

Dr. James W. Gentry

University of Nebraska-Lincoln

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Education

DBA, Indiana University, 1973.

Major: Marketing

Supporting Areas of Emphasis: Q.B.A. and Statistics

MBA, Indiana University, 1971.

Major: Q.B.A.

BS, Kansas State University, 1969.

Major: Civil Engineering

Professional Positions

Academic

Assistant Professor, Kansas State University.

Associate Professor, Kansas State University.

Acting Associate Director, Oklahoma State University.

Associate Professor, Oklahoma State University.

Professor, Oklahoma State University.

Professor of Marketing, University of Nebraska-Lincoln.

Visiting Professor, University of Western Australia.

Visiting Professor, University of Wisconsin-Madison.

Professional

Samsung Corporation. (2000).

Channel 2. (1985).

Frontier Cable Television. (1983).

Frontier Federal Savings and Loan. (1980).

Kansas Association of Commerce and Industry. (1974).

Union Carbide. (1974).

Professional Memberships

Board of Directors, Power of Love Foundation. (2003 - Present).

American Marketing Association. (2008).

Association for Consumer Research. (2008).

Judgment/Decision Making Conference. (2008).

Society for Marketing and Development. (2008).

Elected Fellow, Association for Business Simulation and Experiential Learning. (1990).

Development Activities Attended

Conference Attendance, "Attended Asian Pacific ACR Conference," Association for Consumer Research.

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2008).

Conference Attendance, "CCT Conference." (2008).

Conference Attendance, "Gender Conference." (2008).

Conference Attendance, "Macromarketing Conference." (2008).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2007).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (2007).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research. (2007).

Conference Attendance, "Asia Pacific Association for Consumer Research Conference," Asia Pacific Association for Consumer Research. (2006).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2006).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2005).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (2005).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research. (2005).

Conference Attendance, "International Society of Marketing and Development Conference," International Society of Marketing and Development. (2005).

Conference Attendance, "Macromarketing Conference." (2005).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2004).

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

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2003).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (2003).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research. (2003).

Conference Attendance, "Macromarketing Conference." (2003).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (2002).

Conference Attendance, "Asia Pacific Association for Consumer Research Conference," Asia Pacific Association for Consumer Research. (2002).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2002).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (2002).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (2001).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (2001).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2001).

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

Conference Attendance, "The American Council on Consumer Interest Conference," The American Council on Consumer Interest. (2001).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (2000).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (2000).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (2000).

Conference Attendance, "Macromarketing Conference." (2000).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (1999).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1999).

Conference Attendance, "Macromarketing Conference." (1999).

Conference Attendance, "Academy of Marketing Sciences Conference," Academy of Marketing Sciences. (1998).

Conference Attendance, "AMS/SCRA Retailing Conference," AMS/SCRA. (1998).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1998).

Conference Attendance, "Australian/New Zealand Marketing Association Conference," Australian/New Zealand Marketing Association. (1998).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research. (1998).

Conference Attendance, "Society for Consumer Psychology Conference," Society for Consumer Psychology. (1998).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (1997).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1997).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research. (1997).

Conference Attendance, "Macromarketing Conference." (1997).

Conference Attendance, "Sixth International Conference on Marketing and Development." (1997).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1996).

Conference Attendance, "European Marketing Association Conference," European Marketing Association. (1996).

Conference Attendance, "Fourth International Research Seminar in Services." (1996).

Conference Attendance, "Gender and Consumer Research Conference." (1996).

Conference Attendance, "American Marketing Association Summer Conference," American Marketing Association. (1995).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1995).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1995).

Conference Attendance, "Joint Korean and American Marketing Associations Conference," Korean and American Marketing Associations. (1995).

Conference Attendance, "National Conference in Sales Management." (1995).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (1994).

Conference Attendance, "Asia Pacific Association for Consumer Research Conference," Asia Pacific Association for Consumer Research. (1994).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1994).

Conference Attendance, "Macromarketing Conference." (1994).

Conference Attendance, "National Conference in Sales Management." (1994).

Conference Attendance, "Pan-Pacific Conference XI." (1994).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (1993).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (1993).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1993).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1993).

Conference Attendance, "Fourth International Conference on Marketing and Development." (1993).

Conference Attendance, "National Conference in Sales Management." (1993).

Conference Attendance, "Patronage Theory: Cutting Edge III Conference." (1993).

Conference Attendance, "American Marketing Association Summer Conference," American Marketing Association. (1992).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (1992).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1992).

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

Meeting Attendance, "Annual Meeting of the Society for Cross-Cultural Research," Society for Cross-Cultural Research. (1992).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (1991).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1991).

Conference Attendance, "Conference on Family/Household Behavior." (1991).

Conference Attendance, "Patronage Theory Conference." (1991).

Conference Attendance, "Special Conference on Time and Consumer Behavior." (1991).

Conference Attendance, "American Marketing Association Summer Conference," American Marketing Association. (1990).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1990).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1990).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1989).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1989).

Conference Attendance, "Macromarketing Conference." (1989).

Conference Attendance, "Southern Marketing Association Conference," Southern Marketing Association. (1989).

Symposium Attendance, "Patronage Behavior and Retail Strategy Symposium." (1989).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (1988).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1987).

Conference Attendance, "Academy of International Business Conference," Academy of International Business. (1986).

Conference Attendance, "ACPT Conference," ACPT. (1986).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (1986).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1986).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1986).

Workshop, "American Marketing Association Workshop on Culture and Subculture," American Marketing Association. (1986).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1985).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1985).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1984).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1984).

Conference Attendance, "DSI Conference," DSI. (1984).

Workshop, "American Marketing Association Microcomputer Workshop," American Marketing Association. (1984).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (1983).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1983).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1983).

Conference Attendance, "DSI Conference," DSI. (1983).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1983).

Conference Attendance, "Third International Conference on Decision Support Systems Transactions." (1983).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1982).

Conference Attendance, "DSI Conference," DSI. (1982).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1982).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1981).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1981).

Conference Attendance, "DSI Conference," DSI. (1981).

Conference Attendance, "Patronage Theory Conference." (1981).

Festival Attendance, "Southwest Cultural Heritage Festival." (1981).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1980).

Conference Attendance, "DSI Conference," DSI. (1980).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1980).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1979).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1979).

Conference Attendance, "DSI Conference," DSI. (1979).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1978).

Conference Attendance, "DSI Conference," DSI. (1978).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1978).

Conference Attendance, "American Marketing Association Fall Conference," American Marketing Association. (1977).

Conference Attendance, "APA Conference," APA. (1977).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1977).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1977).

Conference Attendance, "DSI Conference," DSI. (1977).

Conference Attendance, "Southwest DSI Conference," Southwest DSI. (1977).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1977).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1976).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1975).

Conference Attendance, "DSI Conference," DSI. (1975).

Conference Attendance, "Midwest DSI Conference," Midwest DSI. (1975).

Conference Attendance, "Southern Management Association Conference," Southern Management Association. (1975).

Conference Attendance, "Southwest DSI Conference," Southwest DSI. (1975).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1975).

Conference Attendance, "Western DSI Conference," Western DSI. (1975).

Conference Attendance, "DSI Conference," DSI. (1974).

Symposium Attendance, "Symposium on Doctoral Research in Marketing." (1973).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

MRKT 443, Consumer Behavior, 4 courses.

MRKT 453, International Marketing, 8 courses.

MRKT 822, Survey Buyer Behavior, 2 courses.

MRKT 972, Behavioral Research, 2 courses.

Directed Student Learning

Doctorate (committee chair/supervisor)

Doctorate (committee chair/supervisor), Marketing. (June 2009 - Present).

Advised: Tim Reilly

Doctorate (committee chair/supervisor), Marketing. (August 2006 - April 2009).

Advised: Robert Harrison

Doctorate (committee chair/supervisor), Marketing. (August 2005 - August 2008).

Advised: Aubrey Fowler

Doctorate (committee chair/supervisor), Marketing. (May 2005 - May 2007).

Advised: Maia Beruchashvili

Doctorate (committee chair/supervisor), Marketing. (June 2003 - May 2007).

Advised: Mariam Beruchashvili

Doctorate (committee chair/supervisor), Marketing. (August 2003 - May 2006).

Advised: Seungwoo Chun

Doctorate (committee co-chair)

Doctorate (committee co-chair), Marketing. (2007 - 2008).

Advised: Amber Epp

Doctorate (committee co-chair), Marketing. (May 2005 - August 2007).

Advised: Daniel Shen

Doctorate (committee co-chair), Marketing. (August 2004 - May 2007).

Advised: Risto Moisio

Doctorate (committee member)

Doctorate (committee member), Marketing. (January 2007 - December 2009).

Advised: Eddie Nowlin

Doctorate (committee member). (2008 - August 2009).

Advised: Mike Krush

Doctorate (committee member), Other (Outside University of Nebraska-Lincoln). (2004 - 2008).
Advised: Anne Herman

Doctorate (committee member), Marketing. (August 2006 - August 2008).
Advised: Clinton Lanier

Doctorate (committee member), Other (Within University of Nebraska-Lincoln). (2003 - 2005).
Advised: Hong-Youn Kim

Doctorate (committee member), Marketing. (August 2003 - August 2005).
Advised: Avinash Malshe

Doctorate (committee thesis reader)

Doctorate (committee thesis reader), Other (Outside University of Nebraska-Lincoln). (May 2009 - August 2009).
Advised: Miranda Miroso

Masters (committee member)

Masters (committee member). (January 2006 - May 2006).
Advised: Sean Morrison

Postbaccalaureate

Postbaccalaureate, Marketing. (August 2010 - Present).
Advised: Tim Reilly

Postbaccalaureate. (May 2010 - July 2010).
Advised: Justine Rapp

Postbaccalaureate. (May 2010 - June 2010).
Advised: Shipra Gupta

Postbaccalaureate. (January 2010 - May 2010).
Advised: Sarah Andrews

Postbaccalaureate, Other (Within University of Nebraska-Lincoln). (January 2009 - May 2009).
Advised: Julia Stumkat

Postbaccalaureate, Marketing. (January 2006 - May 2006).
Advised: Manuela Allerman

Postbaccalaureate. (August 2005 - May 2006).
Advised: Sean Morrison

Postbaccalaureate, Marketing. (July 2005 - October 2005).
Advised: Julie Pennington

UCARE

UCARE. (August 2010 - Present).
Advised: Kye Le Ho

UCARE. (May 2009 - August 2009).
Advised: Alexandra Hein

Undergraduate

Undergraduate. (August 2010 - December 2010).
Advised: Andrea Martinez

Undergraduate, Marketing. (June 2005 - July 2005).
Advised: Uluc Sozuoz

Awards and Honors

Excellence in Graduate Education Award, University of Nebraska. (2007).

Certificate of Recognition for Contributions to Students, UNL Parents Association. (2001).

Faculty, AMA Consortium on Teaching. (1990).

Outstanding Graduate Teacher, Graduate Student Council, Oklahoma State University. (1986).

RESEARCH

Published Intellectual Contributions

Books

GENTRY, J. W. (1990). *A Guide to Experiential Learning and Simulation Gaming*. Association for Business Simulation and Experiential Learning.

Book Chapters

GENTRY, J. W. (2011). In Jagdish N Sheth and Naresh K Malhotra (Ed.), *Family Buying* (vol. 3). Wiley Encyclopedia of Marketing.

Epp, A., GENTRY, J. W., Harrison, R., Baker, S. (2011). *Family*. London: Family.

GENTRY, J. W., Baker, S. M. (2007). In Russell W. Belk (Ed.), *Framing the Research and Avoiding Harm: Representing the Vulnerability of Consumers*. Edward Elgar Publications.

