heights, 3114 Observatory Bldg,
Ann Arbor, MI 48109-2013

EDUCATION

Ph.D., Kelly School of Business, Indiana University, Bloomington, IN,
Marketing, International Business 1984
MBA, Middle Tennessee State University 1976
BA, University of the West Indies, Trinidad 1970

FOREIGN LANGUAGES

Spanish and French

EMPLOYMENT

1996 - Present Associate Professor of Marketing, Department of Sport
Management, University of Michigan

1990 - 1996 Assistant Professor of Marketing, Department of Sport
Management, and
Assistant Professor of Marketing, University of Michigan
Business School (courtesy appointment)

1988 - 1990 Visiting Assistant Professor of Marketing, School of Business,
University of Michigan

1984 - 1988 Assistant Professor of Marketing, University of Oklahoma,
College of Business Administration

1979 - 1984 Associate Instructor, *Marketing*, Indiana University, School of
Business

OTHER APPOINTMENTS

2008 - Present External Examiner for the Doctor of Business Administration
program, The Arthur Lok Jack School of Business, *University of
the West Indies*, Port-of-Spain, Trinidad.

1995 - 1999 External Examiner, MBA International Business, The Arthur Lok
Jack School of Business, *University of the West Indies*, Port-of-
Spain, Trinidad.

1995-2006	Visiting professor for summer, MBA program, Mona School of Business, University of the West Indies, Kingston, Jamaica
1997 – 2004	Occasional visiting professor for Andrews University summer overseas MBA program at The University of the Southern Caribbean, Port-of-Spain, Trinidad
1989	Visiting professor for summer overseas MBA program, Universidad de Montemorelos, Nueva Leon, Mexico

Research Interests

- The influence of marketing-induced stimuli (e.g., vividness of product description; olfactory cues) on consumer affective and cognitive deliberations; and the effect of these responses on consumption impulses and food consumption. Specifically, I examine emotion as a motivational drive state (craving), and its influence on self-regulation, and consumption impulses.
- The role of individual differences and personality traits on consumer affective and cognitive reactions to enticements in the marketplace. Example: individual differences in patterns of craving; hedonic hunger; savoring anticipated consumption experiences
- Consumer emotional attachment to brands; effects on autobiographical memories and brand loyalty

Refereed Publications

- Moore, David J. and Pamela M. Homer (2008). "Self-Brand Connections: The Role of Attitude Strength and Autobiographical Memory Primes" *Journal of Business Research*, 61,707-714.
- Moore, David J. and Leah J. Bovell (2008), "The Affective-Cognitive Model of Stimulus-Based Affect: Individual Differences in Response to the Vividness of Product Descriptions?" *Advances in Consumer Research*, Vol. 35, (Eds.) Angela Y. Lee and Dilip Soman: Association for Consumer Research (In press).
- Moore, David J. (2007), "Emotion as a Mediator of the Influence of Gender on Advertising Effectiveness: Gender Differences in Online Self-Reports", *Basic and Applied Social Psychology*, 29, (3), 203-212.
- Moore, David J. and Dayna Wurster (2007), "Self-Brand Connections and Brand Resonance: The Role of Gender and Consumer Emotions". *Advances in Consumer Research*, Vol. 34, Gavan J. Fitzsimons and Vicki G. Morwitz (eds.). Association for Consumer Research, 64-66.
- Bagozzi, Richard P. and David J. Moore, and Luigi Leone (2004), "Self-Control and the Regulation of Dieting Decisions: The Role of Prefactual Attitudes, Subjective Norms, and Resistance to Temptation", *Basic and Applied Social Psychology*, 26, 199-213.

