

Dr. Les CARLSON
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Education

Ph D, University of Nebraska–Lincoln, 1985.
Major: Marketing
Supporting Areas of Emphasis: Psychological and Human Development

MA, University of Nebraska–Lincoln, 1980.

BA, Midland Lutheran College, 1973.

Professional Positions

Academic

Professor of Marketing and Nathan J. Gold Distinguished Professorship in Marketing, University of Nebraska–Lincoln. (2008 - Present).

Professor/Associate Professor of Marketing, Clemson University. (1990 - 2008).

Associate/Assistant Professor of Marketing, University of Arkansas. (1985 - 1990).

Graduate Teaching Assistant, University of Nebraska–Lincoln. (1982 - 1985).

Graduate Research Assistant, University of Nebraska–Lincoln. (1981 - 1985).

Graduate Research Assistant, University of Nebraska–Lincoln. (1979 - 1981).

Graduate Assistant, University of Nebraska–Lincoln. (1979 - 1980).

Professional

Worth the Wait. (2003 - 2004).

Educational Testing Service. (1994 - 1997).

Nominal Group Facilitator, Army/Air Force Exchange Service. (1986 - 1990).

Nominal Group Facilitator, Simmons Industries. (1986 - 1990).

Nominal Group Facilitator, Walton Institute of Retailing. (1986 - 1990).

Area Coordinator, American Guidance Service. (1981 - 1982).

Public School Teacher, Harrison School District Number 2. (1973 - 1978).

Professional Memberships

American Academy of Advertising.

American Council on Consumer Interests.

American Marketing Association.

Association for Consumer Research.

Delta Sigma Pi.

Phi Delta Kappa.

Society of Marketing Advances.

Awards and Honors

Immediate Past President, American Academy of Advertising. (2008).

Top Reviewer Award, International Journal of Advertising. (January 2006).

Best Paper in the Marketing Education and Teaching Innovation Track Award, American Marketing Association Summer Educators' Conference. (2005).

Faculty Excellence Award, Board of Trustees, Clemson University. (2005).

Service Excellence Award, College of Business and Behavioral Science, Clemson University. (May 2005).

Faculty Excellence Award, Board of Trustees, Clemson University. (2004).

Lilly Faculty Excellence Award for Outstanding Service, Department of Marketing, Clemson University. (April 2004).

Most Outstanding Paper, Journal of Services Marketing, Literati Club Awards for Excellence. (March 2003).

Exceptional Contribution by a Journal of Public Policy & Marketing Reviewer for 2001, Journal of Public Policy & Marketing. (May 2002).

Lilly Faculty Excellence Award for Outstanding Research, Department of Marketing, Clemson University. (May 2002).

Senior Scholar Research Award, College of Business and Behavioral Science, Clemson University. (May 2002).

Outstanding Reviewer for 2001, Journal of Advertising. (March 2002).

Initiated into Kappa Tau chapter of Delta Sigma Pi International Business Fraternity, Clemson University. (September 2000).

Outstanding Reviewer, Marketing Research Track, Society of Marketing Advances Conference. (October 1999).

Best Paper in the Macromarketing/Marketing History/Public Policy Track Award, American Marketing Association Summer Educators' Conference Proceedings. (August 1996).

Outstanding Reviewer, Journal of Marketing Theory & Practice. (April 1996).

Certificate of Appreciation for "Outstanding service to the Journal as an ad hoc reviewer", Journal of the Academy of Marketing Science. (June 1994).

Top Paper Award, Association of Marketing Theory and Practice: Services Track. (1993).

Irwin Distinguished Marketing Paper Award, Advances in Marketing, Southwestern Marketing Conference Proceedings. (1989).

Irwin Distinguished Paper Award, Southwestern Marketing Association. (March 1989).

Finalist for Robert Ferber Award for Consumer Research. (July 1987).

Outstanding Marketing Faculty Award, American Marketing Association, Arkansas Chapter. (1985).

Doctoral Consortium Fellow, American Marketing Association. (1983).

Best Competitive Paper in the Public Policy and Macromarketing Track Award, American Marketing Association Summer Educators' Conference Proceedings. (1982).

Educational Psychology and Social Foundations research proposal award, University of Nebraska–Lincoln. (1979).

Certificate of Merit for achievement in college journalism, St. Bonaventure University. (1973).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

MRKT 347, Marketing Communications Strategy, 3 courses.

MRKT 426, Services Marketing, 3 courses.

MRKT 490, Special Topics: Services Marketing, 1 course.

MRKT 826, Services Marketing, 2 courses.

MRKT 971, Marketing and Society, 1 course.

Directed Student Learning

Doctorate (committee chair/supervisor)

Doctorate (committee chair/supervisor). (May 2010 - July 2010).

Advised: Chad Wertley

Doctorate (committee co-chair)

Doctorate (committee co-chair), Other (Outside University of Nebraska-Lincoln). (1991).

Advised: Carolyn Tripp

Doctorate (committee member)

Doctorate (committee member), Marketing. (2010 - Present).

Advised: Shannon Cummins

Doctorate (committee member), Marketing. (November 2009 - Present).

Advised: Tim Reilly

Doctorate (committee member), Marketing. (2008 - April 2009).
Advised: Rob Harrison

Doctorate (committee member), Other (Outside University of Nebraska-Lincoln). (1989).
Advised: J. Kathleen Stuenkel

Doctorate (committee thesis reader)

Doctorate (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (2004).
Advised: Peter Clarke

Doctorate (committee thesis reader), Other (Within University of Nebraska-Lincoln). (2003).
Advised: Rohan Miller

Masters (committee chair/supervisor)

Masters (committee chair/supervisor), "Negative Advertising," Marketing. (September 2007 - April 2008).
Advised: David Gras

Masters (committee member)

Masters (committee member), Other (Outside University of Nebraska-Lincoln). (2001).
Advised: Lloyd Weston

Masters (committee member), Other (Outside University of Nebraska-Lincoln). (2000).
Advised: Ryan Keith

Awards and Honors

Outstanding Teacher, College of Business Administration, University of Arkansas. (1987).

Excellence in Teaching by a Graduate Student Award, Department of Marketing, University of Nebraska-Lincoln. (1984).

RESEARCH

Published Intellectual Contributions

Book Chapters

GROSSBART, S., CARLSON, L., Stuenkel, J. K. (2005). In Margaret Hogg, University of Lancaster (Ed.), *The Role of Parental Socialization Types on Differential Family Communication Patterns Regarding Consumption* (vol. 3). New Jersey and London: Lawrence Erlbaum Associates: Consumer Behaviour, Sage Library in Business and Management series.

CARLSON, L., Laczniak, R.N., Walsh, A.D. (1998). In L. Carlson and M. Macklin (Ed.), *Mothers' Preferences for Regulating Children's Television*. Thousand Oaks, CA: Sage Publications: Advertising to Children: Concepts and Controversies.

Refereed Journal Articles

GENTRY, J. W., CARLSON, L., R. H. Family Public Policy in the United States. *Journal of Macromarketing*, 30(4), 320-330.