GENTRY, J. W., Jun, S., Chun, S., Kang, H., Ko, G. (2005). In Clifford J. Shultz II and Anthony Pecotich (Ed.), *The Two Koreas: Sharp Contrasts, but a Common Heritage*. New York: M.E. Sharpe.

GENTRY, J. W., Dahab, D. (1999). In Rajeev Batra (Ed.), *Factors Relating to Supply Stability and Reduction on Opportunism in Transitional Channels on Distribution*. Boston: Kluwer Academic Publishers.

GENTRY, J. W., Martin, M., Hill, R. (1999). In Macklin and Carlson (Ed.), *The Beauty Myth and the Persuasiveness of Advertising: A Look at Adolescent Girls and Boys*. Thousand Oaks, California: Sage.

GENTRY, J. W., Jun, S., Ko, G., Kang, H. (1998). In Anthony Pecotich and Clifford J. Schultz (Ed.), *The Changing Consumer in Korea*. Sidney: Wiley.

GENTRY, J. W., Goodwin, C. (1997). *The Role of Services During Consumer Transition* (vol. 8).

- GENTRY, J. W., Wilcox, J. S., Ko, G., Stricklin, M., Jun, S. (1996). *Advertising Presentations of the Independent versus Interdependent Self to Korean and U.S. College Students* (vol. 7).
- GENTRY, J. W., Goodwin, C. (1995). *Social Support for Decision-Making During Grief*.
- GENTRY, J. W., Burns, A. C., Wolfe, J. (1990). *A Cornucopia of Considerations in Evaluating the Effectiveness of Experiential Pedagogues*.
- GENTRY, J. W. (1990). *What is Experiential Learning*.

Refereed Journal Articles

- GENTRY, J. W., CARLSON, L., R. H. Family Public Policy in the United States. *Journal of Macromarketing*, 30(4), 320-330.
- GENTRY, J. W., Harrison, R. L. (2010). Is Advertising a Barrier to Male Movement toward Gender Change?. *Is Advertising a Barrier to Male Movement toward Gender Change?*.
- GENTRY, J. W., Mittelstaedt, R. A. (2010). Remittances as Social Exchange: The Critical, Changing Role of Family as the Social Network. *Journal of Macromarketing*.
- McGinnis, L. P., GENTRY, J. W., McQuillan, J. (2009). Ritual-Based Behavior that Reinforces Hegemonic Masculinity in Golf: Variations in Women Golfers' Responses. *Leisure Sciences*, 31, 19-36.
- McGinnis, L. P., GENTRY, J. W. (2009). Underdog Consumption: An Exploration into Meanings and Motives. *Journal of Business Research*, 62(2), 191-199.
- Broekemier, G., Marquardt, R. A., GENTRY, J. W. (2008). An Exploration of Happy/Sad and Liked/Disliked Music Effects on Shopping Intentions in a Women's Clothing Store Service Setting. *Journal of Services Marketing*, 1(22), 59-67.
- McGinnis, L. P., GENTRY, J. W., Gao, T. (2008). The Impact of Flow and Communitas on Enduring Involvement in Extended Service Encounters. *Journal of Service Research*, 11(1), 74-90.
- Witte, C. L., Grunhagen, M., GENTRY, J. W. (2008). An empirical investigation of framing effects in negotiations: A study of single-family home sales. *Psychology & Marketing*, 25(5), 465-484.
- GENTRY, J. W., Putrevu, S., Shultz II, C. (2006). The effects of counterfeiting on consumer search. *Journal of Consumer Behaviour*, 5(3), 245-256.
- Hyun, Y. J., GENTRY, J. W., Park, C., Jun, S. (2006). An Investigation of Newspaper Ad Memory As Affect Context Involvement and Ad Size--A Korean Case. *Journal of Current Issues and Research in Advertising*, 28(1), 45-56.
- McGinnis, L., GENTRY, J. W. (2006). Getting Past the Red Tees: Constraints Women Face in Golf and Strategies to Help Them Stay. *Journal of Sports Management*.
- GENTRY, J. W., Baker, S. M., Rittenburg, T. (2005). Building Understanding of the Domain of Consumer Vulnerability. *Journal of Macromarketing*(25).
- GENTRY, J. W., Commuri, S. (2005). Resource Allocation in Households with Women as Chief Wage Earners. *Journal of Consumer Research*(32).

- GENTRY, J. W., Stephens, D., Hill, R. P. (2005). A Consumer-Behavior Perspective on Domestic Violence. *Journal of Contemporary Ethnography*(34).
- GENTRY, J. W., Commuri, S., Jun, S. (2003). A Review of the Literature on Gender in the Household. *Academy of Marketing Science Review*. www.amsreview.org/articles/gentry01-2003.pdf
- GENTRY, J. W., Grunhagen, M., Grove, S. J. (2003). Store Hour Changes in Germany: Results of a Longitudinal Study of Consumer Attitudes toward Saturday Shopping. *European Journal of Marketing*, 11/12(37).
- GENTRY, J. W., Jun, S., Putrevu, S., Hyun, Y. J. (2003). The Influence of Editorial Context on Consumer Response to Advertisements in a Specialty Magazine. *Journal of Current Issues and Research in Advertising*(25).
- GENTRY, J. W., Jun, S., Hyun, Y. J., Song, C.-S. (2001). The Relative Influence of Affective Experience on Consumer Satisfaction under Positive versus Negative Discrepancies. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*(14).
- GENTRY, J. W., Jun, S., Hyun, Y. J. (2001). Cultural Adaptation of Business Expatriates in the Host Marketplace. *Journal of International Business Studies*.
- GENTRY, J. W., Cho, B. J., Kwon, U., Jun, S. (2000). Cultural Values Reflected in Theme and Execution: A Comparative Analysis of U.S. and Korean TV Commercials. *Journal of Advertising*.
- GENTRY, J. W., Commuri, S. (2000). Opportunities for Family Research in Marketing. *Journal of Services Marketing*. amsreview.org/amsreview/theory/commuri08-00.html
- GENTRY, J. W., Goodwin, C. (2000). Life Transition as a Basis for Segmentation. *Journal of Segmentation in Marketing*.
- GENTRY, J. W., Macintosh, G. (1999). Decision Making in Personal Selling: Testing the 'KISS' Principle. *Psychology & Marketing*.
- GENTRY, J. W., Holland, J. (1999). Ethnic Consumer Reaction to Targeted Marketing: A Theory of Intercultural Accommodation. *Journal of Advertising*.
- GENTRY, J. W., Burns, A. C. (1998). Motivating Students to Engage in Experiential Learning: A Tension-to-Learn Theory. *Simulation & Gaming*.
- GENTRY, J. W., Martin, M. (1997). Stuck in the Model Trap: The Effects of Beautiful Models in Ads on Female Pre-Adolescents and Adolescents. *Journal of Advertising*.
- GENTRY, J. W., Jun, S., Lee, S. (1997). The Effects of Acculturation on Commitment to the Parent Company and the Foreign Operation. *International Business Review*.
- Dahab, D., GENTRY, J. W., SOHI, R. S. (1996). Interest Domination as a Framework for Exploring Channel Changes in Transitional Economies. *Journal of Macromarketing*, 16(2), 8-23.
- GENTRY, J. W., Macintosh, G. (1995). Cognitive Process Differences Between Discrete and Relational Exchange. *International Business Review*.

- GENTRY, J. W., Jun, S., Tansuhaj, P. (1995). Consumer Acculturation Processes and Cultural Conflict: How Generalizable Is A North American Model for Marketing Globally. *Journal of Business Research*.
- KENNEDY, P. F., GENTRY, J. W., Paul, K., Hill, R. P. (1995). Family Transitions During Grief: Discontinuities in Household Consumption Patterns. *Journal of Business Research*, 34.
- GENTRY, J. W., Goodwin, C. (1995). Social Support for Decision Making During Grief. *American Behavioral Scientist*.
- KENNEDY, P. F., GENTRY, J. W., Macintosh, G. (1995). Marketing Implications of the Expected Role of Physicians in Family Decisions Concerning the Institutionalization of the Elderly. *Psychology & Marketing*.
- KENNEDY, P. F., GENTRY, J. W., Paul, K., Hill, R. P. (1994). The Vulnerability of Those in Grief: Implications for Public Policy. *Journal of Public Policy and Marketing*.
- GENTRY, J. W., Burns, A., Fritzsche, D. (1993). Administration Issues in the Used Computer Simulation Games. *Marketing Education Review*.
- GENTRY, J. W., BALL, A. D., Jun, S. (1993). Modes of Consumer Acculturation. *Advances in Consumer Research*.
- GENTRY, J. W., Macintosh, G., Anglin, K. (1992). Relationship Development in Selling: A Cognitive Analysis. *Journal of Personal Selling and Sales Management*.
- GENTRY, J. W., Burns, A. C. (1992). The Use of Computer Simulation Games in Marketing: Past, Present, and Future. *Marketing Education Review*.
- GENTRY, J. W., Tansuhaj, P., John, J., Manzer, L. L., Cho, B. J. (1991). A Cross-National Investigation of Innovation Resistance. *International Marketing Review*.
- GENTRY, J. W., Mowen, J. C., Tasaki, L. (1991). Salesperson Evaluation: A Systematic Structure for Reducing Judgmental Biases. *Journal of Personal Selling and Sales Management*.
- GENTRY, J. W., Burns, A. C., Balloffet, P. (1990). Prise de Decision dans la Famille: Une Bibliographie Selective (1980-1990). *Recherche et Applications en Marketing*.
- GENTRY, J. W., Joag, S. G., Mowen, J. C. (1990). Rick Perceptions in a Simulated Industrial Purchasing Task: The Effects of Single Versus Multi-Play Decisions. *Journal of Behavioral Decision Making*.
- GENTRY, J. W., Stoltman, J., Anglin, K., Burns, A. C. (1990). Situational Influences on the Consumer Decision Sequence. *Journal of Business Research*.
- GENTRY, J. W., Good, L., Sisler, G. F. (1990). The Role of Work-Family Conflict in Relation to Job Attitudes Held by Retail Managers. *Home Economics Research Journal*.
- GENTRY, J. W., Anglin, K., Stoltman, J. (1990). The Congruence of Manager Perceptions of Salesperson Performance and Knowledge-Based Measures of Adoptive Selling. *Journal of Personal Selling and Sales Management*.
- GENTRY, J. W., Fairhurst, A. E., Good, L. (1989). Fashion Involvement: An Instrument Validation Procedure. *Clothing and Textiles Research Journal*.

- GENTRY, J. W., Good, L., Sisler, G. F. (1988). Antecedents of Turnover Intentions Among Retail Management Personnel. *Journal of Retailing*.
- GENTRY, J. W., John, J., Tansuhaj, P., Manzer, L. L. (1988). Lumpkin's Abbreviated Version of Rotter's Focus of Control Scale: How Reliable Is It?. *Psychological Reports*.
- GENTRY, J. W., Jackson, G. C., Morgan, F. W. (1988). PROLOG: A Business Logistics Simulation Game. *Journal of Marketing Education*.
- GENTRY, J. W., Tansuhaj, P. (1987). Firm Differences in Perceptions of the Facilitating Role of Foreign Trade Zones in Global Marketing and Logistics. *Journal of International Business Studies*.
- GENTRY, J. W., Painton, S. (1985). Another Look at the Impact of Information Presentation. *Journal of Consumer Research*.
- GENTRY, J. W., Golden, S., Burns, A. C. (1984). An Analysis of Communication Barriers in Five Methods of Teaching Business Subjects. *The Journal of Business Communication*.
- GENTRY, J. W., Dickerson, M. D. (1983). Characteristics of Adopters and Non-Adopters of Home Computers. *Journal of Consumer Research*.
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- GENTRY, J. W., Stoltman, J. J., Yaprak, A., American Marketing Association Summer Conference, "Moving Marketing Education Toward the 21st Century: Achieving Relevancy, Competency, and Mastery," American Marketing Association. (1992).
- GENTRY, J. W., Burns, A. C., American Marketing Association Summer Conference, "Overview: Simulation Games in Marketing," American Marketing Association. (1992).