- Moore, David J. (2004), "When Do Product Descriptions Stimulate Craving and Desire for Guilty Pleasures?" *Advances in Consumer Research*, Vol. XXXII, (Eds.) Akshay Rao and Gita Menon: Association for Consumer Research.
- Moore, David J. (2003), "Affect Intensity, Gender and the Expression of Emotion in Response to Advertising Appeals", *Advances in Consumer Research*, Vol. XXXI, (Eds.) Barbara Kahn and Mary F. Luces, Toronto, Canada: Association for Consumer Research.
- Moore, David J. and Pamela M. Homer (2003), "Self Brand Connections: An Exploratory Study into Construct Validity and Gender Effects", *Advances in Consumer Research*, Vol. XXXI, (Eds.) Barbara Kahn and Mary F. Luces, Toronto, Canada: Association for Consumer Research.
- Moore, David J. and Pamela M. Homer (2000), "Dimensions of Temperament: Affect Intensity and Consumer Lifestyles", *Journal of Consumer Psychology*, 9(4), 231-242.
- Moore, David J. and William D. Harris (1996), "Affect Intensity and the Consumer Response to High Impact Emotional Advertising Appeals" *Journal of Advertising*, Vol. 25, No. 1 (Spring), 37-50.
- Moore, David J. and William D. Harris (1996), "Do Spontaneous Thoughts Influence Attitudes and Intentions of High Affect Intensity Individuals?", *Journal of Marketing Communication*, 2, 1-16.
- Moore, David J. and Richard Reardon (1996), "The Greater Memorability of Self-Generated versus Externally Presented Advertising Stimuli", *Psychology & Marketing*, Vol.13, 3 (May), 305-320.
- Moore, David J., William D. Harris and Hong C. Chen (1995), "Affect Intensity: An Individual Difference Response to Advertising Appeals", *Journal of Consumer Research*, Vol. 22 (September), 154-164.
- Moore, David J. Jerome C. Williams and William J. Qualls (1996), "Target Marketing Alcohol and Tobacco Messages to Ethnic Minority Market Segments", *Journal of Ethnicity & Disease*, Vol. 6, No. 1, 2 (Winter/Spring), 83-98.
- Moore, David J. (1995), "Affect Intensity and Empathic Emotions: An Individual Difference Measure of Advertising Response", *Journal of Marketing Communication*, Vol. 1, 71-89.

- Bagozzi, Richard P. and David J. Moore (1994), "Public Service Advertisements: Emotions and Empathy Guide Prosocial Behavior", *Journal of Marketing*, Vol. 58 (January), 56-70.
- Moore, David J., John C. Mowen and Richard Reardon (1994), "Multiple Sources in Advertising Appeals: When Product Endorsers Are Paid by the Advertising Sponsor", *Journal of the Academy of Marketing Science*, Vol. 22, 3, (September), 234-243.
- Chen, Hong C, Richard Reardon, Cornelia Rea and David J. Moore (1992), "Forewarning of Content and Involvement: Consequences for Persuasion and Resistance to Persuasion" *Journal of Experimental Social Psychology*, 22, (3), 23-33.
- Qualls, William J. and David J. Moore (1990), "Stereotyping Effects on Consumer Evaluation of Advertising: Impact of Racial Differences Between Actors and Viewers," *Psychology & Marketing*, Vol. 7, No. 2, (Summer), 135-151.
- Moore, David J., Richard Reardon and William J. Qualls (1989), "Attitude Confidence and the Multiple Source Effect in Print Advertisements," *Applied Psychology: An International Review*, Vol. 38, 3, 78-85.
- Olshavsky, Richard W., David J. Moore and Jeen-Su Lim (1988), "An Information Processing Interpretation of Cross-National Consumer Characteristics," *Journal of Global Marketing*, Vol. 1 (4), Summer, 25-39.
- Moore, David J. and Richard W. Olshavsky (1988), "Brand Choice and The Informative Role of Deep Price Discounts," *Psychology & Marketing*, Vol. 6 (3) Fall, 181-196.
- Moore, David J. and Richard Reardon (1987), "Source Magnification: The Role of Multiple Sources in the Processing of Advertising Appeals," *Journal of Marketing Research*, Vol. XXIV (November), 412-417.
- Moore, David J., (1995), "Individual Differences as Moderating Variables: Issues in the Development and Use of Personality Variables", In Frank Kardes and Mita Sujun (eds.), *Advances in Consumer Research*, Vol. 22, 111-112.
- Moore, David J., William D. Harris and Hong C. Chen (1994), "Exploring the Role of Individual Differences in Affect Intensity on the Consumer's Response to Advertising Appeals". In Chris T. Allen and Deborah R. John (eds.), *Advances in Consumer Research*, Vol. 21, 181-187.

Moore, David J. and William D. Harris (1990), "Affect Intensity As An Individual Difference Variable in Consumer Response to Advertising Appeals." In Marvin E. Goldberg, Gerald Gorn and Richard W. Pollay (Eds.), *Advances in Consumer Research*, Vol. XVII, 792-797.

Moore, David J., John C. Mowen and Richard Reardon (1989), "The Role of Source Independence in Multiple Source Appeals," in Thomas K. Srull (ed.), *Advances in Consumer Research*, Vol. XVI, 719-721.

Moore, David J. and Scott Hoenig (1989), "The Role of Negative Emotions As Mediators of Attitudes Towards Advertising Appeals," With Scott Hoenig in Thomas K. Srull (ed.), *Advances in Consumer Research*, Vol. 16, 581-585.