- Shananhan, K., Hopkins, C., CARLSON, L. The Unintended Consequences of Using 'Posers' in Nonprofit Public Service Announcements and Proposed Self-Regulatory Disclosure Solutions. *To appear in Journal of Public Policy and Marketing, forthcoming.*
- Polonsky, M., CARLSON, L. (2009). Is there global inclusion of authors in the five leading advertising journals?. *International Journal of Advertising, 28*(4), 691-714.
- CARLSON, L., Hopkins, C., Raymond, M.A., Tanner, J.T (2008). Reaching Parents to Prevent Adolescent Risky Behavior: Integrating Threat Portrayal and Parental Style. *Journal of Public Policy and Marketing, 27*(Fall), 149-155.
- Kilbourne, W.E., CARLSON, L. (2008). The Dominant Social Paradigm, Consumption, and Environmental Attitudes: Can Marketing Education Help?. *Journal of Macromarketing, 28*, 106-121. <http://0-jmk.sagepub.com.library.unl.edu/>
- Shanahan, K.J., Hopkins, C.H., CARLSON, L. (2008). The Efficacy of the Use of Implicature and Actor Portrayal Labels by Non-Profits in Anti-Smoking Print Advertisements. *Journal of Current Issues and Research in Advertising, 30*(Fall), 65-78.
- Grove, S.J., CARLSON, L., Dorsch, M.J. (2007). Comparing the Application of IMC in Magazine Ads across Product Type and Time. *Journal of Advertising, 36*, 37-54. www.aaasite.org/newsletter/March2007.pdf
- CARLSON, L., Dorsch, M.J., Grove, S.J. (2003). Services Advertising and Integrated Marketing Communications: An Empirical Examination. *Journal of Current Issues and Research in Advertising, 25*, 69-82.
- CARLSON, L., Fry, M., Polonsky, M.J. (2003). The Harm Chain: A Public Policy Development and Stakeholder Perspective. *Marketing Theory, 3*, 345-364.
- Polonsky, M. J., CARLSON, L., Prothero, A., Kapelianis, D. (2002). A CROSS-CULTURAL EXAMINATION OF THE ENVIRONMENTAL INFORMATION ON PACKAGING: IMPLICATIONS FOR ADVERTISERS. *Advances in International Marketing*(12), 153-174.
- CARLSON, L., Lacznia, R.N., Walsh, A.D. (1999). Exploring the Antecedents of Mothers' Attitudes Toward the FCC's Policy Statement on Toy-Based Programming. *Journal of Marketing Theory and Practice, 7*, 59-69.
- CARLSON, L., Dorsch, M. (1996). A Transaction-Approach to Understanding and Managing Customer Equity. *Journal of Business Research, 35*(3), 253-264.
- Lacznia, R.N., Muehling, D., CARLSON, L. (1995). Mothers' Attitudes Toward 900-Number Advertising Directed at Children. *Journal of Public Policy and Marketing, 14*(1), 108-116.
- CARLSON, L., Walsh, A., Lacznia, R.N., GROSSBART, S. (1994). Family Communication Patterns and Marketplace Motivations, Attitudes, and Behaviors of Children and Mothers. *Journal of Consumer Affairs, 28*(1), 25-53.
- Tripp, C., Jensen, T., CARLSON, L. (1994). The Effects of Multiple Product Endorsements by Celebrities on Consumers' Attitudes and Intentions. *Journal of Consumer Research, 20*, 535-547.
- Duke, C., Pickett, G., CARLSON, L., Grove, S.J (1993). A Method for Evaluating the Ethics of Fear Appeals. *Journal of Public Policy and Marketing, 12*(1), 120-129.

- CARLSON, L., GROSSBART, S., Stuenkel, J. K. (1992). The Role of Parental Socialization Types on Differential Family Communication Patterns Regarding Consumption. *Journal of Consumer Psychology*, 1(1), 31-53.
- Muehling, D., CARLSON, L., Lacznia, R.N. (1992). Parental Perceptions of Toy-Based Programs: An Exploratory Analysis. *Journal of Public Policy and Marketing*, 11, 63-71.
- GROSSBART, S., CARLSON, L., Walsh, A. (1991). Consumer Socialization and Frequency of Shopping with Children. *Journal of the Academy of Marketing Science*, 19(3), 155-163.
- CARLSON, L., GROSSBART, S., Walsh, A. (1990). Mothers' Communication Orientations and Consumer Socialization Tendencies. *Journal of Advertising*, 19(3), 27-38.
- Laczniak, R.N., CARLSON, L. (1989). Examining the Influence of Attitude-Toward-the-Ad on Brand Attitudes. *Journal of Business Research*, 19(4), 303-311.
- CARLSON, L., GROSSBART, S. (1988). Parental Style and the Consumer Socialization of Children. *Journal of Consumer Research*, 15(1), 77-94.
- CARLSON, L., Reynolds, C.R., Gutkin, T. B. (1983). Consistency of the Factorial Validity of the WISC-R for Upper and Lower SES Groups. *Journal of School Psychology*, 21, 319-326.
- CARLSON, L., Reynolds, C.R. (1981). Factor Structure and Specific Variance of the WPPSI Subtests at Six Age Levels. *Psychology in the Schools*, 18, 48-54.
- CARLSON, L., Zimmer, J.W., Glover, J.A. (1981). First Letter Mnemonics: DAM (Don't Aide Memory). *Journal of General Psychology*, 104, 287-292.

Conference Proceedings

- Hopkins, C.D., Raymond, M.A., CARLSON, L., Duke, C.R. (2009). *Educating Students to Give Them a Sustainable Competitive Advantage in a Weak Job Market*. Society of Marketing Advances Annual Conference.
- CARLSON, L., Reilly, T., Royne, M.B. (2009). *Examining Services Advertising 1996-2009: An Update and Extension*. Society of Marketing Advances Annual Conference.
- CARLSON, L. *Understanding Parents' and Children's Perceptions of Violent Video Games*. American Marketing Association Marketing and Public Policy Conference.
- CUMMINS, S., REILLY, T., CARLSON, L., Grove, S., Dorsch, M. "Exploring Sustainability as a Component of Environmental Advertising Claims," American Marketing Association Winter Educators' Conference.
- Blackford, B., GENTRY, J. W., Harrison, R., CARLSON, L. "It's All Fun and Games Until Someone Loses an Eye: How Prevalent is the Combination of Humor and Violence in Television Commercials?". EastLansing, Michigan: Consumer Culture and the Ethical Treatment of Children: Theory, Research and Fair Practice Conference.
- Grove, S. J., Dorsch, M. J., CARLSON, L. (2008). *Building Customer Relationships through Direct Response: An IMC Investigation of Services versus Goods Utilization over Time*. Frontiers in Services Marketing Conference.
- Shanahan, K.J., Hopkins, C.D., CARLSON, L. (2008). *Antecedents to Intent to Donate for Non-Profits Employing Print Advertisements*. Society for Marketing Advances Annual Conference Proceedings. www.marketingadvances.org/