- GENTRY, J. W., Stoltman, J., American Marketing Association Summer Conference, "Using Focus Groups to Study Household Decision Processes and Choice," American Marketing Association. (1992).
- GENTRY, J. W., Stoltman, J. J., Morgan, F., Laczniak, R., American Marketing Association Winter Conference, "The Many Facets of Knowledge Revisited," American Marketing Association. (1992).
- GENTRY, J. W., Stoltman, J. J., Mehlhoff, C. E., Association for Business Simulation Experiential Learning Conference, "How Should We Measure Experiential Learning?," Association for Business Simulation Experiential Learning. (1992).
- GENTRY, J. W., Stoltman, J., Curtis, W. W., Association for Business Simulation Experiential Learning Conference, "What Is It That We Want Students to Learn: Process or Content," Association for Business Simulation Experiential Learning. (1992).
- GENTRY, J. W., Anglin, K., Stoltman, J. J., American Marketing Association Conference, "Salespeople Communication Strategy and Adaptive Selling," American Marketing Association. (1991).
- GENTRY, J. W., Hambley, D., Association for Business Simulation Experiential Learning Conference, "NEGAME: A Cross-Cultural Role-Play to Introduce Students to the Familiarization Stage of Negotiations," Association for Business Simulation Experiential Learning. (1991).
- GENTRY, J. W., Conference on Family/Household Behavior, "Family Decision Making Concerning Children's Video." (1991).
- GENTRY, J. W., Stoltman, J. J., Schibrowsky, J. A., Fairhurst, A. E., Patronage Theory Conference, "Implications of a Judgment vs. Choice Perspective of Shopping Behavior." (1991).
- GENTRY, J. W., Ko, G., Stoltman, J. J., Special Conference on Time and Consumer Behavior, "Measures of Personal Time Orientation." (1991).
- GENTRY, J. W., Ko, G., American Marketing Association Summer Conference, "Effects of One's Time Perspective on Judgments of the Probability of Future Product Failure: An Attribution Theory Approach," American Marketing Association. (1990).
- GENTRY, J. W., Hambley, D., American Marketing Association Summer Conference, "Research Directions for Cross-Cultural Marketing Negotiations," American Marketing Association. (1990).
- GENTRY, J. W., Schibrowsky, J. S., Association for Business Simulation Experiential Learning Conference, "A Transaction Cost Analysis of Experiential Learning," Association for Business Simulation Experiential Learning. (1990).
- GENTRY, J. W., Joan, S., Ekstrom, K., Association for Consumer Research Conference, "An Investigation of a Role/Goal Model of Wives' Role Overload Reduction Strategies," Association for Consumer Research. (1990).
- GENTRY, J. W., Stoltman, J. J., Anglin, K., Association for Consumer Research Conference, "Shopping Choices: The Case of Mall Choice," Association for Consumer Research. (1990).

- GENTRY, J. W., Ko, G., Association for Consumer Research Conference, "The Development of Time Orientation Measures for Use in Cross-cultural Research," Association for Consumer Research. (1990).
- GENTRY, J. W., Giamartino, G., Association for Business Simulation Experiential Learning Conference, "Duel (sic) Views of Internships as Experiential Learning," Association for Business Simulation Experiential Learning. (1989).
- GENTRY, J. W., Stoltman, J. J., Coulson, K. R., Association for Consumer Research Conference, "A Simulation Game As A Family Research Paradigm," Association for Consumer Research. (1989).
- GENTRY, J. W., Burns, A. C., Gillett, P. L., Rubinstein, M., Association for Consumer Research Conference, "An Exploratory Study of Playing, Gambling, Addiction and Links to Compulsive Consumption," Association for Consumer Research. (1989).
- GENTRY, J. W., Tansuhaj, P., Joby, J., Manzer, L. L., Cho, B.-J., Ko, G., Macromarketing Conference, "Men Care About Computers and Women About Fashion: Only in America?." (1989).
- GENTRY, J. W., Stoltman, J. J., Anglin, K., Patronage Behavior and Retail Strategy Symposium, "The Impact of 'Shopping-Trip Orientation' on Retail Perceptions." (1989).
- GENTRY, J. W., Robinson, P., Joag, S. G., Southern Marketing Association Conference, "Explaining Wives' Shopping Orientations Through Consideration of Their Work Role and Their Work Goal," Southern Marketing Association. (1989).
- GENTRY, J. W., Anglin, K., Stoltman, J., American Marketing Association Conference, "Cognitive Scripts and Personal Selling: An Exploratory Investigation," American Marketing Association. (1988).
- GENTRY, J. W., Tansuhaj, P., Manzer, L. L., John, J., Association for Consumer Research Conference, "Do Geographic Subcultures Vary Culturally?," Association for Consumer Research. (1987).
- GENTRY, J. W., Tahsuhaj, P., Jackson, G. C., Young, C. E., Academy of International Business Conference, "Developing a Model of Foreign Trade Zone Usage," Academy of International Business. (1986).
- GENTRY, J. W., Fairhurst, A. E., Good, L. K., ACPTC Conference, "Consumer Involvement: A Comparison of Measurement Techniques," ACPTC. (1986).
- GENTRY, J. W., Young, C. E., Bell, K., American Marketing Association Winter Conference, "Evaluating Sales Force Performance," American Marketing Association. (1986).
- GENTRY, J. W., John, J., Tansuhaj, P., Manzer, L. L., American Marketing Association Workshop on Culture and Subculture, "Fatalism as an Explanation of the Cross-cultural Differences in the Perception of Uncertainty in the Marketplace," American Marketing Association. (1986).
- GENTRY, J. W., Manzer, L., Association for Business Simulation Experiential Learning Conference, "Teaching the Evaluation of Salespersons Through the Use of A Simulation Game," Association for Business Simulation Experiential Learning. (1986).
- GENTRY, J. W., Wiener, J. L., Burnett, M., Association for Consumer Research Conference, "The Story, The Frame, and The Choice," Association for Consumer Research. (1986).

- GENTRY, J. W., Jackson, G. C., Morgan, F., Association for Business Simulation Experiential Learning Conference, "A Computerized Logistics Game for Micros," Association for Business Simulation Experiential Learning. (1985).
- GENTRY, J. W., Fisk, J. T., Fisk, R. P., Association for Business Simulation Experiential Learning Conference, "AIRWAYS: A MicroComputer Simulation of a Service Industry," Association for Business Simulation Experiential Learning. (1985).
- GENTRY, J. W., Association for Consumer Research Conference, "The Development of the Boundaries of Geographic Subcultures," Association for Consumer Research. (1985).
- GENTRY, J. W., Wiener, J., Miller, R. K., Association for Consumer Research Conference, "The Framing of the Insurance Purchase Decision," Association for Consumer Research. (1985).
- GENTRY, J. W., Jackson, G. C., Morgan, F., American Marketing Association Microcomputer Workshop, "A Mini-Logistics Game," American Marketing Association. (1984).
- GENTRY, J. W., Tice, T. F., Robertson, C. J., Gentry, M. J., Association for Business Simulation Experiential Learning Conference, "Simulation Gaming as a Means of Researching Substantive Issues: Another Look," Association for Business Simulation Experiential Learning. (1984).
- GENTRY, J. W., Joag, S., Hopper, J., Association for Consumer Research Conference, "Explaining Differences in Consumption by Working and Non-Working Wives," Association for Consumer Research. (1984).
- GENTRY, J. W., Robertson, C. J., Tice, T. F., DSI Conference, "Investigating the Effectiveness of Fear Appeals Through Simulation Gaming," DSI. (1984).
- GENTRY, J. W., Brown, T. L., Grove, S. J., McCain, G., Young, C., American Marketing Association Winter Conference, "A Causal Investigation of a Patronage Theory Model," American Marketing Association. (1983).
- GENTRY, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Do We Learn from Experience?," Association for Business Simulation Experiential Learning. (1983).
- GENTRY, J. W., Burns, A. C., Golen, S. P., Gentry, M. J., Association for Business Simulation Experiential Learning Conference, "Report on Programmatic Research on Perceived Learning Barriers with Simulation and Experiential Learning," Association for Business Simulation Experiential Learning. (1983).
- GENTRY, J. W., Sharda, R., Association for Business Simulation Experiential Learning Conference, "Teaching Competitive Bidding Using a DDS Generator," Association for Business Simulation Experiential Learning. (1983).
- GENTRY, J. W., Haley, D., Association for Consumer Research Conference, "Gender Schema Theory as A Predictor of Ad Recall," Association for Consumer Research. (1983).
- GENTRY, J. W., Mowen, J. C., DSI Conference, "Anchoring and Adjustment Effects in the Elicitation of Demographic and Purchase Data," DSI. (1983).
- GENTRY, J. W., Lehman, J., Manzer, L. L., Ellis, H. W., Southwest Marketing Association Conference, "The Readability of Warranties: Did They Improve After the Magnuson-Moss

- Act and Are They More Complex Than Other Product-Related Communications?," Southwest Marketing Association. (1983).
- GENTRY, J. W., Sharda, R., Third International Conference on Decision Support Systems Transactions, "Modeling for Competitive Bidding with IFPS." (1983).
- GENTRY, J. W., Pickett, G. M., Association for Business Simulation Experiential Learning Conference, "A Review of Channels Exercises and the Description of a New Alternative," Association for Business Simulation Experiential Learning. (1982).
- GENTRY, J. W., Manzer, L. L., Association for Business Simulation Experiential Learning Conference, "An Experiential Exercise Introducing Students to the Role Ambiguity Raced by Salespersons," Association for Business Simulation Experiential Learning. (1982).
- GENTRY, J. W., Burns, A. C., Golen, S. P., DSI Conference, "Perceived Communications Barriers to Learning Subject Matter Across Five Pedagogues, Four Disciplines, and Two Universities," DSI. (1982).
- GENTRY, J. W., DSI Conference, "Problems Faced in Implementing a Competitive Bidding Model," DSI. (1982).
- GENTRY, J. W., Manzer, L. L., Wilson, T. L., Southwest Marketing Association Conference, "Shopping and Personal Characteristics of the Discontented Elderly Consumer," Southwest Marketing Association. (1982).
- GENTRY, J. W., Hussey, W. W., Ellis, H. W., Southwest Marketing Association Conference, "The Role of Marketing Management in the Growth of CPA Firms," Southwest Marketing Association. (1982).
- GENTRY, J. W., Miller, S., American Marketing Association Patronage Theory Conference, "Competition and Retail Structure: An Empirical Assessment," American Marketing Association. (1981).
- GENTRY, J. W., Brown, T. L., American Marketing Association Patronage Theory Conference, "The Attitudinal Impact of the Presence of National Chain Department Stores Downtown: A Tale of Two Towns," American Marketing Association. (1981).
- GENTRY, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Operationalizing a Test of a Model of the Use of Simulation Games and Experiential Exercises," Association for Business Simulation Experiential Learning. (1981).
- GENTRY, J. W., Association for Consumer Research Conference, "Impact on Credit Decisions On Shopping Behavior," Association for Consumer Research. (1981).
- GENTRY, J. W., DSI Conference, "Modeling the Product Life Cycle: A Methodological Study of Basic Models," DSI. (1981).
- GENTRY, J. W., Grove, S. J., Southwest Cultural Heritage Festival Conference, "Consumer Markets in the Southwest," Southwest Cultural Heritage Festival. (1981).
- GENTRY, J. W., Wolfe, J. A., Association for Business Simulation Experiential Learning Conference, "ABSEL: The State of the Association-Empirical Findings," Association for Business Simulation Experiential Learning. (1980).