Moore, David J., Richard Reardon and Francis T. Durso (1986), "The Generation Effect in Advertising Appeals", *Advances in Consumer Research*, Vol. XIII, ed., Richard Lutz: Association for Consumer Research, 117-120.

Conference Abstracts

Moore, David J. and Sheila Sasser (2009), "Consumer Consumption Impulses: The Role of Sensory Stimuli", *Marketing Science: INFORMS*, Ann Arbor, MI 48109.

Moore, David J. and Jerome D. Williams (2009), "Gender Differences in Food preferences: The Role of Emotional Intensity, Self-Regulation, and Appetitive Craving". In Kristy Reynolds and J. Chris White (Eds.), American Marketing Association Winter Educators Conference, *Marketing Theory and Applications*, Tampa, FL, p. 134.

Moore, David J. and Sheila Sasser (2009), "Innovation in Integrated Marketing Communications", *American Academy of Advertising Annual Conference*.

Moore, David J. (2008), "Self-Regulation and Consumer Ethnicity: Resisting Undesirable Eating Temptations" *Advances in Consumer Research*, Vol. 37, (Eds.) Ann L. McGill and Sharon Shavitt, Association for Consumer Research, (Forthcoming).

Moore, David J. (2008), "Aroma Driven Craving and Consumer Consumption Impulses". *American Marketing Association*. In James R. Brown and Rajiv P. Dant (eds.) *Unleashing the Power of Marketing to Transform Consumers, Organizations, Markets and Society*, (In Press).

Moore, David J. and Leah J. Bovell (2008), "The Role of Emotional Intensity in Consumer Success at Self-Regulation". In Jerome Williams and Miriam Stamps (eds). *Academy of Marketing Science*, New Orleans, Vol. 7, 110.

- Moore, David J. and Kim Plaushines (2004), "Olfaction, Affect and Gender: Food Aroma and Consumer Seduction", in *Enhancing Knowledge in Marketing*, (eds. Kenneth L. Bernhardt, James S. Boles, and Pam S. Ellen), *Summer Educators Conference*, American Marketing Association.
- Moore, David J. (2003), "Affect intensity, Gender and the Expression of Emotion in Response to Advertising Appeals", *Advances in Consumer Research*, Vol. XXXI, (Eds.) Barbara Kahn and Mary F. Luces, Toronto, Canada: Association for Consumer Research, 29-30.
- Moore, David J. and Pamela M. Homer (2003), "Self Brand Connections: An Exploratory Study into Construct Validity and Gender Effects", *Advances in Consumer Research*, Vol. XXXI, (Eds.) Barbara Kahn and Mary F. Luce, Toronto, Canada: Association for Consumer Research, 196-197.
- Moore, David J. (2002), "Volitional Processes, Consumer Attitudes and Emotions in the Pursuit of Dietary Goals", in *Domestic, Global and Internet Marketing*, (eds. J. Lindren and W. Kehoe), *Summer Educators Conference*, American Marketing Association.
- Moore, David J. and Samantha D. Holmes (1999), "The Effect of High and Low Affect Intensity TV Viewers to the Repetition of Emotional Advertising Appeals", In Madhu Viswanathan, Larry Compeau and Manoj Hastak (eds.), *Society for Consumer Psychology Winter Conference Proceedings*, 159-169.
- Samantha D. Holmes and David J. Moore (1999), "Preliminary Findings on Another Approach to Personality and Emotions in Marketing Research: The Influence of Sensation Seeking and Post Stress Consumer Behavior and Creative Marketing", In Madhu Viswanathan, Larry Compeau and Manoj Hastak (eds.), *Society for Consumer Psychology Winter Conference Proceedings*, 38-44.
- Moore, David J. (1998), "Repetition of Emotional Television Appeals: Does Affect Intensity Make a Difference?", In Eric Arnould and Linda Scott (eds.), *Advances in Consumer Research*, Vol. 26, p. 266, Montreal, CA.
- Moore, David J., Hong C. Chen and William J. Qualls (1997), "Individual Differences in Response Radio Advertising Appeals: The Role of Affect Intensity and Gender", *Advances in Consumer Research*, Vol. 25, (eds.) Joe Alba and Wes Hutchinson: Association for Consumer Research.
- Moore, David J. (1995), "Individual Differences as Moderating Variables: Issues in the Development and Use of Personality Variables," *Advances in Consumer Research*, Vol. XXII, (eds.), Frank R. Kardes and Mita Sujun: Association for Consumer Research.