- Gras, D., CARLSON, L., Hopkins, C. H. (2008). *Demobilization of the Consumer? The Effects of Negative Product Advertising on Purchase Intentions*. American Marketing Association Summer Educators' Conference Proceedings.
- Polonsky, M., CARLSON, L. (2008). *IS THERE GLOBAL INCLUSION IN PUBLISHING WITHIN THE FIVE LEADING ADVERTISING JOURNALS AND DOES THIS RELATE TO GENERAL PUBLISHING PERFORMANCE?* (pp. 90-101). American Academy of Advertising Conference Proceedings.
- CARLSON, L. (2007). *A Longitudinal Examination of Website Emphasis in Print Ads for Services vs Goods: An IMC Investigation*. Tenth Quality in Services Symposium Proceedings.
- Quilliam, E.T., Rifon, N.J., LaRose, R.J., CARLSON, L. (2007). *Losing My Good Name: Teens, Online Privacy, and Identity Theft*. American Marketing Association, Marketing and Public Policy Conference Proceedings.
- Rifon, N.J., Quilliam, E.T., LaRose, R.J., CARLSON, L. (2007). *Who Are You? Teens, Online Privacy, and Identity Theft*. American Marketing Association Summer Educators' Conference Proceedings.
- CARLSON, L., Dorsch, M.J., Grove, S.J., Haytko, D., Hopkins, C.D., Jensen, T. (2006). *Building Community and Strengthening the Marketing Discipline*. American Marketing Association Summer Educators' Conference Proceedings.
- Grove, S.J., CARLSON, L., Dorsch, M., Hopkins, C. (2005). *An Examination of IMC at the Tactical Level: Differences Across Time and Product Type*. American Marketing Association Winter Educators' Conference Proceedings.
- Raymond, M.A., CARLSON, L., Hopkins, C.D. (2005). *Assessing Hiring Criteria Across Sales Managers and Sales Representatives: Implications for Marketing Education*. American Marketing Association Summer Educators' Conference Proceedings.

Journal Articles

- GENTRY, J. W., Blackford, B., Harrison, R. L., CARLSON, L. (2011). The Prevalence and influence of the Combination of Humor and Violence in Super Bowl Commercials. *To appear in Journal of Advertising*.
- CARLSON, L. (2008). Qualitative versus Quantitative Research Traditions: A Needless and Useless Debate That Hampers Advertising and Marketing Knowledge Development. *International Journal of Advertising*, 27(4), 660-663. <http://0-web.ebscohost.com.library.unl.edu/ehost/pdf?vid=4&hid=7&sid=4abbffe1-fd99-48bb-a602-8a438f04d788%40sessionmgr2>
- CARLSON, L. (2008). Use, Misuse, and Abuse of Content Analysis for Research on the Consumer Interest. *Journal of Consumer Affairs*, 42(Spring), 100-105.
- CARLSON, L. (2006). On Reviewing. *International Journal of Advertising*, 25(2), 247-250.
- CARLSON, L., Tanner, J.T. (2006). Understanding Parental Beliefs and Attitudes about Children's Sexual Behavior: Insights from Parental Style. *Journal of Consumer Affairs*, 40, 144-162.

- Raymond, M.A., CARLSON, L., Hopkins, C. (2006). Do Perceptions of Hiring Criteria Differ for Sales Managers and Sales Representatives? Implications for Marketing Education. *Journal of Marketing Education*, 28, 43-55.
- CARLSON, L. (2005). The current state of advertising to children. *International Journal of Advertising*, 24(3), 395-398.
- CARLSON, L., Grove, S.J., Stafford, M. (2005). PERSPECTIVES ON ADVERTISING RESEARCH. *Journal of Advertising*, 34(2), 117-149.
- Grove, S.J., CARLSON, L., Dorsch, M. (2002). Addressing Services' Intangibility Through Integrated Marketing Communication: An Exploratory Study. *Journal of Services Marketing*, 16(5), 393-41.
- CARLSON, L., Kapelianis, D., Polonsky, M., Prothero, A. (2001). Environmental Information on Packaging: A Cross-Cultural Examination. *Consumer Behaviour in Australia, 2nd Edition*.
- CARLSON, L., Lacznia, R.N., Walsh, A.D. (2001). Socializing Children About Television: An Intergenerational Perspective. *To appear in Journal of the Academy of Marketing Science*, 29, 276-288.
- CARLSON, L., Dorsch, M., Ranson, R., Raymond, M. (2001). Customer Equity Management and Strategic Choices for Sales Managers. *Journal of Personal Selling and Sales Management*, 21, 157-166.
- CARLSON, L. (2000). Review of 'Children and Adolescents in the Marketplace: Twenty-Five Years of Academic Research'. *Journal of Consumer Affairs*, 34, 361-364.
- Lacznia, R.N., CARLSON, L., Walsh, A.D. (1999). Antecedents of Mothers' Attitudes Toward the FTC's Rule for 900-Number Advertising Directed at Children. *Journal of Current Issues and Research in Advertising*, 21, 49-58.
- CARLSON, L., Lacznia, R.N., Walsh, A.D. (1998). Mothers' Preferences for Regulating Children's Television. *Journal of Advertising*, 27, 23-36.
- CARLSON, L., Grove, S.J., Kangun, N., Polonsky, M.J. (1997). International Environmental Marketing Claims: Real Changes or Simple Posturing?. *International Marketing Review*, 14(4), 218-232.
- CARLSON, L., Grove, S.J., Kangun, N., Polonsky, M. (1996). An International Comparison of Environmental Advertising: Substantive vs. Associative Claims. *Journal of Macromarketing*, 16(2), 57-68.
- CARLSON, L., Grove, S.J., Kangun, N., Lacznia, R.N. (1996). Does Environmental Advertising Reflect Integrated Marketing Communications? An Empirical Investigation. *Journal of Business Research*, 37(3), 225-232.
- CARLSON, L. (1995). Review of 'Sold Separately: Parents and Children in Consumer Culture'. *Journal of Consumer Affairs*, 29, 291-295.
- CARLSON, L., Lacznia, R.N., Muehling, D. (1995). A Consumer Socialization Explanation of Parental Concern with Toy-Based Programs. *Journal of Marketing Theory and Practice, Special Issue*, 3, 57-67.

- CARLSON, L., Duke, C. (1994). Applying Implicit Memory Measures: Word Fragment Completion in Advertising Tests. *Journal of Current Issues and Research in Advertising*, 16(2), 29-39.
- CARLSON, L., Grove, S.J., Laband, D., McBane, D., Pickett, G. (1994). Parity Issues in Services Advertising. *Journal of Marketing Theory and Practice*, 2(4), 20-28.
- CARLSON, L., Lacznia, R.N., Muehling, D. (1994). Understanding Parental Concern About Toy-Based Programming: New Insights from Socialization Theory. *Journal of Current Issues and Research in Advertising*, 16(2), 59-72.
- CARLSON, L., Grove, S.J., Kangun, N. (1993). A Content Analysis of Environmental Advertising Claims: A Matrix Method Approach. *Journal of Advertising*, 22(3), 27-39.
- CARLSON, L., Duke, C. (1993). A Conceptual Approach to Alternative Memory Measures for Advertising Effectiveness. *Journal of Current Issues and Research in Advertising*, 15, 1-14.
- CARLSON, L., Duke, C.R., Grove, S.J., Pickett, G. (1993). The Effects Reasoning Matrix: A Tool for Broadening Ethics Sensitivity. *Journal of Marketing Education*, 15, 20-31.
- CARLSON, L. (1992). Review of 'Survey of Income and Program Participation - SIPP - Quality Profile'. *Journal of Marketing Research*, 29, 275.
- CARLSON, L., Kangun, N., Grove, S.J. (1991). Environmental Advertising Claims: A Preliminary Investigation. *Journal of Public Policy and Marketing*, 10, 47-58.
- CARLSON, L. (1991). Review of 'The Gallup Study on America's Youth, 1977-1988'. *Journal of Marketing Research*, 28, 113-114.
- CARLSON, L., Kangun, N. (1988). Demographic Discontinuity: Another Explanation for Consumerism?. *Journal of Consumer Affairs*, 22, 55-73.
- CARLSON, L., Dolich, I.J., Lewis, S.W. (1983). Markstrat Analysis Programs: Series B Decision Aids Templates. *Markstrat Applications*.
- CARLSON, L., Reynolds, C.R. (1981). Review of LAD: Test of Lateral Awareness and Directionality. *Clinical Neuropsychology* 3, 1-2.
- CARLSON, L., Reynolds, C.R. (1979). A Visual-Gestalt Task for the Measurement of Simultaneous Information Processing Strategies. *American Guidance Service, Kaufman Assessment Battery for Children Project*.

