

**Dr. Dwayne Ball**  
University of Nebraska-Lincoln  
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Email: dball1@unl.edu

## **Education**

Ph D, The Ohio State University, 1982.  
Major: Quantitative Psychology, minor in Consumer Behavior Research  
Supporting Areas of Emphasis: Consumer Behavior Research

MA, The Ohio State University, 1980.  
Major: Quantitative Psychology

BA, Rice University, 1973.  
Major: Psychology

## **Professional Positions**

### **Academic**

Associate Professor of Marketing, University of Nebraska-Lincoln. (September 1994 - Present).

Assistant Professor of Marketing, University of Nebraska-Lincoln. (January 1987 - August 1994).

Visiting Lecturer (Assistant Professor), University of Canterbury, New Zealand. (February 1986 - November 1986).

### **Professional**

Visiting professor 2-3 weeks each year, New University of Lisbon. (January 1, 1999 - Present).

Marketing Institute of New Zealand. (September 1, 1986 - September 10, 1986).

Manager of Consumer Research, Procter and Gamble Company. (April 1982 - January 1986).

## **Professional Memberships**

Academy of Marketing Science.

Association for Consumer Research.

Founding Member, Customer Satisfaction Research Association of Europe.

Charter Member, Direct Marketing Association Professors Academy.

INFORMS (formerly The Institute for Management Science).

American Civil Liberties Union, Nebraska Chapter. (2000 - Present).

Academic Freedom Coalition of Nebraska. (1999 - Present).

University of Nebraska-Lincoln Extended Education Council. (1999 - Present).

University of Nebraska-Lincoln Interdisciplinary Committee to Design PhD in Survey Research. (1998 - Present).

Vice-Chair Webmaster, Board of Market Research Special Interest Group, American Marketing Association. (1996 - Present).

Gallup Research Advisory Board. (1996 - Present).

Gallup Survey Research Master's Program. (1996 - Present).

President, UNL Chapter, Phi Beta Delta. (August 2007 - August 2010).

Gallup Research Center Board of Fellows. (2007).

Vice President, UNL Chapter, Phi Beta Delta. (2005 - 2007).

President, Academic Freedom Coalition of Nebraska. (2001).

Nebraska State Health Department Diabetes Advisory Board. (1995 - 2000).

University of Nebraska-Lincoln Study Abroad Advisory Council. (1992 - 1996).

Chair, University of Nebraska-Lincoln Study Abroad Advisory Council. (1994 - 1995).

Gallup Research Advisory Council. (1990).

## **Development Activities Attended**

Conference Attendance, American Association for Public Opinion Research. (May 2008).

Conference Attendance, Midwest Association for Public Opinion Research. (November 2007).

Conference Attendance, Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers. (August 2, 2006 - August 4, 2006).

Conference Attendance, Pan-Pacific. (June 2006).

Conference Attendance, Academy of Marketing Science. (May 2006).

Conference Attendance, American Association for Public Opinion Research. (May 2006).

Conference Attendance, Pan-Pacific. (May 2005).

Conference Attendance, Society for Consumer Psychology. (February 2005).

Conference Attendance, Association for Consumer Research. (October 2004).

Conference Attendance, AMA Educator's Summer Conference. (August 2003).

Conference Attendance, AMA Educator's Summer Conference. (August 2002).

Conference Attendance, AMA Educator's Winter Conference. (February 2002).

Conference Attendance, Association for Consumer Research. (October 2001).

Conference Attendance, AMA Educator's Summer Conference. (August 2001).

Conference Attendance, AMA Educator's Summer Conference. (August 1998).

Conference Attendance, Social Marketing and Public Health. (March 1998).

Conference Attendance, AMA Educator's Summer Conference. (1995).

Conference Attendance, AMA Educator's Winter Conference. (1994).

Conference Attendance, Asia Pacific. (1994).

Conference Attendance, ORSA/TIMS Marketing Science Conference. (1993).

Conference Attendance, Association for Consumer Research. (1992).

Conference Attendance, ORSA/TIMS Marketing Science Conference. (1988).

Conference Attendance, ORSA/TIMS Marketing Science Conference. (1980).

## **Awards and Honors**

President, Academic Freedom Coalition of Nebraska. (2009).

Marketer of the Month, American Marketing Association, Lincoln Chapter. (August 2009).

James A. Lake Academic Freedom Award, UNL Faculty Senate. (April 2006).

Outstanding Service to Students Award, Stuart Leadership Development Program/College of Business, University of Nebraska-Lincoln. (1993).

Runner-up for The Journal of Marketing Research O'Dell Award, Journal of Marketing Research. (1981).

## **TEACHING**

### **Teaching Experience**

#### **University of Nebraska-Lincoln**

MRKT 341, Honors Intro to Marketing, 2 courses.

MRKT 345, Market Research, 11 courses.

MRKT 350, Marketing Information Systems, 5 courses.

MRKT 821, Market Research, 3 courses.

MRKT 998, Measurement, 2 courses.

### **Directed Student Learning**

#### **Doctorate (committee chair/supervisor)**

Doctorate (committee chair/supervisor), Marketing. (2006 - 2009).  
Advised: Julie Pennington

Doctorate (committee chair/supervisor), Marketing. (2003).  
Advised: Matt Bunker

Doctorate (committee chair/supervisor), Marketing. (2000).  
Advised: Preeti Sharma

**Doctorate (committee co-chair)**

Doctorate (committee co-chair), Other (Outside University of Nebraska-Lincoln). (2007 - Present).  
Advised: Susana Pereira Esteves

Doctorate (committee co-chair), Marketing. (January 2005 - August 2007).  
Advised: Anyuan (Daniel) Shen

Doctorate (committee co-chair), Marketing. (2001).  
Advised: Lynn Samsel

Doctorate (committee co-chair), Marketing. (1998).  
Advised: Zhongbing Hu

**Doctorate (committee member)**

Doctorate (committee member), Other (Within University of Nebraska-Lincoln). (2007 - Present).  
Advised: Michelle Howell Smith