- GENTRY, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Moving Toward a 'Theory' of the Use of Simulation Games and Experiential Exercises," Association for Business Simulation Experiential Learning. (1980).
- GENTRY, J. W., Association for Business Simulation Experiential Learning Conference, "The Effects of Group Size on Attitudes Toward A Simulation Game," Association for Business Simulation Experiential Learning. (1980).
- GENTRY, J. W., Chintakananda, A., DSI Conference, "An Analysis of the Classical and Bayesian Approaches to Sample Size Determination," DSI. (1980).
- GENTRY, J. W., Mowen, J. C., DSI Conference, "Anchor Effects in Survey Research," DSI. (1980).
- GENTRY, J. W., Caldwell, C., Miller, J., DSI Conference, "Estimating the Cost of Misclassifying Retail Credit Risks," DSI. (1980).
- GENTRY, J. W., Manzer, L. L., Burns, A. C., DSI Conference, "Growth in Savings Customers: More from Current, Rather Than New, Customers," DSI. (1980).
- GENTRY, J. W., McCain, K. G., Southwest Marketing Association Conference, "Testing the Novelty Postage Hypothesis in Mail Questionnaire Response Rates," Southwest Marketing Association. (1980).
- GENTRY, J. W., McCain, K. G., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Relating Teaching Methods with Educational Objectives in the Business Curriculum," Association for Business Simulation Experiential Learning. (1979).
- GENTRY, J. W., Association for Business Simulation Experiential Learning Conference, "Teaching PERT Experientially in Marketing Research," Association for Business Simulation Experiential Learning. (1979).
- GENTRY, J. W., Bonczkowski, M. H., Caldwell, C. W., Association for Business Simulation Experiential Learning Conference, "The Use of Program CVP in Teaching Cost-Volume-Profit Analysis," Association for Business Simulation Experiential Learning. (1979).
- GENTRY, J. W., Brown, T. L., Association for Consumer Research Conference, "Developing a Bayesian Measure of Brand Loyalty: A Second Look," Association for Consumer Research. (1979).
- GENTRY, J. W., DSI Conference, "Base Rate Research--Some Inconsistencies?," DSI. (1979).
- GENTRY, J. W., Zikmund, W. G., Darnaby, J. R., DSI Conference, "Profitability Analysis in a Savings and Loan," DSI. (1979).
- GENTRY, J. W., Western DSI Conference, "Base Rate Research--Some Inconsistencies?," DSI. (1979).
- GENTRY, J. W., Bonczkowski, M. H., Caldwell, C. W., Association for Business Simulation Experiential Learning Conference, "The Use of Program BAYAUD in the Teaching of Audit Sampling," Association for Business Simulation Experiential Learning. (1978).
- GENTRY, J. W., Donnelly, D., DSI Conference, "Does the Use of a Utility Model Help in the Job Choice Decision?," DSI. (1978).

- GENTRY, J. W., Doering, M., Southern Marketing Association Conference, "The Validity of Survey Responses When the Data Are Verifiable," Southern Marketing Association. (1978).
- GENTRY, J. W., Doering, M., American Marketing Association Fall Conference, "Masculinity-Femininity Related to Consumer Choice," American Marketing Association. (1977).
- GENTRY, J. W., Doering, M., APA Conference, "Need for Achievement and Risk Handling," APA. (1977).
- GENTRY, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Some Thoughts on a 'Theory' of the Use of Games and Experiential Exercises," Association for Business Simulation Experiential Learning. (1977).
- GENTRY, J. W., Doering, M., O'Brien, T. V., Association for Consumer Research Conference, "Masculinity and Femininity Factors in Product Perception and Self-Image," Association for Consumer Research. (1977).
- GENTRY, J. W., Brown, T. L., O'Brien, T., DSI Conference, "Investigation of the Use of Combination Rules in Consumer Information Processing," DSI. (1977).
- GENTRY, J. W., Burns, A. C., Southwest DSI Conference, "Shopping Center Choice Criteria, Performance Evaluations and Patronage," DSI. (1977).
- GENTRY, J. W., Jones, C. C., Southwest Marketing Association Conference, "Attitudes of Rural Consumers Toward Business," Southwest Marketing Association. (1977).
- GENTRY, J. W., Jauch, L., Association for Business Simulation Experiential Learning Conference, "Interactive Simulation as a Supplementary Instructional Tool: Its Relation to Performance in a Business Simulation," Association for Business Simulation Experiential Learning. (1976).
- GENTRY, J. W., Reutzel, E. T., Association for Business Simulation Experiential Learning Conference, "Teaching Inventory Control via Computer Interaction with Increasing Complexity," Association for Business Simulation Experiential Learning. (1976).
- GENTRY, J. W., Brown, T. L., Association for Business Simulation Experiential Learning Conference, "Simulation: A Frustration, A 'Game,' or a Meaningful Learning Experience," Association for Business Simulation Experiential Learning. (1975).
- GENTRY, J. W., Caldwell, C., Holtman, G., DSI Conference, "An Expanded Interactive Approach to Bayesian Sampling Procedures for Auditors," DSI. (1975).
- GENTRY, J. W., Jauch, L. R., Chalfant, J. L., DSI Conference, "Faculty Evaluation: the Need to Individualize Criteria for Performance Evaluation," DSI. (1975).
- GENTRY, J. W., Midwest DSI Conference, "The Measurement of Subjective Likelihood's in Relevant Situations: The Use of Likelihood Surrogates," DSI. (1975).
- GENTRY, J. W., Jauch, L. R., Chalfant, J. L., Southern Management Association Conference, "Academic Orientations and the Perceptions of Faculty Evaluations," Southern Management Association. (1975).
- GENTRY, J. W., Southwest DSI Conference, "On the Use of A Bayesian Framework in the Measurement of Consumer Opinion Change," DSI. (1975).

- GENTRY, J. W., Brown, T. L., Southwest Marketing Association Conference, "The Impact of Product Trial on Consumer Attitudes," Southwest Marketing Association. (1975).
- GENTRY, J. W., Reutzler, E. T., Western DSI Conference, "Bayesian Information Processing: A Consumer-Oriented Task Versus the Bookbag and Pokerchip Paradigm," DSI. (1975).
- GENTRY, J. W., DSI Conference, "A Modified Bayesian Model of the Manner in Which Consumers Revise Purchase Probabilities Upon the Receipt of Information," DSI. (1974).
- GENTRY, J. W., Third Annual Albert Haring Symposium on Doctoral Research in Marketing, "Bayes' Theorem as a Model of Consumer Opinion Change." (1973).

Presentations Given

- SIMON, R. G. (Presenter & Author), GENTRY, J. W. (Author Only), Symposium on Enhancing Learning and Teaching at UNL: Looking Back and Forward, "USE OF A SIMULATION IN A LARGE CLASS ENVIRONMENT FOR A MARKETING PRINCIPLES CLASS: A QUALITATIVE ANALYSIS OF WHETHER LEARNING OBJECTIVES WERE MET," Peer Review of Teaching Project, UNL. (February 10, 2011).
- 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).
- GENTRY, J. W. (Presenter & Author), McGinnis, L. (Presenter & Author), Association for Business Simulation Experiential Learning Conference, "Thoughts on How to Motivate Students Experientially," Association for Business Simulation Experiential Learning, Charleston. (2008).
- Harrison, R. (Presenter & Author), Veeck, A. (Author Only), GENTRY, J. W. (Author Only), CCT Conference, "Studying Lifetime Consumption Patterns of Elderly Consumers," Boston. (2008).
- Beruchashvili, M. (Presenter & Author), GENTRY, J. W. (Author Only), CCT Conference, "The Binding Force of Hope: Constructing Hope, Constructing Community," Boston. (2008).
- GENTRY, J. W., Harrison, R., Gender Conference, "Marketing Forces Slowing Male Movement toward Gender Neutral," Boston. (2008).
- GENTRY, J. W., Harrison, R., Macromarketing Conference, "The Negative Role of Advertising in the Changing Gender Norms within the Family," Clemson. (2008).
- GENTRY, J. W., McGinnis, L., Association for Business Simulation Experiential Learning Conference, "Experiential Teaching May Lead to Experiential Learning," Association for Business Simulation Experiential Learning, San Antonio. (2007).
- GENTRY, J. W., Dickinson, J. R., Burns, A. C., McGinnis, L. P., Park, J. Y., Association for Business Simulation Experiential Learning Conference, "The Role of Learning versus Performance Orientations when Reactions to Negative Outcomes in Simulation Games: Further Insights," Association for Business Simulation Experiential Learning, San Antonio. (2007).
- GENTRY, J. W., Harrison, R., Veeck, A., Association for Consumer Research Conference, "A Life Course Perspective of Family Meals Via the Life Grid Method," Association for Consumer Research, Memphis. (2007).

- GENTRY, J. W., Harrison, R., European Association for Consumer Research Conference, "Single Fathers and Household Production and Consumption: Their Story, and Their Children's," European Association for Consumer Research, Milan. (2007).
- GENTRY, J. W., Harrison, R., European Association for Consumer Research Conference, "Vulnerability of Single Fathers in the Transition to Their New Parental Role," European Association for Consumer Research, Milan. (2007).
- GENTRY, J. W., Beruchashvili, M., Asia Pacific Association for Consumer Research Conference, "'Let Them Eat Cake'—If They Want To; Consumer Experience of Self-Control in Dieting," Asia Pacific Association for Consumer Research, Sydney. (2006).
- GENTRY, J. W., Dickinson, J., Burns, A., McGinnis, L., Park, J. Y., Association for Business Simulation Experiential Learning Conference, "The Role of Learning versus Performance Orientations when Reacting to Negative Outcomes in Simulation Games," Association for Business Simulation Experiential Learning, San Francisco. (2006).
- GENTRY, J. W., McGinnis, L. P., Dickinson, J. R., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Students as Lab Rats: The Ethics of Conducting Non-Pedagogical Research in the Context of Classroom Simulations and Experiential Learning," Association for Business Simulation Experiential Learning, Orlando. (2005).
- GENTRY, J. W., Baker, S., Association for Consumer Research Conference, "A Consumer-Driven Definition and Model of Consumer Vulnerability," Association for Consumer Research, San Antonio. (2005).
- GENTRY, J. W., Beruchashvili, M., Price, L., European Association for Consumer Research Conference, "Striving to be Good: Moral Balance in Consumer Choice," European Association for Consumer Research, Goteborg. (2005).
- GENTRY, J. W., Epp, A., Baker, S., International Society of Marketing and Development Conference, "'Senses of Family' as Judged from Cross-Country Comparisons of Family Public Policies," International Society of Marketing and Development, Thessalonika, Greece. (2005).
- GENTRY, J. W., Baker, S., Rittenburg, T. L., Macromarketing Conference, "Consumer Vulnerability: What Do We REALLY Mean?," St. Petersburg. (2005).
- GENTRY, J. W., Baker, S., Macromarketing Conference, "What Marketing Does to Family," St. Petersburg. (2005).
- GENTRY, J. W., Dickinson, J. R., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "A Seminal Inventory of Basic Research Using Business Simulation Games," Association for Business Simulation Experiential Learning, Las Vegas. (2004).
- GENTRY, J. W., Jun, S., Lee, H., Association for Consumer Research Conference, "Effects of Global Cultural Positioning Advertisements," Association for Consumer Research, Seoul. (2004).
- GENTRY, J. W., Chun, S., McGinnis, L. P., Association for Consumer Research Conference, "Ritual Aspects of Sports Consumption: How Do Sports Fans Become Ritualized?," Association for Consumer Research, Seoul. (2004).