Other

- CARLSON, L., Hopkins, C., Raymond, M.A., Tanner, J.T. (2005). *Parental Involvement in Teen Risk Avoidance*. National Institutes of Health.
- CARLSON, L. (2002). In C.M. Curran and J.I. Richards (Ed.), *Oracles on 'Advertising': Searching for a Definition* (vol. 31, pp. 63-77). *Journal of Advertising*.
- CARLSON, L., Grove, S.J., Kangun, N. (1995). *A Classification Schema for Environmental Advertising Claims: Implications for Marketers and Policy Makers* (pp. 225-238). *Environmental Marketing: Strategies, Practice, Theory and Research*.
- CARLSON, L., Kangun, N. (1991). *Demographic Discontinuity and Consumerism: What the Future Holds* (vol. 2, pp. 157-185). *Advances in Marketing and Public Policy*.

Presentations Published in Proceedings

- R. N. L., D. E. B., CARLSON, L., 2010 American Marketing Association Marketing and Public Policy Conference, "Understanding Parents' and Children's Perceptions of Violent Video Games," American Marketing Association.
- CARLSON, L., REILLY, T., M. B. R., Society of Marketing Advances, "Examining Services Advertising 1996-2009: An Update and Extension," Society of Marketing Advances. (2009).
- C. H., M. A. R., CARLSON, L., C. R. D., Society of Marketing Advances Conference, "Educating Students to Give Them a Sustainable Competitive Advantage in a Weak Job Market," Society of Marketing Advances. (2009).
- Dorsch, M.J. (Presenter & Author), Grove, S.J. (Presenter & Author), CARLSON, L. (Presenter & Author), Frontiers in Services Marketing Conference, "Building Customer Relationships through Direct Response: An IMC Investigation of Services vs Goods Utilization over Time." (2008).
- Shanahan, K.J. (Presenter & Author), Hopkins, C.D. (Author Only), CARLSON, L. (Presenter & Author), Society for Marketing Advances Annual Conference, "Antecedents to Intent to Donate for Non- Profits Employing Print Advertisements." (November 2008).
- Gras, D. (Presenter & Author), CARLSON, L. (Author Only), Hopkins, C. H. (Author Only), American Marketing Association Summer Educators' Conference, "Demobilization of the Consumer? The Effects of Negative Product Advertising on Purchase Intentions," American Marketing Association. (August 2008).
- Polonsky, M. J. (Author Only), CARLSON, L. (Presenter & Author), American Academy of Advertising Conference, "Is there Global Inclusion in Publishing in the Five Leading Advertising Journals and Does this Relate to General Publishing Performance: A Regional Comparison," American Academy of Advertising. (March 2008).
- Quilliam, E.T. (Presenter & Author), Rifon, N.J. (Presenter & Author), LaRose, R.J. (Author Only), CARLSON, L. (Author Only), American Marketing Association, Marketing and Public Policy Conference, "Losing My Good Name: Teens, Online Privacy, and Identity Theft," American Marketing Association. (2007).
- Grove, S.J. (Presenter & Author), Dorsch, M.J. (Presenter & Author), CARLSON, L. (Author Only), Tenth Quality in Services Symposium, QUIS 10, "A Longitudinal Examination of Website Emphasis in Print Ads for Services vs Goods: An IMC Investigation." (2007).
- Rifon, N.J. (Presenter & Author), Quilliam, E.T. (Presenter & Author), LaRose, R.J. (Author Only), CARLSON, L. (Author Only), American Marketing Association Summer Educators' Conference, Special Session component, "Who Are You? Teens, Online Privacy, and Identity Theft," American Marketing Association. (August 2007).
- CARLSON, L. (Presenter & Author), Dorsch, M.J. (Presenter & Author), Grove, S.J. (Presenter & Author), Haytko, D. (Presenter & Author), Hopkins, C.D (Presenter & Author), Jensen, T. (Presenter & Author), American Marketing Association Summer Educators' Conference, Special Session, "Building Community and Strengthening the Marketing Discipline," American Marketing Association. (2006).
- Raymond, M. A. (Presenter & Author), CARLSON, L. (Author Only), Hopkins, C. D. (Author Only), American Marketing Association Summer Educators' Conference, "Assessing Hiring

- Criteria Across Sales Managers and Sales Representatives: Implications for Marketing Education," American Marketing Association. (2005).
- Tanner, J.T. (Author Only), CARLSON, L. (Presenter & Author), Hopkins, C.D. (Presenter & Author), Raymond, M.A (Author Only), American Marketing Association Summer Educators' Conference, "Parental Involvement in Teen Risk Avoidance," American Marketing Association. (2005).
- Grove, S.J. (Author Only), CARLSON, L. (Author Only), Dorsch, M. (Author Only), Hopkins, C. (Presenter & Author), American Marketing Association Winter Educators' Conference, "An Examination of IMC at the Tactical Level: Differences Across Time and Product Type," AMA. (2005).
- CARLSON, L. (Presenter & Author), Tanner, J.T. (Author Only), American Marketing Association Marketing and Public Policy Conference, "Parenting Styles and Raising Abstinent Children," AMA. (2004).
- Raymond, M.A., CARLSON, L., Hopkins, C., American Marketing Association Summer Educators' Conference, "Insights from the Decision Makers: An Analysis of the Skills that Marketing Graduates Need for Entry Level Sales Positions," AMA. (2004).
- CARLSON, L. (Presenter & Author), American Marketing Association Winter Educators' Conference, "Marketing Communications and Young People: Perspectives on Consumer Socialization and Social Comparison," AMA. (2004).
- CARLSON, L. (Presenter & Author), American Marketing Association Winter Educators' Conference, Marketing and Society Session, "Marketing and Consumer Issues in Public Policy: Smoking and Recycling," AMA. (2004).
- CARLSON, L. (Presenter & Author), Presented at the American Academy of Advertising Conference, Special Session, "Meet the Editors." (2004).
- CARLSON, L. (Presenter & Author), American Marketing Association Summer Educators' Conference, Marketing and Society SIG Special Session, "Marketing and Society: A Frank Discussion on the Past and Future." (2003).
- CARLSON, L., Grove, S.J., Kangun, N., Polonsky, M.J., Academy of Marketing Science Proceedings, "International Environmental Marketing Claims: Real Change or Simple Posturing?," Academy of Marketing Scienc. (1996).
- CARLSON, L., Grove, S.J., Kangun, N., Polonsky, M.J., Proceedings of the Australian Marketing Educators' Conference, "Do Environmental Marketing Claims Mean Firms are Green? A Study of Ads in Australia, Britain, Canada, and the US." (1996).