Doctorate (committee member), Management. (2004 - March 2009).  
Advised: Jamie Hamaker

Doctorate (committee member), Marketing. (2003).  
Advised: Athinodoros Chronis

Doctorate (committee member). (2003).  
Advised: Paul Hinrichs

Doctorate (committee member), Marketing. (1999).  
Advised: Marko Grunhagen

Doctorate (committee member), Economics. (1996).  
Advised: David Eberle

Doctorate (committee member), Marketing. (1996).  
Advised: Jonna Holland

Doctorate (committee member), Marketing. (1993).  
Advised: Sunkyu Jun

**Doctorate (committee thesis reader)**

Doctorate (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (2001).  
Advised: Ranjana Mitra

**Masters (committee chair/supervisor)**

Masters (committee chair/supervisor), Other (Within University of Nebraska-Lincoln). (2006).  
Advised: Kumar Rao

Masters (committee chair/supervisor), Other (Within University of Nebraska-Lincoln). (2006).  
Advised: Natalia Agisheva

Masters (committee chair/supervisor), Marketing. (1998).  
Advised: Matt Bunker

**Masters (committee member)**

Masters (committee member), Other (Outside University of Nebraska-Lincoln). (2005).  
Advised: Miguel Carmona

Masters (committee member), Marketing. (1993).  
Advised: Allen Klose

**Masters (committee thesis reader)**

Masters (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (2006).  
Advised: Miguel Carmona

Masters (committee thesis reader), Other (Within University of Nebraska-Lincoln). (2006).  
Advised: Natalia Agisheva

Masters (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (2006).  
Advised: Tania Duarte Goncalves

**Other**

Other, Other (Within University of Nebraska-Lincoln). (2006).  
Advised: Rui Jiao

Other, Other (Within University of Nebraska-Lincoln). (2004).  
Advised: Dipanjan Nag

**Postbaccalaureate**

Postbaccalaureate, "Study of Marketing Research," Other (Within University of Nebraska-Lincoln). (January 2009 - May 2009).  
Advised: Jennie Pearson

Postbaccalaureate, Marketing. (August 2008 - May 2009).  
Advised: Julie Pennington

Postbaccalaureate, Marketing. (May 2008 - May 2009).  
Advised: Julie Pennington

Postbaccalaureate, Marketing. (May 2008 - May 2009).  
Advised: Julie Pennington

Postbaccalaureate, Marketing. (January 2008 - May 2009).  
Advised: Julie Pennington

Postbaccalaureate, Marketing. (August 2007 - May 2009).  
Advised: Julie Pennington

Postbaccalaureate, Marketing. (July 2007 - May 2009).  
Advised: Julie Pennington

Postbaccalaureate, Marketing. (January 2007 - May 2009).  
Advised: Julie Pennington

Postbaccalaureate, Marketing. (August 2006 - May 2009).  
Advised: Julie Pennington

Postbaccalaureate. (July 2007 - August 2007).  
Advised: Rui Jiao

Postbaccalaureate, Marketing. (May 2007 - August 2007).  
Advised: Anyuan (Daniel) Shen

Postbaccalaureate, Marketing. (January 2007 - August 2007).  
Advised: Anyuan (Daniel) Shen

Postbaccalaureate, Marketing. (August 2006 - August 2007).  
Advised: Anyuan (Daniel) Shen

Postbaccalaureate, Marketing. (May 2006 - August 2007).  
Advised: Anyuan (Daniel) Shen

Postbaccalaureate, Marketing. (January 2006 - August 2007).  
Advised: Anyuan (Daniel) Shen

Postbaccalaureate, Marketing. (August 2005 - August 2007).  
Advised: Anyuan (Daniel) Shen

Postbaccalaureate, Marketing. (August 2004 - August 2007).  
Advised: Anyuan (Daniel) Shen

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (August 2006 - December 2006).  
Advised: Emilio Serrano

Postbaccalaureate. (June 2006 - July 2006).  
Advised: Thearon Staddon

Postbaccalaureate, Marketing. (January 2006 - May 2006).  
Advised: Seungwoo Chun

Postbaccalaureate, Marketing. (August 2005 - May 2006).  
Advised: Seungwoo Chun

Postbaccalaureate, Marketing. (July 2005 - May 2006).  
Advised: Seungwoo Chun

Postbaccalaureate, Marketing. (August 2004 - May 2006).  
Advised: Seungwoo Chun

Postbaccalaureate, Marketing. (July 2005 - August 2005).  
Advised: Anyuan (Daniel) Shen

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (August 2004 - July 2005).  
Advised: Rajat Das

## **Undergraduate**

Undergraduate, "Independent study," Marketing. (January 2009 - May 2009).  
Advised: Jonathan Kuehler

Undergraduate, Other (Outside University of Nebraska-Lincoln). (January 2006 - May 2006).  
Advised: Juan Varela Vaamonde

Undergraduate. (August 2005 - December 2005).  
Advised: Amanda Blanks

Undergraduate. (August 2005 - December 2005).  
Advised: Bradley Blomberg, Juan Varela

Undergraduate, Marketing. (2005).  
Advised: Luke Miller

Undergraduate, Marketing. (2005).  
Advised: Phillip Baker

Undergraduate, Marketing. (January 2005 - May 2005).  
Advised: Nicole West

Undergraduate, "Independent Study," Marketing. (1995).  
Advised: David Chase

Undergraduate, "Independent Study," Marketing. (1995).  
Advised: Jason Kubik

Undergraduate, "Independent Study," Marketing. (1994).  
Advised: Tyson Moeller

## **Awards and Honors**

Seacrest Faculty Award, College of Business Administration, UNL. (March 2010).