Williams, Jerome C., David J. Moore and William J. Qualls (1995), "The Promotion of Alcohol and Tobacco-Related Products to Blacks and Hispanics: Target Marketing Practices and Public Policy Implications", *Marketing Public Policy Conference*, (eds. Pam S. Ellen and Patrick J. Kaufmann), Atlanta, GA.

Moore, David J. and William D. Harris (1994), "Affect Intensity and the Consumer's Attitude Toward 'Shock Ads'" In Ravi Achrol and Andrew Mitchell (Eds.) *Marketing in an Era of Rapid Change*, American Marketing Association (Summer), 68-69.

Moore, David J. and William D. Harris (1993), "Do Cognitive Operations Mediate the Effect of Affect Intensity on Emotional Responses and Attitude Formation?". In William R. Dillon and Thomas J. Madden, (eds.), *Enhancing Knowledge Development in Marketing*, American Marketing Association, Vol. 4, 68-69.

Moore, David J. and Richard Reardon (1987), "The Role of Multiple Sources in Increasing the Confidence Level of Message Recipients," in Proceedings of the Summer Marketing Educators' Conference, Michael R. Solomon and Susan P. Douglas (Eds.), *American Marketing Association*, Series No. 53, 222.

Reardon, Richard and David J. Moore (1987), "The Generation Effect with Aural and Print Advertising Stimuli," in Proceedings of the Summer Marketing Educators' Conference, Michael R. Solomon and Susan P. Douglas (Eds.), *American Marketing Association*, Series, No. 53, 284.

Moore, David J. and Richard W. Olshavsky (1987), "The Informative Role of Price Discounts in Brand Choice," in Proceedings of the Summer Marketing Educators' Conference, Michael R. Solomon and Susan P. Douglas (Eds.), *American Marketing Association*, Series No. 53, 55.

Olshavsky, Richard W. David J. Moore and Jeen-Su Lim (1987), "Inferring Consumer Characteristics from Cross-National Data," in Proceedings of the Summer Marketing Educators' Conference, Michael R. Solomon and Susan P. Douglas (Eds.), *American Marketing Association*, Series No. 53, 2.

Conference Presentations

Moore, David J. and Kim Plaushines (2004), "Olfaction, Affect and Gender: Food Aroma and Consumer Seduction", in *Enhancing Knowledge in Marketing*, (eds. Kenneth L. Bernhardt, James S. Boles, and Pam S. Ellen), *Summer Educators Conference*, American Marketing Association.

- Moore, David J. (2003), "Olfactory Stimulation and Affect Intensity: Gender Differences in Yielding to the Enticing Aroma of Food" Round Table Session, Association for Consumer Research, p. 603.
- Moore, David J., Pamela M. Homer, and Lynn Kahle (2003), "Self-Brand Connections in a Gendered Sports Association: Marketing Implications", Inaugural Conference Session, *Sports Marketing Association*, Gainesville, Florida.
- Moore, David J. (2003), "Affect intensity, Gender and the Expression of Emotion in Response to Advertising Appeals", Advances in Consumer Research, Vol. 31, (Eds.) Barbara Kahn and Mary F. Luces, Toronto, Canada: Association for Consumer Research.
- Moore, David J. and Pamela M. Homer (2003), "Self Brand Connections: An Exploratory Study into Construct Validity and Gender Effects", Advances in Consumer Research, (Eds.) Barbara Kahn and Mary F. Luces, (Vol. 31) Toronto, Canada: Association for Consumer Research.
- Bagozzi, Richard P. and David J. Moore (2002), "Self-Awareness: Personal and Social Identity as Powerful Indicators of Desire and Intention in Goal Directed Behavior", Association for Consumer Research, Atlanta, GA.
- Moore, David J. (2002), "Volitional Processes, Consumer Attitudes and Emotions in the Pursuit of Dietary Goals", in *Domestic, Global and Internet Marketing*, (eds. J. Lindren and W. Kehoe) American Marketing Association.
- Moore, David J. (2001), "Resistance to Eating Temptations: Women's Attitudes Toward Dieting" In Susan M. Broniarczak and Kent Nakamoto (eds.), Association for Consumer Research, (Eds.), *Advances in Consumer Research*, (Vol. 29), Susan M. Broniarczak and Kent Nakamoto, Austin, Texas.
- Williams, Jerome and David J. Moore (2001), "Perceptions of Persuasive Appeals: A Cross- Cultural Test of the Third-Person Effect", in Stephen J. Grove and Greg W. Marshall (eds.), Educators Conference, American Marketing Association.
- Bagozzi, Richard P. and David J. Moore (1999), "Attitudes Toward Dieting: The Role of Normative Pressure and Consumer Resistance to Eating Temptation", Association for Consumer Research, Columbus, Ohio.
- Moore, David J. and Jerome Williams (1999), "Empathy and Affect Intensity: When Does Gender Influence Consumer Behavior Responses?" Association for Consumer Research, Columbus, Ohio.