Presentations Given

- R. N. L., D. E. B., CARLSON, L., 2010 American Marketing Association Marketing and Public Policy Conference, "Understanding Parents' and Children's Perceptions of Violent Video Games," American Marketing Association.
- B. B., GENTRY, J. W., R. H., CARLSON, L., Consumer Culture and the Ethical Treatment of Children: Theory, Research, and Fair Practice Conference, "It's All Fun and Games Until Someone Loses an Eye: How Prevalent is the Combination of Humor and Violence in Television Commercials," Michigan State University, East Lansing, MI. (2009).

- CARLSON, L., REILLY, T., M. B. R., Society of Marketing Advances, "Examining Services Advertising 1996-2009: An Update and Extension," Society of Marketing Advances. (2009).
- C. H., M. A. R., CARLSON, L., C. R. D., Society of Marketing Advances Conference, "Educating Students to Give Them a Sustainable Competitive Advantage in a Weak Job Market," Society of Marketing Advances. (2009).
- CARLSON, L., Special Session, "Best of the Best in Advertising and Marketing Communications," Society of Marketing Advances. (2009).
- Dorsch, M.J. (Presenter & Author), Grove, S.J. (Presenter & Author), CARLSON, L. (Presenter & Author), Frontiers in Services Marketing Conference, "Building Customer Relationships through Direct Response: An IMC Investigation of Services vs Goods Utilization over Time." (2008).
- Shanahan, K.J. (Presenter & Author), Hopkins, C.D. (Author Only), CARLSON, L. (Presenter & Author), Society for Marketing Advances Annual Conference, "Antecedents to Intent to Donate for Non- Profits Employing Print Advertisements." (November 2008).
- Gras, D. (Presenter & Author), CARLSON, L. (Author Only), Hopkins, C. H. (Author Only), American Marketing Association Summer Educators' Conference, "Demobilization of the Consumer? The Effects of Negative Product Advertising on Purchase Intentions," American Marketing Association. (August 2008).
- Polonsky, M. J. (Author Only), CARLSON, L. (Presenter & Author), American Academy of Advertising Conference, "Is there Global Inclusion in Publishing in the Five Leading Advertising Journals and Does this Relate to General Publishing Performance: A Regional Comparison," American Academy of Advertising. (March 2008).
- Quilliam, E.T. (Presenter & Author), Rifon, N.J. (Presenter & Author), LaRose, R.J. (Author Only), CARLSON, L. (Author Only), American Marketing Association, Marketing and Public Policy Conference, "Losing My Good Name: Teens, Online Privacy, and Identity Theft," American Marketing Association. (2007).
- Grove, S.J. (Presenter & Author), Dorsch, M.J. (Presenter & Author), CARLSON, L. (Author Only), Tenth Quality in Services Symposium, QUIS 10, "A Longitudinal Examination of Website Emphasis in Print Ads for Services vs Goods: An IMC Investigation." (2007).
- Rifon, N.J. (Presenter & Author), Quilliam, E.T. (Presenter & Author), LaRose, R.J. (Author Only), CARLSON, L. (Author Only), American Marketing Association Summer Educators' Conference, Special Session component, "Who Are You? Teens, Online Privacy, and Identity Theft," American Marketing Association. (August 2007).
- CARLSON, L. (Presenter & Author), Global Marketing Conference, "Environmental Advertising Claims: Bogus, Bewildering, or Believable?," Seoul, Korea. (May 2007).
- CARLSON, L. (Presenter & Author), Dorsch, M.J. (Presenter & Author), Grove, S.J. (Presenter & Author), Haytko, D. (Presenter & Author), Hopkins, C.D (Presenter & Author), Jensen, T. (Presenter & Author), American Marketing Association Summer Educators' Conference, Special Session, "Building Community and Strengthening the Marketing Discipline," American Marketing Association. (2006).
- Raymond, M. A. (Presenter & Author), CARLSON, L. (Author Only), Hopkins, C. D. (Author Only), American Marketing Association Summer Educators' Conference, "Assessing Hiring Criteria Across Sales Managers and Sales Representatives: Implications for Marketing Education," American Marketing Association. (2005).

Tanner, J.T. (Author Only), CARLSON, L. (Presenter & Author), Hopkins, C.D. (Presenter & Author), Raymond, M.A (Author Only), American Marketing Association Summer Educators' Conference, "Parental Involvement in Teen Risk Avoidance," American Marketing Association. (2005).

Grove, S.J. (Author Only), CARLSON, L. (Author Only), Dorsch, M. (Author Only), Hopkins, C. (Presenter & Author), American Marketing Association Winter Educators' Conference, "An Examination of IMC at the Tactical Level: Differences Across Time and Product Type," AMA. (2005).

CARLSON, L. (Presenter & Author), Tanner, J.T. (Author Only), American Marketing Association Marketing and Public Policy Conference, "Parenting Styles and Raising Abstinent Children," AMA. (2004).

Raymond, M.A., CARLSON, L., Hopkins, C., American Marketing Association Summer Educators' Conference, "Insights from the Decision Makers: An Analysis of the Skills that Marketing Graduates Need for Entry Level Sales Positions," AMA. (2004).

CARLSON, L. (Presenter & Author), American Marketing Association Winter Educators' Conference, "Marketing Communications and Young People: Perspectives on Consumer Socialization and Social Comparison," AMA. (2004).

CARLSON, L. (Presenter & Author), American Marketing Association Winter Educators' Conference, Marketing and Society Session, "Marketing and Consumer Issues in Public Policy: Smoking and Recycling," AMA. (2004).

Gammel, S., Tanner, J. T., CARLSON, L., Medical Institute's National Meeting, "Factors Influencing Parents' Abstinence Education Behavior," Medical Institute. (2004).

CARLSON, L. (Presenter & Author), Presented at the American Academy of Advertising Conference, Special Session, "Meet the Editors." (2004).

CARLSON, L. (Presenter & Author), American Marketing Association Summer Educators' Conference, Marketing and Society SIG Special Session, "Marketing and Society: A Frank Discussion on the Past and Future." (2003).

CARLSON, L., American Marketing Association Summer Educators' Conference, Special Session, "Meet the Ex-Editors," AMA. (2003).

CARLSON, L., Polonsky, M.J., Prothero, A., American Marketing Association, Marketing and Public Policy Conference, Special Session, "Exploring Consumer Perceptions of Environmental Information: Public Policy Implications from a Cross-Cultural Examination," AMA. (2003).

CARLSON, L., Grove, S.J., American Academy of Advertising Conference, Special Session, "Advertising Research: Insights and Observations from the American Academy of Advertising Outstanding Contribution to Research Award Winners," American Academy of Advertising. (2002).

CARLSON, L., American Marketing Association Summer Educators' Conference, Special Session: BEERSIG: Less Filling, Tastes Great, "The Emergence and History of BEERSIG: A Study of Market Development and CRM," AMA. (2002).