Distinguished Teaching Award Nomination, College of Business Administration/University  
Nebraska-Lincoln. (2003).

Distinguished Teaching Award Nomination, College of Business Administration/University  
Nebraska-Lincoln. (1992).

Distinguished Teaching Award Nomination, College of Business Administration/University  
Nebraska-Lincoln. (1988).

## **RESEARCH**

### **Published Intellectual Contributions**

#### **Book Chapters**

Zuckweiler, K., SCHNIEDERJANS, M. J., BALL, A. D. (2008). In Lawrence Tomei (Ed.),  
*Methodologies to Determine Class Sizes for Fair Faculty Work Load in Web Courses*. New  
York: Information Science Reference: Online and Distance Learning: Concepts,  
Methodologies, Tools, and Applications.

Zuckweiler, K., SCHNIEDERJANS, M. J., BALL, A. D. (2008). *Methodologies to Determine Class Sizes for Fair Faculty Work Load in Web Courses* (2nd ed., vol. 2, pp. 46-59). International Journal of Distance Education Technologies.

Arnould, E. J., BALL, A. D., Plastina, A. (2007). In Jose Antonio Rosa and Madhu Viswanathan (Ed.), *Market Disintermediation and Producer Value Capture: The Case of Fair Trade Coffee in Nicaragua, Peru and Guatemala*. Oxon: Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers.

Sawyer, A. G., BALL, A. D. (2007). In Naresh Malhotra (Ed.), *Statistical Power and Effect Size in Marketing Research*. Fundamentals of Marketing Research.

BALL, A. D., Tasaki, L. (1998). In Philip Stone (Ed.), *The role and measurement of attachment in consumer behavior*. Organizational Psychology, Volume II.

### Refereed Journal Articles

Bunker, M., BALL, A. D. (2009). Consequences of Customer Powerlessness: Secondary Control. *Journal of Consumer Behaviour*, 8(5), 268-283. [www.doi.wiley.com/10.1002/cb.287](http://www.doi.wiley.com/10.1002/cb.287)

Shen, A., BALL, A. D. (2009). Customer Perceptions and Sustained Usage of Recommender Systems. *International Journal of Electronic Business*, 7(6), 642-663.

Arnould, E., Plastina, A., BALL, A. D. (2009). Does Fair Trade Deliver on Its Core Value Proposition? Impacts on Educational Attainment and Health in Three Countries. *Journal of Public Policy and Marketing*, 28(2), 186-201. [www.atypon-link.com/AMA/doi/abs/10.1509/jppm.28.2.186](http://www.atypon-link.com/AMA/doi/abs/10.1509/jppm.28.2.186)

Pennington, J., BALL, A. D., HAMPTON, R. D., Soulakova, J. (2009). The Cross-National Market in Human Beings. *Journal of Macromarketing*, 29(2), 119-134. [jmmk.sagepub.com](http://jmmk.sagepub.com)

Shen, A., BALL, A. D. (2009). Is personalization of services always a good thing? Exploring the role of technology-mediated personalization (TMP) in service relationships.. *Journal of Services Marketing*, 23(2), 80-92. [www.emeraldinsight.com/0887-6045.htm](http://www.emeraldinsight.com/0887-6045.htm)

Pennington, J., BALL, A. D. (2009). Customer Branding of Commodity Products: The Customer-Developed Brand. *Journal of Brand Management*, 16(7).

Bunker, M., BALL, A. D. (2008). Causes and Consequences of Grudge-Holding in Service Relationships. *Journal of Services Marketing*, 22(1), 37-47.

BALL, A. D., Coelho, P., Villares, M. (2006). Service Personalization and Loyalty. *Journal of Services Marketing*, 20(6), 391-403.

Zuckweiler, K., SCHNIEDERJANS, M. J., BALL, A. D. (2004). Methodologies to Determine Class Sizes for Fair Faculty Work Load in Web Courses. *International Journal of Distance Education Technologies*, 2(2), 46-59.

BALL, A. D., Coelho, P., Villares, M. (2004). The Role of Communication and Trust in Consumer Loyalty: An Extension of the European Customer Satisfaction Index Mode. *European Journal of Marketing*, 38(9/10), 1272-1293.

Chakraborty, G., BALL, A. D., Gaeth, G., Jun, S. (2002). The Ability of Ratings-Based and Choice-Based Conjoint Analysis to Predict Market Share: A Monte Carlo Simulation. *Journal of Business Research*, 55(3), 237-249.

- Spoth, R., BALL, A. D., Klose, A., Redmond, C. (1996). Illustration of a Market Segmentation Technique Using Family-focused Prevention Program Preference Data. *Health Education Research, 11*(2), 259-267.
- Parthasarathy, M., Rittenburg, T., BALL, A. D. (1995). A Re-evaluation of the Innovation - Decision Process. *The Journal of Product and Brand Management, 4*(4), 35-47.
- Klose, A., BALL, A. D. (1995). Using Optical Mark Read Surveys: An Analysis of Response Rate and Quality. *International Journal of Marketing Research, 37*(3).
- GENTRY, J. W., BALL, A. D., Jun, S. (1993). Modes of Consumer Acculturation. *Advances in Consumer Research*.
- Spoth, R., BALL, A. D., Redmond, C. (1993). Stages of Quitting and Motivational Factors Relevant to Smoking Cessation Program Choices. *Journal of Addictive Behaviors, 7*(1), 29-42.
- BALL, A. D., Tasaki, L. H. (1992). Role and Measurement of Attachment in Consumer Behavior. *Journal of Consumer Psychology, 1*(2), 155-172.
- BALL, A. D., Lamb, C. S., Brodie, R. L. (1992). Segmentation and Market Structure When Both Situational Effects and Consumer Characteristics are Explanatory. *Psychology and Marketing, 9*(5), 395-408.
- Marquardt, R., BALL, A. D. (1991). How Do Venture Capitalists Rank Investments? The Role of Government Incentives. *Regional Science Perspectives, 21*(1), 50-66.
- BALL, A. D., Lamb, C. C., Brodie, R. L. (1989). Segmentation of A Commerical Radio Market: A Situation-based Approach. *New Zealand Journal of Business*.
- BALL, A. D., McKenry, P. C., Price-Bonham, S. (1983). Use of Repeated Measures Designs in Family Research. *Journal of Marriage and the Family, 885-896*.
- Sawyer, A. G., BALL, A. D. (1981). Statistical Power and Effect Size in Marketing Research. *Journal of Marketing Research, 18*, 275-290.
- Pokorny, A. D., Kaplan, J. B., Thornby, J. S., BALL, A. D. (1976). Prediction of Chronicity in Psychiatric Patients. *Archives of General Psychiatry, 33*, 932-937.