Moore, David J. and Samantha Holmes (1999), "The Response of High Affect Intensity TV Viewers to the Repetition of Emotional Advertising Appeals?", In M. Viswanathan, L. Compeau and M. Hastak (eds.), *Society for Consumer Psychology*, St. Petersburg, FL.

Holmes, Samantha, and David J. Moore (1999), "Another Approach to Personality and Emotions in Marketing Research: The Role of Sensation Seeking in Post-Stress Consumer Behavior", In M. Viswanathan, L. Compeau and M. Hastak (eds.), *Society for Consumer Psychology*, St. Petersburg, FL.

Moore, David J. (1999), "Consumer Response to the Repetition of Emotionally Charged Advertising Appeals: A Comparison of Positive and Negative Emotional Ads", *American Marketing Association, Educators' Conference*, San Francisco, CA.

Harrison, Keith, Samantha Holmes, and David J. Moore (1999), "The Impact of Media-Induced Values on Attitude Formation of College Athletes" *North American Society For Sociology of Sport*, Denver, Colorado, November.

Moore, David J. (1998), "Dimensions of Temperament: Affect Intensity and Consumer Lifestyles". In Eric J. Arnould and Linda M. Scott (Eds.) *Association for Consumer Research*, Montreal, Canada.

Moore, David J. (1995), "Emotional Intensity: An Individual Difference Perspective", In Frank Kardes and Mita Sujun (eds.), *Association for Consumer Research*, Provo, Utah.

Chen, Hong C., David J. Moore and Alexandra Warren (1995), "Radio Advertising: Affect Intensity as an Individual Difference Consumer Response", *American Psychological Association*, Southwest, Dallas, Texas, (April).

Moore, David J. and Alexandra Warren (1995), "Empathy and Affect Intensity: Consumer Response to Emotional Advertising", *American Psychological Association*, Division 23, Consumer Psychology, New York, (August).

Bagozzi, Richard P. and David J. Moore (1994), "On the Dimensionality and Construct Validity of the Affect Intensity Measure". In C. Whan Park and Daniel C. Smith (eds.), *Renaissance in Marketing Thought and Practice*, American Marketing Association (Winter).

Chen, Hong C. and David J. Moore (1993), "Affect Intensity as a Predictor of Consumer Response to Sport and Fitness Lifestyles Measures", *American Psychological Association*, Southwest, San Antonio, Texas, April.

- Harris, William D and David J. Moore (1991), "Affect Intensity as a Mediator of the Cognitive Operations and Emotions Elicited by Message Recipients", *Academy of Marketing Science*, Annual Conference, Fort Lauderdale FL. (May).
- Bagozzi, Richard P. and David J. Moore (1990), "Intense Negative Emotions As Antecedents of Attitudes and Intentions in Advertising Appeals", *Association for Consumer Research*, Provo, Utah.
- Qualls, William J. and David J. Moore (1989), "A Theoretical Investigation of Race Differences in Advertising Appeals," In Thomas K. Srull (ed.), *Association for Consumer Research*, Provo, Utah.
- Reardon, Richard, Stacey Young and David J. Moore (1988), "Persuasive Effect of Multiple Sources Across Multiple Issues", *American Psychological Association*, Southwest, Tulsa, OK.
- McGahan, Joseph R., David J. Moore and Michael Merritt (1987), "Covariation Judgment and the Serial Introduction of Information: A test of the Memory -Strain Hypothesis," *American Psychological Association*, Southwest, Tulsa, OK.
- Moore David J.(1981), "Cross-Cultural Consumer Information Search: An Information Processing Approach," *The Academy of International Business*, Regional Conference, New York University, New York, N.Y.
- Moore, David J. (1981), "Cross-Cultural Consumer Information Search: A Task Environment Analysis," presentation made at the Academy of International Business, National Conference, McGill University, International Symposium of Cross-Cultural Management, Montreal, Canada.
- Moore, David J. and Scott R. Safranski (1980), "Convergence of Policies Toward Multinationals by Poland and Venezuela: The Need to Generate Foreign Exchange." In *Proceedings of the 43rd Annual World Trade Conference*, Chicago, Illinois.