- CARLSON, L., Dorsch, M., Grove, S.J., American Marketing Association Winter Educators' Conference, "Compensating for Services Intangibility: A Study of the Incidence of IMC at the Tactical Level," AMA. (2002).
- CARLSON, L., Grove, S.J., American Academy of Advertising Conference, Special Session, "Advertising Research: Insights and Observations from the American Academy of Advertising Outstanding Contribution to Research Award Winners," AMA. (2001).
- CARLSON, L., Fry, M., Polonsky, M.J., American Marketing Association Marketing and Public Policy Conference, "The Harm Chain: A Public Policy Development and Stakeholder Perspective," AMA. (2001).
- CARLSON, L., Dorsch, M.J., Ranson, R.H., Raymond, M., American Marketing Association Summer Educators' Conference, "Managing Customer Service Encounters to Achieve Customer Equity," AMA. (2001).
- CARLSON, L., GROSSBART, S., Hughes, S., Lacznia, R.N., Muehling, D., Okleshen, C., American Marketing Association Winter Educators' Conference, "Parents, Children, and the Internet: Socialization Perspectives," AMA. (2001).
- CARLSON, L., Dorsch, M., Grove, S.J., Frontiers of Services Marketing and Management Conference, "An Examination of Integrated Marketing Communication Among Services Advertisements: Do the Ads Reflect Integration?," Frontiers of Services Marketing and Management. (2000).
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- CARLSON, L., Kapelianis, D., Polonsky, M., Prothero, A., Seventh Cross-Cultural Research Conference, "Cross-Cultural Examination of the Environmental Information on Packaging." (1999).
- CARLSON, L., Dorsch, M., Ranson, R., Raymond, M., Society for Marketing Advances, Special Session, "Customer Equity: Managing Customer Investments." (1999).
- CARLSON, L., Society of Marketing Advances Doctoral Consortium, "Perspectives on Improving Your Publishing Opportunities," Atlanta, Georgia. (1999).
- CARLSON, L., Lacznia, R.N., Walsh, A.D., American Academy of Advertising Conference Proceedings, "Children's 900-Number Advertising: Antecedents of Mothers' Attitudes Toward the FTC's Disclosure Requirements," AMA. (1998).
- CARLSON, L., American Academy of Advertising Conference Special Session, "Meet the Reviewers of the Journal of Advertising," American Academy of Advertising. (1998).
- CARLSON, L., Lacznia, R.N., Walsh, A.D., American Marketing Association Summer Educators' Conference Proceedings, "Parental Style and the Socialization of Children About Television: Children's Perceptions," AMA. (1998).

- CARLSON, L., Dorsch, M., Grove, S.J., Mittelstaedt, J., Seventh Annual Frontiers in Services Conference, "The Relationship Between Difficulty of Evaluation and the Goods/Services Continuum: Validating the Zeithaml Scale." (1998).
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- CARLSON, L., Lacznia, R.N., Walsh, A., American Marketing Association's Summer Educators' Conference Proceedings, "Toward an Understanding of Mothers' Attitudes About the FCC's Policy Statement Regarding Toy-Based Programming," AMA. (1997).
- CARLSON, L., Environmental Advertising Claims: Bogus, Bewildering, or Believable?, "The First Green Marketing Seminar," Instituto Tecnológico y de Estudios Superiores de Monterrey. (February 1997).
- CARLSON, L., Grove, S.J., Kangun, N., Polonsky, M.J., Academy of Marketing Science Proceedings, "International Environmental Marketing Claims: Real Change or Simple Posturing?," Academy of Marketing Scienc. (1996).
- CARLSON, L., Lacznia, R.N., Walsh, A., American Marketing Association Summer Educators' Conference Proceedings, "Should Children's Television Programming be Regulated? Mothers' Perceptions and Preferences," AMA. (1996).
- CARLSON, L., Marketing and Society Special Interest Group's American Marketing Association Summer Educators' Conference, pre-conference Special Session, "Examining Environmental Advertising Claims: An International Perspective," AMA. (1996).
- CARLSON, L., Grove, S.J., Kangun, N., Polonsky, M.J., Proceedings of the Australian Marketing Educators' Conference, "Do Environmental Marketing Claims Mean Firms are Green? A Study of Ads in Australia, Britain, Canada, and the US." (1996).
- CARLSON, L., Grove, S.J., Lacznia, R.N., American Academy of Advertising Preconference, "The Stagnation of Green Advertising: An Integrated Marketing Communications Analysis." (1995).
- CARLSON, L., Grove, S.J., American Marketing Association Summer Educators' Conference, Special Session, "Using Fear to Promote Consumer Products." (1995).
- CARLSON, L., American Marketing Association Summer Educators' Conference, Special Session, "Enhancing Ethical Sensitivity to Fear Appeals Through the Use of the Effects Reasoning Matrix," AMA. (1995).
- CARLSON, L., Symposium on Patronage Behavior and Retail Strategic Planning: Cutting Edge IV Conference Proceedings, "Customer Equity: A Case of the Forgotten Investor." (1995).
- CARLSON, L., Lacznia, R., Muehling, D., American Academy of Advertising Conference Proceedings, "An Exploratory Investigation of Mothers' Attitudes Toward 900 Number Advertising Directed at Children," American Academy of Advertising. (1994).
- CARLSON, L., Grove, S.J., Kangun, N., Nineteenth Annual American Marketing Association Macromarketing Conference, "Claim Type Comparisons Among Environmental Advertisements in a Cross-National Context," AMA. (1994).

- CARLSON, L., Laczniak, R.N., Muehling, D., American Academy of Advertising Conference Proceedings, "Parental Socialization Types and Concern About Toy-Based Programs," American Academy of Advertising. (1993).
- CARLSON, L., Grove, S.J., Kangun, N., American Marketing Association Summer Educators' Conference Proceedings, "Extending Content Analysis: A Matrix Approach to Investigate Advertising Phenomena," AMA. (1993).
- CARLSON, L., Grove, S.J, Laband, D., McBane, D., Pickett, G., Association of Marketing Theory and Practice: Services Track, "Product Parity and the Goods versus Services Dichotomy: Advertising Issues and Propositions." (1993).
- CARLSON, L., Dorsch, M.J., Laczniak, R.N., Symposium on Patronage Behavior and Retail Strategic Planning: Cutting Edge III Conference, "The Effect of Buyer-Seller Communication Style Computability on Retail Selling Effectiveness." (1993).
- CARLSON, L., Laczniak, R.N., Muehling, D., American Academy of Advertising Conference Proceedings, "Mothers' Perceptions and Attitudes toward Toy-Based Programs: An Empirical Investigation," AMA. (1992).
- CARLSON, L., Laczniak, R., Muehling, D., American Marketing Association Summer Educators' Conference Proceedings, "Antecedents of Mothers' Perceptions of Toy Based Programming: An Empirical Investigation," AMA. (1992).
- CARLSON, L., Grove, S.J., Kangun, N., American Academy of Advertising Conference, Special Session, "A Content Analysis of Environmental Advertising Claims," American Academy of Advertising. (1991).
- CARLSON, L., Laczniak, R.N., Muehling, D., American Marketing Association Summer Educators' Conference Proceedings, "A Parental Perspective of Issues Surrounding Toy-Based Programming," AMA. (1991).
- CARLSON, L., Midwest Marketing Association Conference Proceedings, "The Ad Ban Goes Smokeless: An Inquiry into the Potential Effects of Advertising Censorship on Snuff and Chewing Tobacco Consumption," Midwest Marketing Association. (1991).
- CARLSON, L., Laczniak, R.N., Muehling, D., Presented at the American Academy of Advertising Conference Proceedings, "Effects of Motivation and Ability on Ad Induced Cognitive Processing," American Academy of Advertising. (1991).
- CARLSON, L., Grove, S.J., Kangun, N., Sixteenth Annual American Marketing Association Macromarketing Conference, "An Exploratory Investigation of Environmental Advertising and Recommendations for Public Policy Makers," AMA. (1991).
- CARLSON, L., GROSSBART, S., Tripp, C., Advances in Consumer Research, Proceedings of the Association for Consumer Research Conference, "An Investigation of Mothers' Communication Orientations and Patterns," Association for Consumer Research. (1990).
- CARLSON, L., GROSSBART, S., Laczniak, R.N., Advances in Marketing, Southwestern Marketing Conference Proceedings, "Towards a Basis for Formation of Differential Marketplace Perceptions and Orientations," Southwestern Marketing. (1990).
- CARLSON, L., Laczniak, R. N., Advances in Marketing, Southwestern Marketing Conference, "A Further Examination of the Influence of Attitude Toward the Ad on Brand Attitudes," Southwestern Marketing. (1989).