- GENTRY, J. W., Beruchashvili, M., Association for Business Simulation Experiential Learning Conference, "The Effect of Group Assignments on Individuals' Grades," Association for Business Simulation Experiential Learning, Baltimore. (2003).
- GENTRY, J. W., Chun, S., McGinnis, L. P., Association for Consumer Research Conference, "Cultural Differences in Fan Ritualization: A Cross-Cultural Perspective of the Ritualization of American and Japanese Baseball Fans," Association for Consumer Research, Toronto. (2003).
- GENTRY, J. W., McGinnis, L. P., Association for Consumer Research Conference, "Examining the Mediating Relationship of 'Play' on Ritual Enduring Involvement," Association for Consumer Research, Toronto. (2003).
- GENTRY, J. W., Malshe, A., Association for Consumer Research Conference, "Impact of Culture on Cognition: An Evaluation of Judgment and Choice Processes Through a Collectivist Lens," Association for Consumer Research, Toronto. (2003).
- GENTRY, J. W., Kropp, F., Shoham, A., European Association for Consumer Research Conference, "Consumer Information Processing under Chronic Pain and In Extremes," European Association for Consumer Research, Dublin. (2003).
- GENTRY, J. W., Heah, J., Putrevu, S., Shultz II, C. J., Macromarketing Conference, "The Globalization of Professional Sports and Counterfeiting of Sports Paraphernalia," Hartford. (2003).
- GENTRY, J. W., Grunhagen, M., Dorsch, M. J., American Marketing Association Winter Conference, "Does the Franchisor Provide Value to Franchisees? Past, Current and Future Value Assessments of Two Franchise Types," American Marketing Association. (2002).
- GENTRY, J. W., Jun, S., Hyun, Y. J., Commuri, S., Chun, S., Asia Pacific Association for Consumer Research Conference, "Behavioral Acculturation among Korean-Americans," Asia Pacific Association for Consumer Research, Beijing. (2002).
- GENTRY, J. W., Burns, A. C., Dickinson, J. R., Putrevu, S., Chun, S., Hongyan, Y., Williams, L., Bare, T., Gentry, R. A., Association for Business Simulation Experiential Learning Conference, "Managing the Curiosity Gap Does Matter: What Do We Need to Do about It?," Association for Business Simulation Experiential Learning, Pensacola. (2002).
- GENTRY, J. W., McGinnis, L. P., Association for Consumer Research Conference, "Playing Gender in the Family: Household Production Issues," Association for Consumer Research, Atlanta. (2002).
- GENTRY, J. W., Putrevu, S., Goh, J., Commuri, S., Cohen, J., Macromarketing Conference, "The Legitimacy of Counterfeits: Consumers Choosing Counterfeit Brands and Tourists Seeking Authentic Counterfeits," Sydney. (2002).
- GENTRY, J. W., Grunhagen, M., Grove, S., Marketing and Public Policy Conference, "Public Policy Implications of Changing Consumer Attitudes Toward Saturday Shopping: Evidence from Germany," Atlanta. (2002).
- GENTRY, J. W., McGinnis, L. P., American Marketing Association Conference, "Analyzing the Gender Gap in Participatory Golf Using a Ritual Dramaturgical Framework," American Marketing Association, Washington D.C.. (2001).

- GENTRY, J. W., Goodwin, C., American Marketing Association Winter Conference, "From Transition to Trajectory: The Life Course as a Concept for Consumer Research," American Marketing Association, Phoenix. (2001).
- GENTRY, J. W., Burns, A. C., Putrevu, S., Hongyan, Y., Williams, L., Bare, T., Gentry, R. A., Association for Business Simulation Experiential Learning Conference, "Motivating Students: An Initial Attempt to Operationalize the Curiosity Gap Model," Association for Business Simulation Experiential Learning, San Diego. (2001).
- GENTRY, J. W., McGinnis, L. P., Association for Consumer Research Conference, "The Masculine Hegemony in Sports: Is Golf for Ladies?," Association for Consumer Research, Austin. (2001).
- GENTRY, J. W., Hill, R., Stephens, D., The American Council on Consumer Interest Conference, "A Consumer Behavior Perspective on Domestic Violence Toward Women," The American Council on Consumer Interest, Washington D.C.. (2001).
- GENTRY, J. W., Commuri, S., American Marketing Association Winter Conference, "The WuLi Economy: Emic Narratives on Resource Management in Emerging Households," American Marketing Association, San Antonio. (2000).
- GENTRY, J. W., Putrevu, S., Lord, K., Association for Consumer Research Conference, "Consumer Grocers Search: Dimensions and Segments," Association for Consumer Research, Gold Coast, Australia. (2000).
- GENTRY, J. W., Putrevu, S., Shultz, C., Commuri, S., Association for Consumer Research Conference, "How Now Ralph Lauren? The Separation of Brand and Product in a Counterfeit Culture," Association for Consumer Research, Salt Lake City. (2000).
- GENTRY, J. W., Stephens, D. L., Hill, R. P., Commuri, S., Association for Consumer Research Conference, "Issues on Control in Two Extreme Household Types," Association for Consumer Research, Gold Coast, Australia. (2000).
- GENTRY, J. W., Putrevu, S., Shultz, C., Macromarketing Conference, "Cross Cultural and Home-County perspectives of IPR Infringements," Croatia. (2000).
- GENTRY, J. W., Hill, R. P., Stephens, D. L., Bristor, J., Wideman, J., American Marketing Association Winter Conference, "Why Doesn't She Leave? A Consumer-Behavior Perspective on Domestic Violence against Wives," American Marketing Association, St. Petersburg. (1999).
- GENTRY, J. W. (Presenter & Author), Association for Business Simulation Experiential Learning Conference, "Summary and Comments on my 1974 ABSEL Paper: 'Simulation: A Frustration, A Game, or a Meaningful Learning Experience,'" Association for Business Simulation Experiential Learning, Philadelphia. (1999).
- GENTRY, J. W., McGinnis, L., Association for Business Simulation Experiential Learning Conference, "The Need to Measure Variance in Experiential Learning and a New Statistic to Do So," Association for Business Simulation Experiential Learning, Philadelphia. (1999).
- GENTRY, J. W., Putrevu, S., Pecotich, A., Dahab, D. J., Shultz II, C. J., Macromarketing Conference, "Marketing Environments and 'Good' Consumers," Nebraska City. (1999).
- SOHI, R. S., GENTRY, J. W., Dahab, D., Bauer, A., Kenesei, Z., 27th EMAC Conference, "Social Relationships in a Transitional Economy Over Time: Does Market Development Change Embeddedness?," Stockholm, Sweden. (1998).

- GENTRY, J. W., Commuri, S., Creswell, J., Academy of Marketing Sciences Conference, "Women in the Work Force and Marital Influence: The Way It Is," Academy of Marketing Sciences, Delhi. (1998).
- GENTRY, J. W., Grunhagen, M., Skupa, L., AMS/SCRA Retailing Conference, "Insight into the Likely Consumer Response to Expanded Retail Hours Globally: An Investigation of the Emic Meaning of Saturday versus Sunday Shopping," AMS/SCRA, St. Louis. (1998).
- GENTRY, J. W., Commuri, S., Burns, A. C., Dickinson, J. R., Association for Business Simulation Experiential Learning Conference, "The Second Component to Experiential Learning: A Look Back at How ABSEL Has Handled to Conceptual and Operational Definitions on Learning," Association for Business Simulation Experiential Learning, Maui. (1998).
- GENTRY, J. W., Goodwin, C., Association for Consumer Research Conference, "Consumer (In) Decision Processes Following the Death of a Loved One," Association for Consumer Research, Montreal. (1998).
- GENTRY, J. W., Mozinich, N., Pecotich, A., Australian/New Zealand Marketing Association Conference, "The Role of Low Self-Monitoring in Innovations Resistance: The Case of Fashion Adoptions," Australian/New Zealand Marketing Association, Dunedin, New Zealand. (1998).
- GENTRY, J. W., Martin, M. C., Society for Consumer Psychology Conference, "Consumer (In) Decision Processes Following the Death of a Loved One," Society for Consumer Psychology, Austin. (1998).
- GENTRY, J. W., Martin, M. C., Society for Consumer Psychology Conference, "The Role of the Timing of Pubertal Development in Adolescents' Sense of Self and Advertising Evaluations," Society for Consumer Psychology, Austin. (1998).
- GENTRY, J. W., Witte, C. L., American Marketing Association Conference, "Communication of Salesperson Knowledge Within the Organization: A Focus on Influencing Factors," American Marketing Association, Chicago. (1997).
- GENTRY, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Thoughts About the Measurement of Learning: The Case for Guided Learning and Associated Measurement Issues," Association for Business Simulation Experiential Learning. (1997).
- GENTRY, J. W., Goodwin, C., Association for Consumer Research Conference, "The Grieving Process: The Most Unpleasant Transition," Association for Consumer Research. (1997).
- GENTRY, J. W., Martin, M. C., Association for Consumer Research Conference, "The Role of Esteem-Relevance and Perceived Control in Determining the Effects of Physically Attractive Models in Advertising on Female and Male Adolescents," Association for Consumer Research, Stockholm, Sweden. (1997).
- GENTRY, J. W., Kilbourne, W., European Association for Consumer Research Conference, "Our Economic Roots: The Harm Done to Consumer Research," European Association for Consumer Research, Stockholm, Sweden. (1997).
- GENTRY, J. W., Dahab, D., Macromarketing Conference, "The Influence of Public Policy on the Production and Consumption Roles of Family," Bergen, Norway. (1997).

- GENTRY, J. W., Dahab, D., Hambley, D., Su, W., Marquardt, R. A., Sixth International Conference on Marketing and Development, "Insights on the Evolution of Retail Structure in Albania," Mangalia, Romania. (1997).
- SOHI, R. S., Dahab, D. J., GENTRY, J. W., Summer Educators' Conference, "Measuring the Nature of Retailer-Supplier Embeddedness: Differences in Meaning across Cultures," AMA. (1997).
- GENTRY, J. W., Association for Business Simulation Experiential Learning Conference, "Experiential Learning's Role in Motivating Students: A Model Based on Curiosity," Association for Business Simulation Experiential Learning. (1996).
- GENTRY, J. W., Holland, J., Association for Consumer Research Conference, "The Impact of Cultural Symbolism on Advertising Effectiveness: A Theory of Intercultural Accommodation," Association for Consumer Research. (1996).
- GENTRY, J. W., Joag, S., Ekstrom, K., Association for Consumer Research Conference, "The Role of Goals in Family Decision Making," Association for Consumer Research, Australia. (1996).
- GENTRY, J. W., Dahab, D., Bauer, A., Kenesi, Z., European Marketing Association Conference, "Relational Embeddedness in Retailer-Supplier Transactions in Hungary," European Marketing Association. (1996).
- GENTRY, J. W., Goodwin, C., Fourth International Research Seminar in Services, "The Role of Services During Consumer Transitions." (1996).
- GENTRY, J. W., Martin, M., KENNEDY, P. F., Gender and Consumer Research Conference, "Gender and Age Differences in the Importance of Physical Attractiveness: Advertising Presentation and Motives for Comparison for Pre-Adolescent Children." (1996).
- GENTRY, J. W., Witte, C., Parasarathy, M., American Marketing Association Summer Conference, "Subliminal Perception Versus Subliminal Persuasion: A Re-examination of the Basic Issues," American Marketing Association. (1995).
- GENTRY, J. W., Association for Business Simulation Experiential Learning Conference, "How the Search for Realism Resulted in Hopeless Confounding," Association for Business Simulation Experiential Learning. (1995).
- GENTRY, J. W., Baker, S., Association for Consumer Research Conference, "Kids as Collectors: A Phenomenological Study of First and Fifth Graders," Association for Consumer Research. (1995).
- GENTRY, J. W., Martin, M., KENNEDY, P. F., Association for Consumer Research Conference, "Why Some Girls Are Harmed by the Presence of Beautiful Models in Ads and Others Benefit: Investigating the Convolved Role of Motives for Consumption," Association for Consumer Research. (1995).
- GENTRY, J. W., Wilcox, J. S., Ko, G., Strickland, M., Jun, S., Joint Korean/American Marketing Association Conference, "Advertising Presentations of the Independent Versus Interdependent Self to Korean and U.S. College Students," Joint Korean/American Marketing Association. (1995).
- GENTRY, J. W., Macintosh, G., National Conference in Sales Management, "Dimensions of Selling Strategy." (1995).