### **Conference Proceedings**

- Pennington, J., Rao, K., Krush, M., BALL, A. D. (2010). *Understanding How Consumers Cope with Food Safety Concerns: Using Qualitative Panel Data to Obtain a Complete Picture*. Chicago, IL: American Association for Public Opinion Research 65th Annual Conference Proceedings.
- Shen, A., BALL, A. D. (2010). *Does Personalized Recommendation Service Increase Customer Loyalty?*. New Orleans, LA: AMA Winter Educators' Conference Proceedings.
- Rao, K., Lee, G., BALL, A. D. (2009). *Dealing With Extremely Long Response Lists in a Multi-Mode Survey Environment*. Midwest Association for Public Opinion Research Annual Meeting Proceedings.
- BALL, A. D., HAMPTON, R. D., Pennington, J., Nguyen, A. (2009). *Estimating the Extent of Human Trafficking in the Ukraine*. First Interdisciplinary Conference on Human Trafficking Proceedings.

- Shen, A., BALL, A. D. (2009). *Accuracy or Ease-of-Access: What Do We Want in Personalized Recommendations?*. Second International Business Conference.
- Pennington, J., BALL, A. D., Rao, K. (2009). *Customer Branding: A Look at How Consumers Brand Fruit and Vegetables*. 19th Annual World Forum and Symposium.
- BALL, A. D., Pennington, J., Rao, K. (2009). *Produce Food Safety in the Marketing Channel and the American Consumer*. American Association for Public Opinion Research conference.
- HAMPTON, R. D., Pennington, J., BALL, A. D. (2008). *Human Trafficking as a Marketing System: How to Disrupt or Disable the System*. San Jose: Pan Pacific Conference.
- BALL, A. D., Rao, K., HAMPTON, R. D. (2007). *Examination of Types and Effects of Spiritual Seeking*. San Diego: American Association for Public Opinion Research Conference Proceedings.
- HAMPTON, R. D., BALL, A. D., Rao, K. (2006). *Spiritual but not Religious: Insights from an Online Panel*. Chicago: presented at the Midwest Association for Public Opinion Research conference.
- BALL, A. D., Jiao, R. (2006). *The Relation of Attachment to Possessions to Object Symbolism and Commitment to Developmental Tasks*. Chicago: Midwest Association for Public Opinion Research Annual Meeting Proceedings.
- BALL, A. D., Arnould, E., Plastina, A. (2006). *Market Disintermediation and Producer Value Capture: The Case of Fair Trade Coffee in Nicaragua, Peru and Guatemala*. Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers Conference Proceedings.
- HAMPTON, R. D., BALL, A. D., Pennington, J. (2006). *Human Trafficking: A Marketing Perspective*. Pan Pacific Conference.
- HAMPTON, R. D., BALL, A. D., Rao, K. (2006). *Modes of Religious and Spiritual Orientation and their Relationships to Consumer Behavior*. Montreal: AAPOR conference.
- BALL, A. D., Shen, D. (2006). *Toward a Conceptualization of Technology-mediated Personalization*. San Antonio: Association for Marketing Science Conference Proceedings.
- HAMPTON, R. D., BALL, A. D., Chronis, A. (2005). *The Spiritual Quest and the Universal Effects on the Global Consumer: Are There Differences Across Cultures?*. Shanghai: XXI Pan-Pacific Conference.
- HAMPTON, R. D., BALL, A. D., Chronis, A., Bunker, M. (2002). *Evidence For the Effect of Spiritual Development on Consumer Behavior*. San Diego, CA: AMA Summer Marketing Educators' Conference.
- HAMPTON, R. D., BALL, A. D., Chronis, A., Bunker, M. (2001). *The Development of Spirituality and Its Effect on Consumer Behavior*. American Marketing Association, Summer Marketing Educators' Conference.
- HAMPTON, R. D., Chronis, A., BALL, A. D. (1997). *Bringing a Closure in the Consumption Narrative: 'Man-as-Scientist' and the Project of Understanding Through Vicarious Experience*. Austin, TX: AMA Winter Marketing Educators' Conference.

## Journal Articles

Shen, A., BALL, A. D. Preference Stability Belief as a Determinant of Response to Personalized Recommendations. *To appear in Journal of Consumer Behavior*.

## Other

BALL, A. D. In Richard Easley and Stan Madden (Ed.), *Critique of "From Significant Difference to Significant Sameness: A Proposal for a Paradigm Shift in Business Research."*. Journal of Business Research.

BALL, A. D. (2003). *Statistical Analysis with Missing Data: Second Edition. A Review.*. Journal of Marketing Research.

BALL, A. D. (1995). *StatMost: A Software Review*. Journal of Marketing Research.

BALL, A. D. (1993). *Solo Power Analysis: A Software Review*. Journal of Marketing Research.

## Presentations Published in Proceedings

BALL, A. D., HAMPTON, R. D., Pennington, J., Ngyuen, A., Second Interdisciplinary Conference on Human Trafficking, "Understanding Human Trafficking as a Marketing System," UNL Human Trafficking Team, Lincoln, NE. (September 30, 2010).