- CARLSON, L., Jensen, T., Tripp, C., Advances in Marketing, Southwestern Marketing Conference, "Product and Purchasing Involvement's Impact Upon Purchase Behaviors," Southwestern Marketing. (1989).
- CARLSON, L., Kangun, N., Mittelstaedt, R., Fourth Conference on Historical Research in Marketing and Marketing Thought,, "Changes in the Marketing Channels for Medicines, 1870-1910." (1989).
- CARLSON, L., GROSSBART, S., Walsh, A., Symposium on Patronage Behavior and Retail Strategy: The Cutting Edge, "Consumer Socialization and Shopping with Children." (1989).
- CARLSON, L., Darden, W.R., Jackson, A., Sherrell, D., Symposium on Patronage Behavior and Retail Strategy: The Cutting Edge, "Regional Traces of Culture and Patronage Evaluations: A Spatial Approach." (1989).
- CARLSON, L., Jensen, T., Tripp, C., Advances in Consumer Research, Proceedings of the Association for Consumer Research Conference, "The Dimensionality of Involvement: An Empirical Test," Association for Consumer Research. (1988).
- CARLSON, L., GROSSBART, S., Walsh, A., American Marketing Association Summer Educators' Conference, "Consumer Socialization Motives for Shopping with Children," AMA. (1988).
- CARLSON, L., Kangun, N., Mittelstaedt, R., Thirteenth Annual American Marketing Association Macromarketing Conference, "Physician Dispensing of Prescription Drugs: Is Regulation Appropriate?," AMA. (1988).
- CARLSON, L., GROSSBART, S., Walsh, A., American Marketing Association Summer Educators' Conference, "Mothers' Communication Orientations and Related Consumer Socialization Tendencies," AMA. (1987).
- CARLSON, L., Kangun, N., Twelfth Annual American Marketing Association Macromarketing Conference, "Demographic Discontinuity: New Insights into Understanding Consumerism," AMA. (1987).
- CARLSON, L., Southwestern Marketing Conference, "Operant Conditioning and Marketing: Some Additional Perspectives.," Southwestern Marketing. (1986).
- CARLSON, L., GROSSBART, S., American Marketing Association Summer Educators' Conference, "Toward a Better Understanding of Inherent Innovativeness," AMA. (1984).
- CARLSON, L., Filbeck, R., American Behavioral Association Conference, "A System for Reinforcing Patrons of a Public Pool for Placing Litter in Receptacles," American Behavioral Association. (1982).
- CARLSON, L., Crosby, L.A., GROSSBART, S., Robb, J.R., American Marketing Association Summer Educators' Conference, "Mothers' Support for Nutrition Education: A Segmentation Analysis," AMA. (1982).
- CARLSON, L., Reynolds, C.R., National Association of School Psychologist's Convention Schedule, "Comparative WISC-R Factor Analysis for Upper and Lower SES Groups," National Association of School Psychologist's. (1981).
- CARLSON, L., Reynolds, C.R., American Psychological Association Conference, "Specific Variance of the WPPSI Subtests at Six Age Levels," American Psychological Association. (1980).

Contracts, Grants and Sponsored Research

Grant

CARLSON, LESLIE (Collaborator), Hopkins, C (Collaborator), Raymond, M (Collaborator), Tanner, J.T. (Principal Investigator), "How to Increase Abstinence in Children," Sponsored by National Institutes of Health, Federal, \$175,000.00. (October 2003).

Other

CARLSON, LESLIE, "A Cross Cultural Examination of the Environmental Information on Packaging and Its Accuracy," Sponsored by American Academy of Advertising. (1998).

CARLSON, LESLIE, "Development of an Eye Tracking Methodology Course at Clemson University," Sponsored by Innovation Fund Application. (1998).

CARLSON, LESLIE, "Faculty Development Grant," Sponsored by University of Arkansas. (March 1989).

CARLSON, LESLIE, "Summer Research Grant," Sponsored by College of Business Administration, University of Arkansas. (1987).

CARLSON, LESLIE, "Consultation Research Grant," Sponsored by School Psychology Department, Educational Psychology and Social Foundations, University of Nebraska–Lincoln. (1979).

Awards and Honors

Best Paper Award - Marketing Research Track, Society of Marketing Advances 2010.

Best Reviewer Award, American Academy of Advertising Annual Conference. (March 2010).

Kim Rotzoll Award for Advertising Ethics and Social Responsibility, American Academy of Advertising Annual Conference. (March 2010).

Outstanding Contribution to Research Award, American Academy of Advertising. (2009).

Best Paper Award, Society of Marketing Advances. (2008).

Best Article Award, Journal of Advertising. (March 2008).

Excellence in Research by a Graduate Student Award, Department of Marketing, University of Nebraska–Lincoln. (1983).

Intellectual Contributions in Submission

Journal Articles

Dorsch, M.J., Grove, S.J., CARLSON, L. Exploring Direct Response Opportunities in Print Ads: IMC and CRM Implications. *Journal of Current Issues and Research in Advertising*.

CARLSON, L., Duke, C.R. Toward Developing Practical Implicit Memory Measures: Initial Evaluations of Processing Level, Test Timing, and Competitive Messages. *Journal of Current Issues and Research in Advertising*.

Other

Fowler, A., Gao, J., CARLSON, L. *PUBLIC POLICY AND THE CHANGING CHINESE FAMILY IN CONTEMPORARY URBAN CHINA*. Journal of Macromarketing.

Research in Progress

"Carlson, L., Reilly, T., Grove, S, J., Stafford, M., and Tripp, C. "Revisiting Services Advertising: Trends and New Directions," manuscript in preparation, to be submitted to the Journal of Advertising." (On-Going)

"Grove, S.J., Dorsch, M.J., and Carlson, L., "Exploring Direct Response Emphasis in Print Ads: An IMC Investigation," submitted, October 2008 to Journal of Current Issues and Research in Advertising (revisions requested, December 2008)." (On-Going)

Working Papers

Other

SAINI, A., Lanier, C., CARLSON, L. *Consumer Privacy Protection: An Ethical Climate and Marketing Control Perspective*.

GROSSBART, S., Laczniak, R.N, Hughes, S., CARLSON, L., Muehling, D., Okleshen, C. *An investigation of mothers' perceptions of product/movie tie-ins and internet sites targeting children*.

CARLSON, L., Bearden, W., Brooks, B., Lichtenstein, D. *Deriving a Basis for Children's Understanding of Price-Quality Relationships*.

Jensen, T.D., CARLSON, L. *Involvement Across Products: Testing the Factor Structure*.