- GENTRY, J. W., Martin, M. C., American Marketing Association Conference, "Assessing the Internalization of Physical Attractiveness Norms," American Marketing Association. (1994).
- GENTRY, J. W., Dahab, D., Su, W., American Marketing Association Conference, "The Role of Individual Differences and Social Expectation in Encouraging Recycling Behavior," American Marketing Association. (1994).
- 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).
- GENTRY, J. W., Macintosh, G., Stoltman, J. J., Wilson, K., Association for Business Simulation Experiential Learning Conference, "Implications of the Trend Toward Relationships Marketing for Experiential Learning," Association for Business Simulation Experiential Learning. (1994).
- GENTRY, J. W., Dahab, D. J., Su, W., Association for Consumer Research Conference, "New Ways to Reach Recyclers: An Extension of the Model of Reasoned Action to Recycling Behaviors," Association for Consumer Research. (1994).
- GENTRY, J. W., Baker, S. M., Kraft, F. B., Association for Consumer Research Conference, "The Role of Possessions in Creating, Maintaining, and Preserving One's Identity: Variation Over the Life Course," Association for Consumer Research. (1994).
- GENTRY, J. W., Dahab, D. J., Macromarketing Conference, "Ethnodomination as a Framework for Exploring Channel Changes in Transitional Economies." (1994).
- GENTRY, J. W., McGinnis, L., National Conference in Sales Management, "The Role of Inference and Procedural Knowledge in Prospecting for New Customers." (1994).
- GENTRY, J. W., Tansuhaj, P., Wingender, J., Ko, G., Pan-Pacific Conference XI, "Measures of Time Orientation: Problems in Scale Development As Observed Across the U.S., Thai, and Hungarian Cultures." (1994).
- GENTRY, J. W., Stoltman, J. J., Morgan, F., American Marketing Association Conference, "Marketing Relationships: Further Considerations of the Marriage Metaphor with Implications for Maintenance and Recovery," American Marketing Association. (1993).
- GENTRY, J. W., Macintosh, G., Stoltman, J. J., American Marketing Association Winter Conference, "Reconsideration of the Structure of the Marketing Core Curriculum: Implications of the Trend Toward Relationship Marketing," American Marketing Association. (1993).
- GENTRY, J. W., Tansuhaj, P., Ko, G., American Marketing Association Winter Conference, "Searching for Etic and Emic Notions in Measures of Personal Time Orientation," American Marketing Association. (1993).
- GENTRY, J. W., KENNEDY, P. F., Association for Business Simulation Experiential Learning Conference, "A Doctoral Symposium: Preparing Students for Conference Behavior," Association for Business Simulation Experiential Learning. (1993).
- GENTRY, J. W., Macintosh, G., Stoltman, J., Association for Business Simulation Experiential Learning Conference, "A Systematic Approach to the Development and Evaluation of Experiential Exercises," Association for Business Simulation Experiential Learning. (1993).

- GENTRY, J. W., Bates, M. J., Association for Consumer Research Conference, "Keeping the Family Together: How We Survived Divorce," Association for Consumer Research. (1993).
- GENTRY, J. W., Jun, S., Tansuhaj, P., Fourth International Conference on Marketing and Development, "Acculturation Processes and Cultural Conflict: Implications for Marketing Globally," International Society of Marketing and Development. (1993).
- GENTRY, J. W., Macintosh, G., National Conference in Sales Management, "Similarity Cue Utilization: New Evidence and Suggestions for Salesperson/Customer Similarity Research." (1993).
- GENTRY, J. W., Stoltman, J. J., Fairhurst, A. E., Ko, G., Patronage Theory: Cutting Edge III Conference, "Exploring the Role of Knowledge and Involvement in Consumer Research." (1993).
- GENTRY, J. W., Stoltman, J. J., Yaprak, A., American Marketing Association Summer Conference, "Moving Marketing Education Toward the 21st Century: Achieving Relevancy, Competency, and Mastery," American Marketing Association. (1992).
- GENTRY, J. W., Burns, A. C., American Marketing Association Summer Conference, "Overview: Simulation Games in Marketing," American Marketing Association. (1992).
- GENTRY, J. W., Stoltman, J., American Marketing Association Summer Conference, "Using Focus Groups to Study Household Decision Processes and Choice," American Marketing Association. (1992).
- GENTRY, J. W., Stoltman, J. J., Morgan, F., Laczniak, R., American Marketing Association Winter Conference, "The Many Facets of Knowledge Revisited," American Marketing Association. (1992).
- SOHI, R. S., Jun, S., GENTRY, J. W., Karpisek, J., Annual Meeting of the Society for Cross-Cultural Research, "Acculturation Level: Between Home and Host, or at an Extreme." (1992).
- GENTRY, J. W., Stoltman, J. J., Mehlhoff, C. E., Association for Business Simulation Experiential Learning Conference, "How Should We Measure Experiential Learning?," Association for Business Simulation Experiential Learning. (1992).
- GENTRY, J. W., Stoltman, J., Curtis, W. W., Association for Business Simulation Experiential Learning Conference, "What Is It That We Want Students to Learn: Process or Content," Association for Business Simulation Experiential Learning. (1992).
- BALL, A. D., Jun, S., GENTRY, J. W., Association for Consumer Research Conference, "Modes of Consumer Acculturation," Association for Consumer Research. (1992).
- GENTRY, J. W., Anglin, K., Stoltman, J. J., American Marketing Association Conference, "Salespeople Communication Strategy and Adaptive Selling," American Marketing Association. (1991).
- GENTRY, J. W., Hambley, D., Association for Business Simulation Experiential Learning Conference, "NEGAME: A Cross-Cultural Role-Play to Introduce Students to the Familiarization Stage of Negotiations," Association for Business Simulation Experiential Learning. (1991).
- GENTRY, J. W., Conference on Family/Household Behavior, "Family Decision Making Concerning Children's Video." (1991).

- GENTRY, J. W., Stoltman, J. J., Schibrowsky, J. A., Fairhurst, A. E., Patronage Theory Conference, "Implications of a Judgment vs. Choice Perspective of Shopping Behavior." (1991).
- GENTRY, J. W., Ko, G., Stoltman, J. J., Special Conference on Time and Consumer Behavior, "Measures of Personal Time Orientation." (1991).
- GENTRY, J. W., Ko, G., American Marketing Association Summer Conference, "Effects of One's Time Perspective on Judgments of the Probability of Future Product Failure: An Attribution Theory Approach," American Marketing Association. (1990).
- GENTRY, J. W., Hambley, D., American Marketing Association Summer Conference, "Research Directions for Cross-Cultural Marketing Negotiations," American Marketing Association. (1990).
- GENTRY, J. W., Schibrowsky, J. S., Association for Business Simulation Experiential Learning Conference, "A Transaction Cost Analysis of Experiential Learning," Association for Business Simulation Experiential Learning. (1990).
- GENTRY, J. W., Joan, S., Ekstrom, K., Association for Consumer Research Conference, "An Investigation of a Role/Goal Model of Wives' Role Overload Reduction Strategies," Association for Consumer Research. (1990).
- GENTRY, J. W., Stoltman, J. J., Anglin, K., Association for Consumer Research Conference, "Shopping Choices: The Case of Mall Choice," Association for Consumer Research. (1990).
- GENTRY, J. W., Ko, G., Association for Consumer Research Conference, "The Development of Time Orientation Measures for Use in Cross-cultural Research," Association for Consumer Research. (1990).
- GENTRY, J. W., Giamartino, G., Association for Business Simulation Experiential Learning Conference, "Duel (sic) Views of Internships as Experiential Learning," Association for Business Simulation Experiential Learning. (1989).
- GENTRY, J. W., Stoltman, J. J., Coulson, K. R., Association for Consumer Research Conference, "A Simulation Game As A Family Research Paradigm," Association for Consumer Research. (1989).
- GENTRY, J. W., Burns, A. C., Gillett, P. L., Rubinstein, M., Association for Consumer Research Conference, "An Exploratory Study of Playing, Gambling, Addiction and Links to Compulsive Consumption," Association for Consumer Research. (1989).
- GENTRY, J. W., Tansuhaj, P., Joby, J., Manzer, L. L., Cho, B.-J., Ko, G., Macromarketing Conference, "Men Care About Computers and Women About Fashion: Only in America?." (1989).
- GENTRY, J. W., Stoltman, J. J., Anglin, K., Patronage Behavior and Retail Strategy Symposium, "The Impact of 'Shopping-Trip Orientation' on Retail Perceptions." (1989).
- GENTRY, J. W., Robinson, P., Joag, S. G., Southern Marketing Association Conference, "Explaining Wives' Shopping Orientations Through Consideration of Their Work Role and Their Work Goal," Southern Marketing Association. (1989).
- GENTRY, J. W., Anglin, K., Stoltman, J., American Marketing Association Conference, "Cognitive Scripts and Personal Selling: An Exploratory Investigation," American Marketing Association. (1988).