BALL, A. D., Pennington, J. R., HAMPTON, R. D., Macromarketing Conference, "Human Trafficking (invited plenary session)," Macromarketing Society, Laramie, Wyoming. (June 10, 2010).

HAMPTON, R. D. (Presenter & Author), BALL, A. D. (Author Only), Pennington, J. (Author Only), Pan-Pacific Conference 2010, "Estimating the Number of Out-Migration Human Trafficking Victims Using a Key Informant Method: Toward a Global Approach," University of Nebraska, Bali, Indonesia. (June 1, 2010).

Pennington, J., Rao, K., Krush, M., BALL, A. D., AAPOR 65th Annual Conference, "Understanding How Consumers Cope with Food Safety Concerns: Using Qualitative Panel Data to Obtain a Complete Picture," American Association for Public Opinion Research, Chicago, IL. (May 16, 2010).

Shen, D. (Presenter & Author), BALL, A. D. (Author Only), Winter Educators Conference, "Does Personalized Recommendation Service Increase Customer Loyalty?," American Marketing Association, New Orleans, La.. (February 20, 2010).

Rao, K. (Presenter & Author), Lee, G. (Author Only), BALL, A. D. (Author Only), Midwest Association for Public Opinion Research Annual Meeting, "Dealing With Extremely Long Response Lists in a Multi-Mode Survey Environment," Midwest Association for Public Opinion Research, Chicago. (November 20, 2009).

Shen, D., BALL, A. D., Second Annual International Business Conference, "Accuracy or Ease-of-Access: What Do We Want in Personalized Recommendations?," Global Strategic Management Inc., Detroit, MI. (August 14, 2009).

Pennington, J. (Presenter & Author), BALL, A. D. (Author Only), Rao, K. (Author Only), 19th Annual World Forum and Symposium, "Customer Branding: A Look at How Consumers Brand Fruit and Vegetables," International Food and Agribusiness Management Association, Budapest, Hungary. (June 21, 2009).

Rao, K. (Author Only), Pennington, J. (Author Only), BALL, A. D. (Presenter & Author), AAPOR annual meeting, "Produce Food Safety in the Marketing Channel and the American Consumer," American Association for Public Opinion Research, Hollywood, FL. (May 2009).

HAMPTON, R. D. (Presenter & Author), Pennington, J. (Author Only), BALL, A. D. (Author Only), Pan Pacific Conference, "Human Trafficking as a Marketing System: How to Disrupt or Disable the System," San Jose, Costa Rica. (June 2008).

HAMPTON, R. D. (Presenter & Author), BALL, A. D. (Author Only), Pennington, J. (Author Only), Pan Pacific Conference, "Human Trafficking: A Marketing Perspective," Pusan, Korea. (June 2006).

HAMPTON, R. D. (Presenter & Author), BALL, A. D. (Author Only), Chronis, A. (Author Only), Pan Pacific Conference, "The Spiritual Quest and the Universal Effects on the Global Consumer: Are There Differences Across Cultures?," Shanghai, China. (May 2005).

## **Presentations Given**

BALL, A. D., HAMPTON, R. D., Pennington, J., Ngyuen, A., Second Interdisciplinary Conference on Human Trafficking, "Understanding Human Trafficking as a Marketing System," UNL Human Trafficking Team, Lincoln, NE. (September 30, 2010).

BALL, A. D., Pennington, J. R., HAMPTON, R. D., Macromarketing Conference, "Human Trafficking (invited plenary session)," Macromarketing Society, Laramie, Wyoming. (June 10, 2010).

HAMPTON, R. D. (Presenter & Author), BALL, A. D. (Author Only), Pennington, J. (Author Only), Pan-Pacific Conference 2010, "Estimating the Number of Out-Migration Human Trafficking Victims Using a Key Informant Method: Toward a Global Approach," University of Nebraska, Bali, Indonesia. (June 1, 2010).

BALL, A. D., HAMPTON, R. D., Pennington, J., Tenth Annual Summer Specialization Course on International Criminal Law, "Measuring the Extent of Human Trafficking," Institute for Higher Studies in the Criminal Sciences, Syracuse, Sicily, Italy. (May 25, 2010).

Pennington, J., Rao, K., Krush, M., BALL, A. D., AAPOR 65th Annual Conference, "Understanding How Consumers Cope with Food Safety Concerns: Using Qualitative Panel Data to Obtain a Complete Picture," American Association for Public Opinion Research, Chicago, IL. (May 16, 2010).

Shen, D. (Presenter & Author), BALL, A. D. (Author Only), Winter Educators Conference, "Does Personalized Recommendation Service Increase Customer Loyalty?," American Marketing Association, New Orleans, La.. (February 20, 2010).

Rao, K. (Presenter & Author), Lee, G. (Author Only), BALL, A. D. (Author Only), Midwest Association for Public Opinion Research Annual Meeting, "Dealing With Extremely Long Response Lists in a Multi-Mode Survey Environment," Midwest Association for Public Opinion Research, Chicago. (November 20, 2009).

Shen, D., BALL, A. D., Second Annual International Business Conference, "Accuracy or Ease-of-Access: What Do We Want in Personalized Recommendations?," Global Strategic Management Inc., Detroit, MI. (August 14, 2009).