Invited Presentations

- Moore, David J. (2004), "The Power of Branding in the Service Sector", Feature Address, Commercial Banking Seminar, First Citizens Bank, Port-of-Spain, Trinidad.
- Moore, David J. (2002), "Brand Strategy for the Marketing and Promotion of a Nation", Feature Address, Caribbean Union College, Port-of-Spain, Trinidad.

- Moore, David J. (1999), "Opportunities for Foreign Direct Investment in the Caribbean", Feature Address for the *Trinidad & Tobago Association* Annual Meeting, Detroit Michigan, November 1999.
- Moore, David J. (1997), "Marketing in a Rapidly Changing Global Environment: Welcome to the Twenty-first Century!" Feature Address presented at the *Central Bank of the Republic of Trinidad & Tobago*.
- Moore, David J. (1997), "Affect Intensity and Consumer Lifestyle: The Role of Gender in Consumption Experiences" Research Colloquium, The University of Michigan, Ann Arbor, Michigan 48109-2214.
- Moore, David J. (1996), "The Intensity of the Consumer's Response to Emotionally Charged Sport Consumption Experiences" Research Colloquium, The University of Michigan, Ann Arbor, Michigan 48109-2214.
- Moore, David J. (1992), "Consumer Behavior and Marketing in the Sport and Leisure Enterprise". Research Colloquium, The University of Michigan, Ann Arbor, MI 48109.
- Moore, David J. (1989), "The Role of Affect Intensity in the Consumer's Response to Emotionally Charged Advertising Appeals", Department of Advertising, University of Illinois, Urbana, IL.
- Moore, David J. (1989), "Do All Consumers Respond to Emotional Advertising Appeals in a Homogeneous Manner?" Department of Marketing and Logistics, Eli Broad School of Management, Michigan State University, Lansing, MI 48824.
- Moore, David J. (1989), "Affect Intensity: An Individual Difference Response to Advertising Appeals", Department of Marketing, school of Business Administration, University of South Florida, Tampa, Florida.
- Moore, David J. (1989), "The Role of Affect Intensity in the Consumer's Response to Emotionally Charged Advertising Appeals", Department of Advertising, University of Illinois, Urbana, IL.
- Moore, David J. (1986), "When Multiple Sources are More Persuasive Than a Single Message Source," Invited Presentation, Psychology Colloquium Research Series, Department of Psychology, University of Oklahoma, Norman, Oklahoma.
- Moore, David J. (1986), "The Role of Multiple Sources in Persuasive Appeals," Invited Presentation, Marketing Colloquium Speakers Bureau, College of Business Administration, Oklahoma State University, Stillwater, Oklahoma.

Professional Publications

Moore, David J. (1989), "Advertising That Makes the Brain Itch", *MBA Update, Bureau of Business Practice*, Simon & Schuster Inc., Old Lyme, CT 06371.

Papers Under Review

Moore, David J. (2009), "Gender Differences in Food Preferences: The Role of Emotional Intensity, Self-Regulation, and Appetitive Craving".

Moore, David J., Matt Federico and Christy Hammond (2009), "The Influence of Savoring Capability on Consumer Consumption Impulse and Appetitive Desire".

Work In Progress

Moore, David J., Kelly Geyskens and Maura Scott (2009), "Interrupted Anticipation: The Role of Olfaction as a Sensory Cue ". To be submitted to the *Journal of Consumer Psychology*.

Moore, David J. and Kelly Geyskens (2009), "Olfaction, Craving and Consumption Impulses: The Role of Appetitive Desire as Swift Emotion" To be submitted to *Journal of Consumer Psychology*.

Moore, David J. and David R. Williams (2009), "Consumer Self-Regulation and Eating Temptation: The Role of Transcendence and Emotional Intensity". To be submitted to *Journal of Consumer Psychology*.

Moore, David J. and Richard Reardon (2009), "The Response of TV Audiences to the Repetition of Emotionally Charged Advertising Appeals: The Critical Role of Affect Intensity". To be submitted to *Journal of Marketing*

Moore, David J. (2009), "The Role of Brand Resonance and Autobiographical Memory Primes in Advertising to Sport Fans" To be submitted to *Journal of Advertising*.

Bagozzi, Richard P. and David J. Moore (2009), "Self-Awareness: Personal and Social Identity as Powerful Indicators of Desire and Intention in Goal Directed Behavior"

Bagozzi, Richard P. and David J. Moore (2009), "The Factor Structure Associated with the Affect Intensity Construct".