- GENTRY, J. W., Tansuhaj, P., Manzer, L. L., John, J., Association for Consumer Research Conference, "Do Geographic Subcultures Vary Culturally?," Association for Consumer Research. (1987).
- GENTRY, J. W., Tahsuhaj, P., Jackson, G. C., Young, C. E., Academy of International Business Conference, "Developing a Model of Foreign Trade Zone Usage," Academy of International Business. (1986).
- GENTRY, J. W., Fairhurst, A. E., Good, L. K., ACPTC Conference, "Consumer Involvement: A Comparison of Measurement Techniques," ACPTC. (1986).
- GENTRY, J. W., Young, C. E., Bell, K., American Marketing Association Winter Conference, "Evaluating Sales Force Performance," American Marketing Association. (1986).
- GENTRY, J. W., John, J., Tansuhaj, P., Manzer, L. L., American Marketing Association Workshop on Culture and Subculture, "Fatalism as an Explanation of the Cross-cultural Differences in the Perception of Uncertainty in the Marketplace," American Marketing Association. (1986).
- GENTRY, J. W., Manzer, L., Association for Business Simulation Experiential Learning Conference, "Teaching the Evaluation of Salespersons Through the Use of A Simulation Game," Association for Business Simulation Experiential Learning. (1986).
- GENTRY, J. W., Wiener, J. L., Burnett, M., Association for Consumer Research Conference, "The Story, The Frame, and The Choice," Association for Consumer Research. (1986).
- GENTRY, J. W., Jackson, G. C., Morgan, F., Association for Business Simulation Experiential Learning Conference, "A Computerized Logistics Game for Micros," Association for Business Simulation Experiential Learning. (1985).
- GENTRY, J. W., Fisk, J. T., Fisk, R. P., Association for Business Simulation Experiential Learning Conference, "AIRWAYS: A MicroComputer Simulation of a Service Industry," Association for Business Simulation Experiential Learning. (1985).
- GENTRY, J. W., Association for Consumer Research Conference, "The Development of the Boundaries of Geographic Subcultures," Association for Consumer Research. (1985).
- GENTRY, J. W., Wiener, J., Miller, R. K., Association for Consumer Research Conference, "The Framing of the Insurance Purchase Decision," Association for Consumer Research. (1985).
- GENTRY, J. W., Jackson, G. C., Morgan, F., American Marketing Association Microcomputer Workshop, "A Mini-Logistics Game," American Marketing Association. (1984).
- GENTRY, J. W., Tice, T. F., Robertson, C. J., Gentry, M. J., Association for Business Simulation Experiential Learning Conference, "Simulation Gaming as a Means of Researching Substantive Issues: Another Look," Association for Business Simulation Experiential Learning. (1984).
- GENTRY, J. W., Joag, S., Hopper, J., Association for Consumer Research Conference, "Explaining Differences in Consumption by Working and Non-Working Wives," Association for Consumer Research. (1984).
- GENTRY, J. W., Robertson, C. J., Tice, T. F., DSI Conference, "Investigating the Effectiveness of Fear Appeals Through Simulation Gaming," DSI. (1984).

- GENTRY, J. W., Brown, T. L., Grove, S. J., McCain, G., Young, C., American Marketing Association Winter Conference, "A Causal Investigation of a Patronage Theory Model," American Marketing Association. (1983).
- GENTRY, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Do We Learn from Experience?," Association for Business Simulation Experiential Learning. (1983).
- GENTRY, J. W., Burns, A. C., Golen, S. P., Gentry, M. J., Association for Business Simulation Experiential Learning Conference, "Report on Programmatic Research on Perceived Learning Barriers with Simulation and Experiential Learning," Association for Business Simulation Experiential Learning. (1983).
- GENTRY, J. W., Sharda, R., Association for Business Simulation Experiential Learning Conference, "Teaching Competitive Bidding Using a DDS Generator," Association for Business Simulation Experiential Learning. (1983).
- GENTRY, J. W., Haley, D., Association for Consumer Research Conference, "Gender Schema Theory as A Predictor of Ad Recall," Association for Consumer Research. (1983).
- GENTRY, J. W., Mowen, J. C., DSI Conference, "Anchoring and Adjustment Effects in the Elicitation of Demographic and Purchase Data," DSI. (1983).
- GENTRY, J. W., Lehman, J., Manzer, L. L., Ellis, H. W., Southwest Marketing Association Conference, "The Readability of Warranties: Did They Improve After the Magnuson-Moss Act and Are They More Complex Than Other Product-Related Communications?," Southwest Marketing Association. (1983).
- GENTRY, J. W., Sharda, R., Third International Conference on Decision Support Systems Transactions, "Modeling for Competitive Bidding with IFPS." (1983).
- GENTRY, J. W., Pickett, G. M., Association for Business Simulation Experiential Learning Conference, "A Review of Channels Exercises and the Description of a New Alternative," Association for Business Simulation Experiential Learning. (1982).
- GENTRY, J. W., Manzer, L. L., Association for Business Simulation Experiential Learning Conference, "An Experiential Exercise Introducing Students to the Role Ambiguity Raced by Salespersons," Association for Business Simulation Experiential Learning. (1982).
- GENTRY, J. W., Burns, A. C., Golen, S. P., DSI Conference, "Perceived Communications Barriers to Learning Subject Matter Across Five Pedagogues, Four Disciplines, and Two Universities," DSI. (1982).
- GENTRY, J. W., DSI Conference, "Problems Faced in Implementing a Competitive Bidding Model," DSI. (1982).
- GENTRY, J. W., Manzer, L. L., Wilson, T. L., Southwest Marketing Association Conference, "Shopping and Personal Characteristics of the Discontented Elderly Consumer," Southwest Marketing Association. (1982).
- GENTRY, J. W., Hussey, W. W., Ellis, H. W., Southwest Marketing Association Conference, "The Role of Marketing Management in the Growth of CPA Firms," Southwest Marketing Association. (1982).

- GENTRY, J. W., Miller, S., American Marketing Association Patronage Theory Conference, "Competition and Retail Structure: An Empirical Assessment," American Marketing Association. (1981).
- GENTRY, J. W., Brown, T. L., American Marketing Association Patronage Theory Conference, "The Attitudinal Impact of the Presence of National Chain Department Stores Downtown: A Tale of Two Towns," American Marketing Association. (1981).
- GENTRY, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Operationalizing a Test of a Model of the Use of Simulation Games and Experiential Exercises," Association for Business Simulation Experiential Learning. (1981).
- GENTRY, J. W., Association for Consumer Research Conference, "Impact on Credit Decisions On Shopping Behavior," Association for Consumer Research. (1981).
- GENTRY, J. W., DSI Conference, "Modeling the Product Life Cycle: A Methodological Study of Basic Models," DSI. (1981).
- GENTRY, J. W., Grove, S. J., Southwest Cultural Heritage Festival Conference, "Consumer Markets in the Southwest," Southwest Cultural Heritage Festival. (1981).
- GENTRY, J. W., Wolfe, J. A., Association for Business Simulation Experiential Learning Conference, "ABSEL: The State of the Association-Empirical Findings," Association for Business Simulation Experiential Learning. (1980).
- GENTRY, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Moving Toward a 'Theory' of the Use of Simulation Games and Experiential Exercises," Association for Business Simulation Experiential Learning. (1980).
- GENTRY, J. W., Association for Business Simulation Experiential Learning Conference, "The Effects of Group Size on Attitudes Toward A Simulation Game," Association for Business Simulation Experiential Learning. (1980).
- GENTRY, J. W., Chintakananda, A., DSI Conference, "An Analysis of the Classical and Bayesian Approaches to Sample Size Determination," DSI. (1980).
- GENTRY, J. W., Mowen, J. C., DSI Conference, "Anchor Effects in Survey Research," DSI. (1980).
- GENTRY, J. W., Caldwell, C., Miller, J., DSI Conference, "Estimating the Cost of Misclassifying Retail Credit Risks," DSI. (1980).
- GENTRY, J. W., Manzer, L. L., Burns, A. C., DSI Conference, "Growth in Savings Customers: More from Current, Rather Than New, Customers," DSI. (1980).
- GENTRY, J. W., McCain, K. G., Southwest Marketing Association Conference, "Testing the Novelty Postage Hypothesis in Mail Questionnaire Response Rates," Southwest Marketing Association. (1980).
- GENTRY, J. W., McCain, K. G., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Relating Teaching Methods with Educational Objectives in the Business Curriculum," Association for Business Simulation Experiential Learning. (1979).
- GENTRY, J. W., Association for Business Simulation Experiential Learning Conference, "Teaching PERT Experientially in Marketing Research," Association for Business Simulation Experiential Learning. (1979).

- GENTRY, J. W., Bonczkowski, M. H., Caldwell, C. W., Association for Business Simulation Experiential Learning Conference, "The Use of Program CVP in Teaching Cost-Volume-Profit Analysis," Association for Business Simulation Experiential Learning. (1979).
- GENTRY, J. W., Brown, T. L., Association for Consumer Research Conference, "Developing a Bayesian Measure of Brand Loyalty: A Second Look," Association for Consumer Research. (1979).
- GENTRY, J. W., DSI Conference, "Base Rate Research--Some Inconsistencies?," DSI. (1979).
- GENTRY, J. W., Zikmund, W. G., Darnaby, J. R., DSI Conference, "Profitability Analysis in a Savings and Loan," DSI. (1979).
- GENTRY, J. W., Western DSI Conference, "Base Rate Research--Some Inconsistencies?," DSI. (1979).
- GENTRY, J. W., Bonczkowski, M. H., Caldwell, C. W., Association for Business Simulation Experiential Learning Conference, "The Use of Program BAYAUD in the Teaching of Audit Sampling," Association for Business Simulation Experiential Learning. (1978).
- GENTRY, J. W., Donnelly, D., DSI Conference, "Does the Use of a Utility Model Help in the Job Choice Decision?," DSI. (1978).
- GENTRY, J. W., Doering, M., Southern Marketing Association Conference, "The Validity of Survey Responses When the Data Are Verifiable," Southern Marketing Association. (1978).
- GENTRY, J. W., Doering, M., American Marketing Association Fall Conference, "Masculinity-Femininity Related to Consumer Choice," American Marketing Association. (1977).
- GENTRY, J. W., Doering, M., APA Conference, "Need for Achievement and Risk Handling," APA. (1977).
- GENTRY, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Some Thoughts on a 'Theory' of the Use of Games and Experiential Exercises," Association for Business Simulation Experiential Learning. (1977).
- GENTRY, J. W., Doering, M., O'Brien, T. V., Association for Consumer Research Conference, "Masculinity and Femininity Factors in Product Perception and Self-Image," Association for Consumer Research. (1977).
- GENTRY, J. W., Brown, T. L., O'Brien, T., DSI Conference, "Investigation of the Use of Combination Rules in Consumer Information Processing," DSI. (1977).
- GENTRY, J. W., Burns, A. C., Southwest DSI Conference, "Shopping Center Choice Criteria, Performance Evaluations and Patronage," DSI. (1977).
- GENTRY, J. W., Jones, C. C., Southwest Marketing Association Conference, "Attitudes of Rural Consumers Toward Business," Southwest Marketing Association. (1977).
- GENTRY, J. W., Jauch, L., Association for Business Simulation Experiential Learning Conference, "Interactive Simulation as a Supplementary Instructional Tool: Its Relation to Performance in a Business Simulation," Association for Business Simulation Experiential Learning. (1976).

- GENTRY, J. W., Reutzel, E. T., Association for Business Simulation Experiential Learning Conference, "Teaching Inventory Control via Computer Interaction with Increasing Complexity," Association for Business Simulation Experiential Learning. (1976).
- GENTRY, J. W., Brown, T. L., Association for Business Simulation Experiential Learning Conference, "Simulation: A Frustration, A 'Game,' or a Meaningful Learning Experience," Association for Business Simulation Experiential Learning. (1975).
- GENTRY, J. W., Caldwell, C., Holtman, G., DSI Conference, "An Expanded Interactive Approach to Bayesian Sampling Procedures for Auditors," DSI. (1975).
- GENTRY, J. W., Jauch, L. R., Chalfant, J. L., DSI Conference, "Faculty Evaluation: the Need to Individualize Criteria for Performance Evaluation," DSI. (1975).
- GENTRY, J. W., Midwest DSI Conference, "The Measurement of Subjective Likelihood's in Relevant Situations: The Use of Likelihood Surrogates," DSI. (1975).
- GENTRY, J. W., Jauch, L. R., Chalfant, J. L., Southern Management Association Conference, "Academic Orientations and the Perceptions of Faculty Evaluations," Southern Management Association. (1975).
- GENTRY, J. W., Southwest DSI Conference, "On the Use of A Bayesian Framework in the Measurement of Consumer Opinion Change," DSI. (1975).
- GENTRY, J. W., Brown, T. L., Southwest Marketing Association Conference, "The Impact of Product Trial on Consumer Attitudes," Southwest Marketing Association. (1975).
- GENTRY, J. W., Reutzel, E. T., Western DSI Conference, "Bayesian Information Processing: A Consumer-Oriented Task Versus the Bookbag and Pokerchip Paradigm," DSI. (1975).
- GENTRY, J. W., DSI Conference, "A Modified Bayesian Model of the Manner in Which Consumers Revise Purchase Probabilities Upon the Receipt of Information," DSI. (1974).
- GENTRY, J. W., Third Annual Albert Haring Symposium on Doctoral Research in Marketing, "Bayes' Theorem as a Model of Consumer Opinion Change." (1973).