Pennington, J. (Presenter & Author), BALL, A. D. (Author Only), Rao, K. (Author Only), 19th Annual World Forum and Symposium, "Customer Branding: A Look at How Consumers

- Brand Fruit and Vegetables," International Food and Agribusiness Management Association, Budapest, Hungary. (June 21, 2009).
- Rao, K. (Author Only), Pennington, J. (Author Only), BALL, A. D. (Presenter & Author), AAPOR annual meeting, "Produce Food Safety in the Marketing Channel and the American Consumer," American Association for Public Opinion Research, Hollywood, FL. (May 2009).
- HAMPTON, R. D. (Presenter & Author), Pennington, J. (Author Only), BALL, A. D. (Author Only), Pan Pacific Conference, "Human Trafficking as a Marketing System: How to Disrupt or Disable the System," San Jose, Costa Rica. (June 2008).
- BALL, A. D., Rao, K., HAMPTON, R. D., American Association for Public Opinion Research Conference, "Examination of Types and Effects of Spiritual Seeking," American Association for Public Opinion Research, San Diego. (May 2007).
- BALL, A. D., Rao, K., HAMPTON, R. D., Midwest Association for Public Opinion Research Conference, "Spiritual but not Religious: Insights from an Online Panel," Midwest Association for Public Opinion Research, Chicago. (November 2006).
- BALL, A. D., Jiao, R. (., Midwest Association for Public Opinion Research Conference, "The Relation of Attachment to Possessions to Object Symbolism and Commitment to Developmental Tasks," Midwest Association for Public Opinion Research, Chicago. (November 2006).
- BALL, A. D., Arnould, E., Plastina, A., Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers Conference, "Market Disintermediation and Producer Value Capture: The Case of Fair Trade Coffee in Nicaragua, Peru and Guatemala," University of Illinois at Chicago. (August 2, 2006).
- HAMPTON, R. D. (Presenter & Author), BALL, A. D. (Author Only), Pennington, J. (Author Only), Pan Pacific Conference, "Human Trafficking: A Marketing Perspective," Pusan, Korea. (June 2006).
- BALL, A. D., Shen, D., Academy of Marketing Science Conference, "Toward a Conceptualization of Technology-Mediated Personalization," Academy of Marketing Science, San Antonio. (May 2006).
- BALL, A. D., Rao, K., HAMPTON, R. D., American Association for Public Opinion Research Conference, "Modes of Religious and Spiritual Orientation and their Relationships to Consumer Behavior," American Association for Public Opinion Research, Montreal. (May 2006).
- HAMPTON, R. D. (Presenter & Author), BALL, A. D. (Author Only), Chronis, A. (Author Only), Pan Pacific Conference, "The Spiritual Quest and the Universal Effects on the Global Consumer: Are There Differences Across Cultures?," Shanghai, China. (May 2005).
- BALL, A. D., Nag, D., Association of University Technology Managers Meeting, "Market Analysis in Technology Transfer," Association of University Technology Managers. (February 2005).
- BALL, A. D., HAMPTON, R. D., Bunker, M., Chronis, T., Society for Consumer Psychology Conference, "God Found Me that Car: Marketplace Synchronicity in the Life-World of the Evangelical Christian American Consumer," Society for Consumer Psychology, St Petersburg Beach, FL. (February 2005).

- BALL, A. D., Bunker, M., Association for Consumer Research Conference, "Transference: the Effect of Relationship History on Consumers' Relationships with Other Firms," Association for Consumer Research, Portland, Oregon. (October 2004).
- BALL, A. D., Coelho, P., Villares, M., PLS '03: Focus on Customers International Symposium, "A New explanation for Customer Loyalty: an Application with the ECSI Model," PLS, Lisbon, Portugal. (September 2003).
- BALL, A. D., Bunker, M., Summer AMA Educator's Conference, "Service Failure Recovery and Relationship Commitment: The Moderating Effect of Holding a Grudge," American Marketing Association. (August 2003).
- BALL, A. D., OLSON, D. L., Decision Sciences Institute Annual Meeting, "Conjoint Analysis and MCDA in Physician Preference Analysis," Decision Sciences Institute. (November 2002).
- BALL, A. D., HAMPTON, R. D., Chronis, A., Bunker, M., AMA Summer Educators Conference, "Evidence for the Effect of Spiritual Development on Consumer Behavior.," American Marketing Association. (August 2002).
- BALL, A. D., HAMPTON, R. D., Chronis, T., AMA Winter Educators Conference, "Bringing Closure to the Consumption Narrative: 'Man-as-Scientist' and the Project of Understanding through Vicarious Experience," American Marketing Association. (February 2002).
- BALL, A. D., Bunker, M., Association for Consumer Research Conference, "No Loyalty, No Voice, No Exit: Consumer Secondary Coping with Enslavement Relationships," Association for Consumer Research, Austin, TX. (August 2001).
- BALL, A. D., HAMPTON, R. D., Chronis, T., Bunker, M., Summer AMA Marketing Educators' Conference, "Development of Spirituality and Its Effect on Consumer Behavior," American Marketing Association, Washington, D.C.. (August 2001).
- BALL, A. D., Lee, J., Mowen, J., Jun, S., AMA Summer Educators' Conference, "Product Service Contracts: Consumer Accuracy and Bias in Detecting 'Good' from 'Bad' Deals," American Marketing Association, Boston. (August 1998).
- BALL, A. D., Rittenburg, T. L., Midwest Decision Sciences Institute Convention, "A Theory of Innovation Adoption at the Individual Consumer Level," Midwest Decision Sciences Institute, Lincoln, NE. (March 1998).
- BALL, A. D., Edwards, P., Social Marketing and Public Health Conference, "Promotions for Stages of Change in Dietary Habits: Connections with the Elaboration Likelihood Model," Clearwater, FL. (March 1998).
- BALL, A. D., Holland, J., AMA Summer Educator's Conference, "Accommodation Attributions: Construct, and Measurement Validation," American Marketing Association. (1995).
- BALL, A. D., Jun, S., GENTRY, J. W., Asia Pacific Association for Consumer Research Conference, "Hispanic Acculturation Processes: Evidence Against Assimilation," Asia Pacific Association for Consumer Research. (1994).
- BALL, A. D., Parthasarathy, M., Rittenburg, T., Winter American Marketing Association Conference, "Product Adoption Behavior and the Theory of Reasoned Action," American Marketing Association. (1994).