Grant Proposals Submitted

Richard Wolfe, David J. Moore and Michael Johnson (2002), *The Center for Local, State, and Urban Policy (CLOSUP)*, Gerald R. Ford School of Public Policy, the University of Michigan - in support of the project:

"Investment of Public Funds and Citizens' Well-Being: Comparing Professional Sports to the Arts".

Moore, David J. (1999), "Goal Directed Behavior: The Effect of Emotional Concern and Affect Intensity on Attitudes to Dieting", Spring/Summer Research Grants Program, Rackham Graduate School, University of Michigan (Not Funded).

David J. Moore and C. Keith Harrison (1999), "The Influence of Cultural Heroes in Advertising Appeals", Spring/Summer Research Grants Program, Rackham Graduate School, University of Michigan (Not Funded).

Moore, David J. (1995), "A Cross-Cultural Study of Consumer Goal Directed Behavior". The Minority Faculty Development Award, The University of Michigan, Ann Arbor, MI. Funded \$18,266.

Moore, David J. (1994), "Consumer Attitudes Toward Dieting Behavior: An Extension and Modification of the Theory of Trying". Submitted to The Vice Provost for Multicultural Affairs, The Minority Faculty Development Award, The University of Michigan, Ann Arbor, MI. Funded \$19,173.

Moore, David J. (1994), "A Cross-cultural Study of Consumer Goal-Directed Behavior: An Extension of the Theory of Trying", *The Center for International Business Education*, School of Business, The University of Michigan, Ann Arbor, MI. Funded \$3,000.

Kuntzleman, Charles T., David J. Moore and Dee W. Edington (1993), "Sports, Recreation and Youth Development". Submitted to The Skillman Foundation. (\$250,000, Not Funded).

Moore, David J. (1991), "Goal Directed Behavior Among Health Conscious Consumers". Office of the Vice President for Research Mini Grant. (\$800, Funded).

Moore, David J. (1991), "The Information Utility Effect and the Use of Multiple versus Single Sources in Advertising Appeals: Potential Application to Sport Marketing. Submitted to Rackham School of Graduate Studies, The University of Michigan (\$8,000, Not funded).

TEACHING EXPERIENCE

Undergraduate Level

Marketing Management
 Brand Strategy & Advertising Campaigns
 Sales Force Management
 Professional Selling Strategy
 Consumer Behavior

Marketing Research
 Sport Marketing
 International Marketing

MBA Level

Marketing Management
 Marketing Management in Spanish, Universidad de Montemorelos, Mexico
 Brand Strategy & Advertising Campaigns
 Marketing Management for the Sport Industry
 Sales Force Management

PhD Level

Consumer Behavior Seminar

PROFESSIONAL MEMBERSHIPS

American Marketing Association, Association for Consumer Research, Society for Consumer Psychology, Sport Marketing Association

SERVICE

Reviewer:

Journal of Advertising
Journal of Marketing
Journal of Consumer Psychology
Journal of the Academy of Marketing Science
Psychology & Marketing
Journal of Marketing Theory and Practice
Journal of Global Marketing
International Journal of Sport Marketing & Sponsorship
Social and Economic Studies
Advances in Consumer Research

Book Reviews

2002	Churchill, Gilbert A., and Dawn Iacobucci, (2002) <i>Marketing Research: Methodological Foundations</i> , Harcourt College Publishers Inc.
1997	Richard P. Bagozzi, Rosa, Jose A., Celly, Kirti, S., and Coronel, Fransisco, <i>Marketing Management</i> , Prentice Hall Inc.
1997	Mathew Shank "Sports Marketing: A Strategic Perspective"(1997), Prentice Hall
1995	Boyd, H., Walker, O, and Larreche, J. (1995), <i>Marketing Management</i> , Richard Irwin Inc. Chicago.
1995	Aaker, D., Batra, R., and Myers, J. (1995), <i>Advertising Management</i> (5th ed.), Prentice Hall, Englewood Cliffs, NJ.
1994	Wells, W, Burnett, J. and Moriarty, S (1994), <i>Advertising: Principles and Practice</i> , Prentice Hall, Englewood Cliffs, NJ
1994	Regan, M., (1994), <i>Introduction to Sports and Entertainment Marketing Management</i> , Prentice Hall, Englewood Cliffs, NJ
1994	Bernhardt, K and Kinnear, T. (1994), <i>Cases in Marketing Management</i> , Richard D. Irwin, Inc.