Rifon, N.J., CARLSON, L. *Parental Style as a Moderator of Parents' Internet Privacy Concerns*.

SERVICE

Department Service

Committee Member, Faculty Search Committee - Assistant Professor Marketing. (May 2009 - December 2009).

College Service

Committee Member, MBA Task Force.

Committee Member, Research Policy. (August 2009 - May 2012).

Committee Member, Executive Committee. (September 2009 - May 2010).

Representative, subcommittee chair, College of Business and Behavioral Science
Representative to the Clemson University Athletic Council. (2005 - 2008).

College of Business and Behavioral Science Representative, Clemson University Grievance Board. (August 2007 - May 2008).

College of Business and Behavioral Science Representative, Clemson University Library Advisory Board. (August 2007 - May 2008).

Department of Marketing Representative, College of Business and Behavioral Science Dean's Council. (August 2007 - May 2008).

Faculty Senator, College of Business and Behavioral Science. (August 2007 - May 2008).

Provost's Representative, Dean's Evaluation Committee. (August 2007 - May 2008).

College of Business and Behavioral Science Judge, Ninth Annual Clemson University Student Research Forum. (August 2007 - May 2008).

University Service

Committee Chair, Clemson University Faculty Athletic Representative Search Committee. (2002 - 2008).

Committee Member, Review Committee, Faculty Senate Advisory Committee for the class of '39 award for excellence. (2006).

Committee Chair, Review Committee for Associate Dean for Undergraduate Programs. (2005).

Professional Service

Editor, Journal Editor, American Academy of Advertising.

Editor, Associate Editor of Book or Journal, Journal of Public Policy and Marketing. (January 2009 - Present).

Senior Advisory Board, Journal of Advertising. (2007 - Present).

Editor, Journal Editor, Marketing Theory. (March 2004 - Present).

Editorial Review Board Member, Services Industry Journal. (March 2007 - March 2016).

Chairperson, Consumer Culture and the Ethical Treatment of Children: Theory, Research, and Fair Practice Conference. (November 2009).

Officer, President/Elect/Past, American Academy of Advertising. (2008).

Committee Member, Program Planning Committee, American Marketing Association Marketing and Public Policy Conferences. (2006 - 2008).

Editorial Review Board Member, Journal of Marketing Theory and Practice. (2007).

Officer, President/Elect/Past, American Academy of Advertising. (February 2005 - December 2006).

Editorial Review Board Member, Journal of Public Policy and Marketing. (June 2006).

Editorial Review Board Member, Journal of Marketing Theory and Practice. (2005).

Officer, President/Elect/Past, American Academy of Advertising. (February 2005).

Committee Member, Program Planning Committee, American Marketing Association Marketing and Public Policy Conferences. (2003 - 2004).

Editor, Journal Editor, Marketing Theory, Special Issue. (March 2004 - June 2004).

Editorial Review Board Member, Academy of Marketing Science Review. (December 2003).

Invited Panel Member, American Marketing Association Summer Educators' Conference. (2003).

Editor, Conference Proceedings, Conference of the American Academy of Advertising, Proceedings. (2003).

Committee Member, American Academy of Advertising Research Committee. (January 2002 - 2003).

Editorial Review Board Member, Journal of Advertising. (1999 - 2003).

Editorial Review Board Member, International Journal of Advertising. (November 2003).

Editorial Review Board Member, International Journal of Advertising. (November 2003).

Officer, Treasurer, American Academy of Advertising. (March 2003).

Chairperson, American Marketing Association Marketing and Public Policy Conference. (2002).

Editor, Conference Proceedings, Marketing and Public Policy Conference, Proceedings. (2002).

Officer, Vice President, American Academy of Advertising. (March 2002).

Editor, Journal Editor, Marketing Theory Special Issue on New Developments in Advertising Theory. (March 2002).

Committee Member, Publications Committee, American Academy of Advertising. (January 2002).

Developer and Moderator, American Academy of Advertising Conference. (2001).

Chairperson, American Marketing Association Summer Educators' Conference. (2001).

Editorial Review Board Member, Journal of Public Policy and Marketing. (June 2001).

Editorial Review Board Member, Journal of Public Policy and Marketing. (June 2001).

Committee Member, Delphi Panel. (1999 - 2000).

Member, Panel of Selection Judges, "21 Biggest Issues Facing Marketing for the 21st Century,". (March 2000).

Editor, Book, Advertising to Children: Concepts and Controversies. (1999).

Editorial Review Board Member, Journal of Marketing Theory and Practice. (1999).

Editorial Review Board Member, Journal of Marketing Theory and Practice. (1999).

Editorial Review Board Member, Journal of Public Policy and Marketing. (July 1999).

Editorial Review Board Member, Journal of Public Policy and Marketing. (July 1999).

Board of Directors of a Company, Marketing and Society Special Interest Group of the American Marketing Association. (1996 - 1998).

Editor, Journal Editor, Journal of Advertising. (1995 - 1998).

Editor, Journal Editor, Journal of Advertising. (1995 - 1998).

Editorial Review Board Member, Journal of Consumer Affairs. (August 1998).

Editorial Review Board Member, Journal of Consumer Affairs. (August 1998).

Reviewer/Discussant, Conference Paper, 1990 AMA Workshop "Marketing and Public Policy: Issues for the 1990s. (1997).

Committee Member, Program Planning Committee, American Marketing Association Marketing and Public Policy Conferences. (1997).

Editorial Review Board Member, Journal of Consumer and Marketing Research. (January 1997).

Editorial Review Board Member, Journal of Consumer and Marketing Research. (January 1997).

Editor, Journal Editor, Journal of Marketing Theory and Practice, Special Issue. (December 1995).

Board of Directors of a Company, Marketing and Society Special Interest Group of the American Marketing Association. (1994 - 1995).

Editorial Review Board Member, Journal of Marketing Education. (October 1995).

Editorial Review Board Member, Journal of Marketing Education. (October 1995).

Editorial Review Board Member, Journal of Current Issues and Research in Advertising. (March 1995).

Editorial Review Board Member, Journal of Current Issues and Research in Advertising. (March 1995).

Editorial Review Board Member, Journal of Advertising. (October 1994 - December 1994).

Editorial Review Board Member, Journal of Advertising. (October 1994 - December 1994).

Editorial Review Board Member, Journal of Business Research. (1993).

Editorial Review Board Member, Journal of Business Research. (1993).

Editorial Review Board Member, Journal of Marketing Theory and Practice. (1993).

Editorial Review Board Member, Journal of Marketing Theory and Practice. (1993).

Editor, Journal Editor, Journal of Marketing Theory and Practice, Special Issue. (April 1993).

Editor, Journal Editor, Journal of Marketing Theory and Practice, Special Issue. (April 1993).

Editorial Review Board Member, Journal of Public Policy and Marketing. (January 1992).

Editorial Review Board Member, Journal of Public Policy and Marketing. (January 1992).

Editorial Review Board Member, Journal of the Academy of Marketing Science. (1989 - 1991).

Editorial Review Board Member, Journal of the Academy of Marketing Science. (1989 - 1991).

Editorial Review Board Member, Journal of the Academy of Marketing Science. (1989 - 1991).

Editorial Review Board Member, Journal of Business Research. (1988).

Public Service

Member, Outstanding Young Men of America. (1981).

Member, Blue Key National Honor Fraternity, Midland Lutheran College. (1972).