BALL, A. D., Chakarborty, G., Gaeth, G., Jun, S., ORSA/TIMS Marketing Science Conference, "The Effect of Market Structure Variables on Conjoint Analysis Methods," ORSA/TIMS. (1993).

BALL, A. D., Jun, S., GENTRY, J. W., Association for Consumer Research Conference, "Modes of Consumer Acculturation," Association for Consumer Research. (1992).

BALL, A. D., Lamb, C. C., Brodie, R. L., ORSA/TIMS Marketing Science Conference, "Segmentation and Market Structure Analysis when Both Situational and Consumer Characteristics Are Explanatory," ORSA/TIMS. (1988).

BALL, A. D., Sawyer, A. G., ORSA/TIMS Conference, "Statistical Power Considerations In Marketing Research," ORSA/TIMS. (1980).

BALL, A. D., MacCallum, R. C., "Recovery of Structure by ALSCAL and INDSCAL Under Nonlinear Distortions of True Distances," Psychometric Society. (1980).

BALL, A. D., MacCallum, R. C., "Recovery of Structure by Tucker's Three-mode Multidimensional Scaling Algorithm," Psychometric Society. (1980).

## **Media Contributions**

### **Magazine**

Inc. Magazine. (February 2005).

### **Newspaper**

New York Times Sunday Magazine. (March 19, 2006).

## **Contracts, Grants and Sponsored Research**

### **Grant**

BALL, A. DWAYNE, Shen, Daniel, "Developing and Testing a Model of Technology-Mediated Personalization and Relationship Commitment," Sponsored by Marketing Science Institute, Industry, \$15,000.00.

BALL, A. DWAYNE, Shen, Daniel, "Does Personalization Increase Customer Loyalty?," Sponsored by Marketing Science Institute, Industry.

BALL, A. DWAYNE, Panigabutra-Roberts, Anchalee, "Human Trafficking Initiative," Sponsored by National Institutes of Justice, U.S. Department of Justice, Federal, \$606,771.00.

BALL, A. DWAYNE (Investigator), HAMPTON, RONALD D. (Principal Investigator), Pennington, Julie (Investigator), Yakushko, Oksana (Investigator), "Prevention and Intervention of Trafficking in Children and Women in Sri Lanka," Sponsored by U.S. State Department, Federal, \$0.00.

BALL, A. DWAYNE (Co-Principal Investigator), Potuto, Josephine (Co-Principal Investigator), HAMPTON, RONALD D. (Co-Principal Investigator), Dalla, Rochelle (Co-Principal Investigator), "The Unlawful Sex Economy in the United States," Sponsored by National Institutes of Justice, U.S. Department of Justice, Federal, \$806,202.00.

BALL, A. DWAYNE (Investigator), HAMPTON, RONALD D. (Principal Investigator), Yakushko, Oksana (Investigator), "Understanding Experiences of Human Trafficking Victims in the

- United States: Implications for Services," Sponsored by U.S. Department of Justice, Federal, \$752,470.00.
- BALL, A. DWAYNE (Co-Principal Investigator), Coelho, Pedro (Principal Investigator), "How Service Incidents Change Customer-Firm Relationships," Sponsored by Portuguese Academy of Sciences, Federal, \$85,000.00. (November 2008 - Present).
- BALL, A. DWAYNE (Investigator), HAMPTON, RONALD D. (Principal Investigator), Pennington, Julie (Collaborator), "Measuring and Assessing the Trafficking in Humans in the Ukraine," Sponsored by International Organization for Migration, Other Agencies, \$43,730.00. (June 2005 - January 31, 2009).
- BALL, A. DWAYNE (Principal Investigator), "Grant for the development of a summer graduate course in Market Research," Sponsored by Summer Sessions and the Senior Vice Chancellor for Academic Affairs, NU Foundation, \$1,000.00. (June 2008 - August 2008).
- BALL, A. DWAYNE (Principal Investigator), "Ethics Course Development Grant," Sponsored by College of Business, UNL, Universities, \$1,600.00. (June 2008).
- BALL, A. DWAYNE (Principal Investigator), "Ethics Course Development Grant," NU Foundation, \$2,000.00. (2001).

## **Awards and Honors**

- Charles C. Slater Ward Best Article Award, Journal of Macromarketing. (June 2010).
- Seacrest Faculty Award, College of Business Administration, UNL. (March 2010).
- Best Paper of the Conference Award, Second International Business Conference. (August 15, 2009).
- The Outstanding Paper Award for 2008, Journal of Services Marketing. (March 2, 2009).
- Faculty Research Award, UNL Marketing Department. (2008).
- Review Board Member, Journal of Services Marketing. (2008).
- New York Times Magazine Feature, New York Times. (2006).
- Fulbright Senior Specialist Award, Higher Institute for Statistics and Information Management, New University of Lisbon, Portugal. (May 2005).
- Review Board Member, Academy of Marketing Science Review. (2000).
- Fulbright Scholar Award, Higher Institute for Statistics and Information Management, New University of Lisbon, Portugal. (1999).

## **Intellectual Contributions in Submission**

### **Conference Proceedings**

- BALL, A. D., Pennington, J. R., HAMPTON, R. D. (2010). *Human Trafficking*. Macromarketing Society Plenary Session Conference Proceedings.

## **Research in Progress**

"Methodologies for estimating the extent of human trafficking" (Writing Results)  
empirical research-based manuscript for a journal

"How Service Incidents Change Customer-Firm Relationships" (On-Going)  
Grant-funded research

"Power and effect size revisited" (On-Going)  
Manuscript

"Relative Influence of the Number of Positive, Negative, and Benevolent Events in Customer Relationships" (Writing Results)  
Manuscript in preparation

## **SERVICE**

### **Department Service**

Co-organizer, Marketing Advisory Board. (January 2008 - Present).