- 1993 Cannon, H. (1994), *Principles of Advertising*, Prentice Hall Inc.
 1980 Smith, Anthony (1980), "The Geopolitics of Information".
 (Oxford University Press), *Business Horizons*, Vol. 24, No. 5,
 Sept/Oct. 1981

National Conference Special Topic Sessions Organized and Chaired

- 2004 American Marketing Association, (Chaired)
 2003 Association for Consumer Research, Toronto, Canada.
 1996 Association for Consumer Research, Tucson, AZ
 1994 Association for Consumer Research, Boston, MA
 1993 Association for Consumer Research, Nashville, TN
 1989 Association for Consumer Research, New Orleans, LA

Interviews with the Media

Detroit FreePress, Detroit, Michigan. Topic: Brand management Strategy and the Assessment of the Value of the Star Athletes of the Detroit Pistons (June 2004).

WWJ, Radio AM 950 Detroit, Michigan. Topic: What Makes a Super Bowl Commercial Effective. February 2004.

WWJ, Radio AM 950 Detroit, Michigan. Topic: The Advantages and pitfalls of Super Bowl Advertising February 2004.

The National Post, Toronto, Canada. Topic: Affect, Olfaction and Gender: How Consumers Respond to the Enticing Aroma of Food in the Marketplace. October, 2003.

Marketplace, National Public Radio, New York, NY. Topic: Brand Strategy and the Impact of Product Placement in Entertainment Media. April 2002.

Detroit FreePress, Detroit, Michigan. Topic: "Plugged Up: Broadcasts Become Billboards When the Game is to Sell Ads" (January 20, 1992).

Corporate Consulting

- Parfums Llewelyn, Indianapolis, IN
 First Citizens Bank, Port-of-Spain, Trinidad
 Board of Advisers, Louis Harris (Caribbean) Ltd., an affiliate of *Louis Harris & Associates, Inc.*
 Board of Advisors, *Learning Resource Link Inc*, Port-of-Spain, Trinidad

Doctoral Thesis Committees

2006- 2008 Alyssa Schultz, School of Kinesiology

1996 – 2000 Samantha Holmes, Psychology Department, University of Michigan
 Thesis topic: "The Role of Sensation Seeking in the Consumer's Responses to the Consumption of Intense Sensory Arousal Experiences".

1995 – 1998 Alexandra Warren, Marketing Department, School of Business, University of Michigan (Committee member)

Thesis topic: "The Importance of Functional and Technical Quality in the Face-to-Face Service Encounter: The Impact on Customer Satisfaction.

1994-1998 Charlea McNeal, Sociology Department, University of Michigan, (Project Advisor)

Research topic: "Consumer Attitudes Toward Dieting Behavior: An Extension and Modification of the Theory of Trying".

1992 - 1993 Jaesung Cha, Marketing Department, Ross School of Business, University of Michigan, (Committee member).

Thesis topic: "Customer Satisfaction and the Role of Defensive Marketing Strategies"

1986 – 1989 William Harris, Marketing Department, University of Oklahoma, (Chair). Thesis topic: "An Investigation into the Effect of Affect Intensity on Consumer Responses to Persuasive Appeals".

1988 Joseph McGahan, Psychology Department, University of Oklahoma (Committee member). Thesis topic: "Covariation Judgment and the Serial Introduction of Information: A Test of the Memory - Strain Hypothesis".

1987 - 1988 Hong C. Chen, Psychology Department, University of Oklahoma, (Committee member). Thesis topic: "Forewarning of Content and Involvement: Consequences for Persuasion and Resistance to Persuasion"

1985 Jose Picart, Psychology Department, University of Oklahoma, (Committee member).

1985 Humayun Akkter, Marketing Department, University of Oklahoma (Committee member).

University Committees

University of Michigan Faculty Senate Assembly

University of Michigan Faculty Ombudsman – a forum for addressing faculty issues and grievances

Co-Chair, Search Committee for Department of Sport Management 2007-2008

REFERENCES

Richard P. Bagozzi, Professor, Stephen M. Ross School of Business,
University of Michigan

701 Tappan Street, R4366, Ann Arbor, MI 49109-1234

Office: (734) 647-6435; Home: (734) 662-4277; Email: bagozzi@umich.edu

David B. Wooten, Associate Professor, Stephen M. Ross School of Business
University of Michigan

701 Tappan Street, E4609, Ann Arbor, MI 49109-1234

Office: (734) 764-1390; Home: (734) 669-9218; Email: dbwooten@umich.edu

Jerome D. Williams, Professor, University of Texas at Austin,
Dept. of Advertising, 1 University Station, A1200
Austin, TX 78712-1092
Office: 512-471-7302; FAX 512-471-7018. Email: Jerome.Williams@mail.utexas.edu