Contracts, Grants and Sponsored Research

Grant

- GENTRY, JAMES W., Marquardt, Ray, Dahab, Deb, Sponsored by National Council on Soviet and East European Research. (1995).
- GENTRY, JAMES W., Marquardt, Ray, "Measuring the Extent of Embeddedness in Marketing Transactions in Hungary," Sponsored by National Council on Soviet and Eastern European Research, \$71,373.00. (1994).
- GENTRY, JAMES W., "Layman Award," Sponsored by University of Nebraska-Lincoln. (1988).

Other

- GENTRY, JAMES W., Dahab, Deb, "Factors Relating to Supply Stability and Reduction of Opportunism in Transitional Channels of Distribution," Sponsored by William Davidson Institute at the University of Michigan, \$9,700.00. (1996).

- GENTRY, JAMES W., Cho, Bong Jin, Jun, Synkyu, "Conduct cross-cultural content analysis of TV advertising in Korea, U.S. and Mexico," Sponsored by Korean Research Institute, \$6,500.00. (1995).
- GENTRY, JAMES W., "Market Embeddedness in Hungarian Channels," Sponsored by UNL Research Council, \$3,000.00. (1994).
- GENTRY, JAMES W., "Measuring the Extent of Embeddedness in Marketing Transactions in Albania," Sponsored by International Affairs Faculty Review Committee, \$800.00. (1994).
- GENTRY, JAMES W., "Dean's Excellence Funds," Sponsored by Oklahoma State University. (1985).
- GENTRY, JAMES W., "Dean's Excellence Funds," Sponsored by Oklahoma State University. (1983).
- GENTRY, JAMES W., "The Effectiveness of Fear Appeals in Increasing Agricultural Water Conservation," Sponsored by Water Research Center Funds, Oklahoma State University. (1981 - 1982).
- GENTRY, JAMES W., "Dean's Excellence Funds," Sponsored by Oklahoma State University. (1980).
- GENTRY, JAMES W., "Dean's Excellence Funds," Sponsored by Oklahoma State University. (1979).
- GENTRY, JAMES W., "Study of the behavioral impact of misclassification errors in credit extension," Sponsored by College of Business, Kansas State University. (1977).
- GENTRY, JAMES W., "Investigation of rural consumers' attitudes toward business," Sponsored by Agricultural Experiment Station, Kansas State University. (1976 - 1977).
- GENTRY, JAMES W., "Investigation of the predictive ability of sex (measured on a continuous masculinity-femininity scale as opposed to the simple dichotomy) concerning product usage and product attitudes," Sponsored by Kansas State University Bureau of General Research, \$1,000.00. (1975 - 1976).
- GENTRY, JAMES W., "Investigation of the behavioral impact of misclassification errors in credit extension," Sponsored by Kansas State University Bureau of General Research, \$400.00. (1974 - 1975).
- GENTRY, JAMES W., "Study of the impact of directly relevant, indirectly relevant, neutral, and irrelevant information on the revision of inferences in a consumer-oriented setting," Sponsored by Kansas State University Bureau of General Research, \$400.00. (1974 - 1975).

Awards and Honors

- People's Choice Award for Best Video, Association for Consumer Research. (October 24, 2009).
- Faculty Research Award, UNL Marketing Department. (2008).
- Best Conference Paper, Macromarketing Conference. (2005).
- Slater Award, Journal of Macromarketing. (2005).
- Best Reviewer, Journal of Business Research. (2002).

Best Reviewer, Journal of Consumer and Marketing Research. (1997).

Invited Faculty Participant, AMA Doctoral Consortium. (1996).

Best Article of the Year, Journal of Personal Selling and Sales Management. (1992).

Best Article of the Year, Journal of Personal Selling and Sales Management. (1991).

Research in Progress

"Research with Himadri Chaudhuri

Assistant Professor in India, who published in AMS Review, with editing help"

Changing Masculinity in India as Viewed in Advertising; Now expanded to include Chinese advertising, with U Care student Kye Le Ho, Aubrey, and Jie

"Research with Lee McGinnis

1. Underdog Antecedents
2. Sacredness in the context of Golf
3. Golf rituals as a barrier to female participation
4. Simple Man"

1. Rejected nicely at JCR; at JAMS, at JM Now in revision, coauthors sent it to go to JM
2. Rejected at JAMS, now at Psychology & Marketing
3. Rejected at ACR, in revision for a future ACR
4. Under review at J of Consumer Behaviour

"Research with Mariam Beruchashvili"

"Cultivating Hope" -- paper out of her dissertation, rejected at JCR. in revision now, Risto Moisio is the second author

"Research with Risto Moisio"

Paper out of his dissertation, in revision at JCR, Eric Arnould is the second author

"Research with Rob Harrison

1. Single Father study, with Suraj Commuri
2. Family perspective of Black Friday, with Amber Epp
3. Consumer Socialization processes in a single-father family"
 1. To be included as a chapter in a book being edited by Cele Otnes
 2. To be submitted to JCR
 3. To be submitted to JCR

"Research with Sunkyun

1. Brand personality and Product Perceptions
2. Psychological bases for Underdog Advertising Positioning"
 1. In revision after rejection at JA
 2. Submitted to JA

"UCARE research on changing masculinity norms globally"

SERVICE

Department Service

Coordinator, Marketing Graduate Programs. (September 2008 - Present).

Marketing Graduate Student Recruiting. (2008 - Present).

Coordinator, Mittelstaedt Doctoral Symposium. (1991 - Present).

Committee Member, Marketing Graduate Committee. (1999 - 2007).

Coordinator, Marketing Graduate Student Recruiting. (2003 - 2005).

Coordinator, Marketing Department Brownbag Sessions. (1999 - 2005).

Coordinator, Marketing Department Research Seminars. (1997 - 2005).

Committee Member, Marketing Search Committee. (2002).

Coordinator, Marketing Graduate Student Recruiting. (1989 - 1994).

Coordinator, Marketing Department Brownbag Sessions. (1989 - 1993).

Coordinator, Marketing Department Research Seminars. (1987 - 1993).

Committee Chair, Marketing Recruiting. (1988 - 1989).

College Service

Committee Member, APC-Ad hoc Committee on International Business Major. (2008 - Present).

Committee Member, Recognition Review Committee for Chaired Professorships. (August 2005 - May 2011).

Committee Member, Graduate Committee. (2003 - 2005).

Committee Member, Fulbright Senior Specialist Advisory Panel. (2001 - 2004).

Committee Member, Assessment Committee. (2000 - 2003).

Committee Chair, Gender Committee. (August 2001 - May 2002).

Committee Member, Gender Committee. (1997 - 2000).

Committee Member, Research Committee. (1994 - 2000).

Committee Member, PhD Teaching Forum Committee. (1998 - 1999).

Committee Member, CBA International Committee. (1997 - 1999).

Committee Member, Ag Econ Agribusiness Search Committee. (1997 - 1998).

Committee Member, CBA International Committee. (1989 - 1995).

Committee Member, General Committee. (1991 - 1994).

Committee Member, Research Committee. (1990 - 1991).

University Service

Committee Member, Arts & Science International Studies Program. (1999 - Present).

Committee Member, Graduate Fellowship Committee. (2006 - May 2009).

Committee Member, Scholarship of Teaching and Learning Community. (2000 - 2001).

Professional Service

Reviewer, Ad Hoc Reviewer, Journal of Applied Psychology, Canadian Journal of Behavioral Science, Journal of Economics and Business, Journal of Management, Decision Sciences, Journal of Consumer Research, Psychology and Marketing, Journal of Marketing, Journal of Public Policy and Marketing, Research in Consumer Behavior, Journal of Consumer Psychology, Journal of Personal Selling and Sales Management, Journal of Advertising, International Business Review, Journal of Marketing Management.

Co-editor of Special Issue on Global Family Policy with Suraj Commuri, Journal of Macromarketing.

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

Editorial Review Board Member, Journal of Current Issues and Research in Advertising. (2003 - Present).

Editor, Journal Editor, Journal of Consumer Behaviour. (2002 - Present).

Editorial Review Board Member, Journal of Macromarketing. (1994 - Present).

Editorial Review Board Member, Journal of Marketing Education. (1993 - Present).

Editorial Review Board Member, Journal of Behavioral Decision Making. (1987 - Present).

Track Organizer, Macromarketing Conference. (2011).

Track Organizer, Macromarketing Conference, Laramie, Wyoming. (2010).

Editorial Review Board Member, Journal of Business Research. (1995 - 2010).

Editor, Journal Editor, Academy of Marketing Science Review. (2003 - 2007).

Editor, Journal Editor, AMS Review. (2003 - 2007).

Editorial Review Board Member, Journal of the Academy of Marketing Science. (2000 - 2006).

Committee Member, European ACR. (2005).

Session Chair, Family and Society Track. (2005).

Track Organizer, Macromarketing Conference. (2005).

Committee Member, Fulbright Senior Specialist Advisory Panel. (2001 - 2004).

Editorial Review Board Member, AMS Review. (1997 - 2003).

Judge for EXPLOR Award, Nielsen Marketing Research Center. (2001).

Session Chair, Economic Development, Macromarketing Conference. (1998).

Committee Chair, George Hay Brown Award Committee, AMA. (1996 - 1998).

External Evaluation, Business DBA Program, Southern Illinois University. (January 26, 1998 - January 27, 1998).

Committee Member, Association for Consumer Research Nominating Committee. (1997).

Reviewed Dissertation Abstracts, AMA Dissertation Competition. (1995).

Committee Member, Association for Consumer Research. (1995).

Committee Member, George Hay Brown Award Committee, AMA. (1995).

Editorial Review Board Member, Journal of Marketing Research. (1989 - 1994).

Reviewed Dissertation Abstracts, Academy of Marketing Science Dissertation Competition. (1993).

Committee Member, Association for Consumer Research. (1993).

Session Chair, Conference on Family/Household Behavior, Irvine, CA. (March 1991).

Chairperson, ABSEL Conference, Reno. (1986).

Editorial Review Board Member, Management Horizons. (1975 - 1978).

Editorial Review Board Member, Journal of Business Research. (1975 - 1976).

Public Service

Board Member, PowerofLove.org. (2005 - Present).

Committee Member, Lincoln-Lancaster County Immunization and Vaccination Effort. (1996 - 2004).

Committee Member, Lincoln Grief Center Board. (1992 - 1993).

Consulting

Academic, Southern Illinois University Doctoral Program. (January 1999).

Awards and Honors

Service, Professional

Reviewer of the Year, 2010, Journal of Public Policy and Marketing. (June 2011).

Co-Editor, Special Issue on Global Family Policy, Journal of Macromarketing. (2010).

External Examiner, Marketing Department, University of Malaya. (2010).

Co-Chair, Macromarketing Conference on Consumption, Materialism, and Society Track. (2008).

Editor, Academy of Marketing Science Review. (2008).

North American Editor, Journal of Consumer Behaviour. (2008).

Track Chair, Masculinity in Consumer and Marketing Research. (2008).

Editor, Academy of Marketing Science Review. (2006).

North American Editor, Journal of Consumer Behaviour. (2006).

North American Editor, Journal of Consumer Behavior. (2002).