Committee Chair, By-laws for the Marketing Department. (November 2010 - May 2011).

Committee Member, Professor of Marketing/Gold Chair Search Committee. (2006).

Department Representative, Undergraduate Program Advisor. (August 2005 - May 2006).

### **College Service**

Committee Chair, General Committee. (August 2010 - August 2012).

Committee Member, UNL Academic Planning Committee. (August 2006 - July 2012).

Committee Member, General Committee. (August 2009 - May 2012).

Committee Member, Outreach Task Force. (August 2010 - November 2010).

Committee Chair, General Committee. (August 2007 - May 2009).

Committee Member, General Committee. (August 2006 - May 2007).

Faculty Advisor, UNL Chapter of Delta Epsilon Chi (College chapter of DECA). (August 2003 - 2006).

Committee Member, Scholarship, Honors, & Awards Committee. (August 2002 - May 2004).

### **University Service**

Committee Member, Gallup Research Center Board of Fellows. (August 2008 - Present).

Faculty Advisor, Phi Beta Delta Board. (August 2007 - Present).

Committee Member, SRAM/GRC Program. (1995 - Present).

Committee Member, Academic Planning Committee. (2006 - May 2012).

Chairperson, James Lake Academic Freedom Award Committee. (July 1, 2008 - June 30, 2009).

Committee Member, James Lake Academic Freedom Award Committee. (July 1, 2006 - June 30, 2009).

Committee Member, Diversity Plan. (2008).

## **Professional Service**

Committee Member, Planning Team for Human Trafficking Conference, Lincoln, NE. (February 2008 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2006 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Consumer Behavior. (2006 - Present).

Editorial Review Board Member, Journal of Services Marketing. (2005 - Present).

Board member and twice president, Academic Freedom Coalition of Nebraska. (1999 - Present).

Member, Gallup Research Center Advisory Board and Survey Research Master's Program. (1996 - Present).

Member, Research Advisory Council of the Gallup Organization. (1990 - Present).

Board member and Webmaster, American Marketing Association Market Research Special Interest Group. (1996 - January 2011).

Officer, President/Elect/Past, Honor Society of Phi Beta Delta, UNL Chapter. (2007 - 2010).

Reviewer, Ad Hoc Reviewer, European Journal of Marketing. (2007).

Reviewer, Ad Hoc Reviewer, Journal of Advertising. (2007).

Vice Chair Webmaster, AMA SIG Market Research. (2004 - 2007).

Reviewer, Ad Hoc Reviewer, Academy of Marketing Science Review. (2000 - 2007).

Reviewer, Ad Hoc Reviewer, Asia-Pacific Consumer Behavior Conference. (2006).

Reviewer, Ad Hoc Reviewer, Journal of Advertising. (2006).

Officer, Vice President, Honor Society of Phi Beta Delta, UNL Chapter. (2005 - 2006).

Reviewer, Ad Hoc Reviewer, AMS Conference. (2005).

Reviewer, Ad Hoc Reviewer, Association for Consumer Research Conference. (2004).

Reviewer, Ad Hoc Reviewer, AMA Summer Educators Conference. (2001 - 2004).

Reviewer, Ad Hoc Reviewer, Journal of Consumer Research. (1996 - 2004).

Reviewer, Grant Proposal, NIMH. (2003).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (2000).

Member, UNL Extended Education Council and Marketing Task Force. (1999 - 2000).

Member, Nebraska State Health Department Diabetes Advisory Board. (1995 - 2000).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Research. (1993 - 2000).

Member, UNL Interdisciplinary Committee to design PhD in Statistics. (1998 - 1999).

Editorial Review Board Member, Regional Science Perspectives. (1993 - 1999).

Marketing Track Chair, Midwest Decision Sciences Institute Conference. (March 1998).

Member, UNL Study Abroad Advisory Council. (1992 - 1996).

Chairperson, UNL Study Abroad Advisory Council. (1994 - 1995).

Reviewer, Ad Hoc Reviewer, Midwest Decision Sciences Conference. (1994).

Book review editor, Journal of the Academy of Marketing Science. (1988 - 1990).

## **Consulting**

Marketing Industry.

## **Awards and Honors**

### **Scholarship/Research, Service, University, Teaching**

Seacrest Faculty Award, College of Business Administration, UNL. (March 2010).

### **Service, Professional**

President, Honor Society of Phi Beta Delta, UNL Chapter. (2009).

President, Honor Society of Phi Beta Delta, UNL Chapter. (2008).

President, Honor Society of Phi Beta Delta, UNL Chapter. (2007).

Vice-President, Honor Society of Phi Beta Delta, UNL Chapter. (2007).

Editorial Advisory Board, Journal of Services Marketing. (2006).

Vice-President, Honor Society of Phi Beta Delta, UNL Chapter. (2006).

Vice-President, Honor Society of Phi Beta Delta, UNL Chapter. (2005).

Elected Member, Honor Society of Phi Beta Delta, UNL Chapter. (1996).

Contribution to the Lives of Students Award, Parents Association/University Nebraska-Lincoln. (1993).

Contribution to the Lives of Students Award, Parents Association/University Nebraska-Lincoln. (1990).

Contribution to the Lives of Students Award, Parents Association/University Nebraska-Lincoln. (1989).

**Service, University**

Board of Fellows, Gallup Research Center. (2008).

Elected Chair, CBA General Committee. (2008).

Member, Academic Program Council of UNL. (2008).

Board of Fellows, Gallup Research Center. (2007).

Officer, Market Research Special Interest Group of the AMA. (2007).

Officer, Market Research Special Interest Group of the AMA. (2006).

Officer, Market Research Special Interest Group of the AMA. (2005).

Award for Dedication and Effort, American Marketing Association/UNL Collegiate Chapter. (2001).

Research Fellow, Gallup Research Center. (1996).