

CURRICULUM VITAE**BASIL G. ENGLIS, PH.D.**

Management and Marketing Department
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ACADEMIC APPOINTMENTS

July 1998 – present	Richard Edgerton Professor of Marketing, Campbell School of Business, Berry College, Rome, Georgia
July 2014 – 2025	Chair, Management and Marketing Department, Campbell School of Business
May 2019 – 2023	Research Associate, University of Groningen, The Netherlands
June 2007 – 2019	Research Fellow, NIKOS (Dutch Institute for Knowledge Intensive Entrepreneurship) and Behavioural Sciences Faculty, University of Twente, Enschede, The Netherlands
July 2000 – July 2010	Chair, Marketing Department, Campbell School of Business
July 1996 – July 1998	Associate Professor of Marketing, Campbell School of Business, Berry College, Rome, Georgia
January 1996 – July 1996	Associate Professor of Marketing, Graduate Program in Management, Penn State University, Great Valley, PA
May 1995 – September 1995	Fulbright Scholar and Visiting Associate Professor, Institutionen för Foretagsekonomi, University of Umeå, Sweden
July 1988 – December 1995	Assistant Professor, Department of Marketing, School of Business, Rutgers University – New Brunswick, NJ Thomas Mott Teaching Award Finalist – 1991, 1992
September 1984 – June 1988	Assistant Professor, Department of Applied Psychology, Clarkson University, Potsdam, NY

EDUCATION

Post-Doctoral	Dartmouth College (September 1982 – August 1984) Culpeper Postdoctoral Fellow in Political Psychology, Departments of Psychology and Government
Graduate	Dartmouth College <u>Degree:</u> Ph.D. (1983) Experimental Social Psychology <u>Honors:</u> Dartmouth Graduate Fellowship Culpeper Postdoctoral Fellowship
Undergraduate	State University of New York at Stony Brook & City University of New York – Hunter College <u>Degree:</u> B.A. (1978) Psychology / Sociology <u>Honors:</u> Summa Cum Laude Honors and Distinction in Psychology Psi Chi Award for Independent Research

PUBLICATIONS: EDITED VOLUMES

Englis, Basil G. and Anna Olofsson (1998), *European Advances in Consumer Research*, Volume 3, Provo, UT: Association for Consumer Research.

Englis, Basil G. (ed.) (1994), *Global and Multinational Advertising*, Hillsdale, NJ: Lawrence Erlbaum.

PUBLICATIONS: INVITED BOOK CHAPTERS

Fournier, Susan, Michael R. Solomon and Basil G. Englis (2008), "How Meanings Matter: Resonance as a Mediator of the Meaning → Strength → Value Brand Equity Chain," in *Handbook of Brand and Experience Management*, Bernd H. Schmitt (ed.). Boston, MA: Elgar Publishing, 35-57.

Solomon, Michael R. and Basil G. Englis (1997), "Breaking Out of the Box: Is Lifestyle a Construct or a Construction," in *Consumer Research: Postcards From the Edge*, ed. Stephen Brown and Darach Turley, London: Routledge, pp. 322-349.

McGrath, Mary Ann and Basil G. Englis (1996), "Intergenerational Gift Giving in Subcultural Wedding Celebrations: The Ritual Audience as Cash Cow," in *Gift Giving: An Interdisciplinary Anthology*, ed. Cele Otnes and Richard Beltramini, Bowling Green, OH: Popular Press, pp. 123-141.

Masters, Roger D., Denis G. Sullivan, John T. Lanzetta, Gregory J. McHugo and Basil G. Englis (1990), "Facial Displays and Political Leadership: Some Experimental Findings," in *Primate Politics*, ed. G. Schubert and Roger D. Masters, Carbondale, IL: Southern Illinois University Press, pp. 188-206.

PUBLICATIONS: REFEREED ARTICLES AND BOOK CHAPTERS

Costa, Sílvia, Arjan J. Frederiks, Basil G. Englis and Paula D. Englis (2024), "Pre-Start-Up Internationalization Mindsets Trigger Action," *Journal of Small Business Management*, 62(1), 487-520. (First published online April 20, 2022 - <https://doi.org/10.1080/00472778.2022.2056607>)

Englis, Basil G. and Arjan J. Frederiks (2023), "Using Experimental Designs to Study Entrepreneurship Education: A Historical Overview, Critical Evaluation of Current Practices in the Field, and Directions for Future Research," *Entrepreneurship Education and Pedagogy*, 7(1), 93-149. (First published online March 17, 2023 - <https://doi.org/10.1177/25151274231161102>)

Nohutlu, Zeynep Didem, Basil G. Englis, Aard Groen, and Efthymios Constantinides (2023), "Innovating with the customer: Co-creation motives in online communities," *International Journal of Electronic Commerce*, 27(4), 523-557. (First published online November 9, 2023 - <https://doi.org/10.1080/10864415.2023.2255111>)

Costa, Sílvia, Arjan J. Frederiks, Basil G. Englis and Paula D. Englis (2022), "Global Before Birth: A Study of Internationalization Mindsets of Entrepreneurs," *Journal of the International Council of Small Business*, 4(2), 212-224. (<https://doi.org/10.1080/26437015.2022.2098880>)

Englis, Paula D., Tiago Ratinho, Basil G. Englis, and Aard J. Groen (2022), "Contextual Factors, Voice of the Consumer and the Impact of Business Planning on Firm Survival: Evidence from Knowledge Intensive Start-Up Firms," in *Liber Amicorum for Dr. Peter van der Sijde*, ed. Annemarie Ridder, Hans Frederik, and Ingrid Wakkee, Amsterdam, NL: Knijnenburg Producties, pp. 39-49.

Nazione, Samantha M., Melissa Clark, Basil G. Englis, and Nancy Rewis (2022), "Finding Success Promoting Berry College in a Rapidly Declining Market: A Longitudinal Case Study of a Marketing Campaign to Reposition a College Brand," *Journal of Education Advancement and Marketing*, 7(3), 273-291.

Phillips, Diane M. and Basil G. Englis (2022), "Green Consumption is Both Feminine and Masculine – Just Ask the Androgynous Consumer," *Journal of Consumer Behaviour*, 21(5), 1028-1039. (<https://doi.org/10.1002/cb.2052>)

Nohutlu, Zeynep Didem, Basil G. Englis, Aard Groen, and Efthymios Constantinides (2021/22), "Customer Co-Creation Experience in Online Communities: Antecedents and Outcomes," *European Journal of Innovation Management*, 25(2), 630-659. Available online at: <https://doi.org/10.1108/EJIM-08-2020-0313>.

Costa, Silvia Fernandes, Arjan Frederiks, Paula Danskin Englis, and Basil G. Englis (2021), "How Internationalization Intentions Trigger Action in Pre-Startup firms," *Academy of Management Proceedings*, 2020 (1), 15462. (First published online July 26, 2021: <https://doi.org/10.5465/AMBPP.2021.15462abstract>)

Englis, Paula D., Joris M.J. Heuven, and Basil G. Englis (2020) "The Effectiveness of Experts' Predictions of Short-Term and Long-Term Startup survival," *Academy of Management Proceedings*, 2020 (1), 13669. (First published online July 29, 2020: <https://doi.org/10.5465/AMBPP.2020.13669abstract>)

Frederiks, Arjan J., Basil G. Englis, Michel L. Ehrenhard, Aard J. Groen (2019), "Entrepreneurial Cognition and the Quality of New Venture Ideas: An Experimental Approach to Comparing Future-Oriented Cognitive Processes," *Journal of Business Venturing*, 34 (2), 327-347. (Available online at: <https://doi.org/10.1016/j.jbusvent.2018.05.007>)

Kwon, Wi-Suk, Hyejeong Kim, and Basil G. Englis (2017), "Believe It or Not: Do Brands' Green Claims and Greenness Make a Difference?" *ITAA (International Textile and Apparel Association) Annual Conference Proceedings*, 74, 2pp. Available online at: https://lib.dr.iastate.edu/itaa_proceedings/2017/

Kwon, Wi-Suk, Basil G. Englis, and Manveer Mann (2016), "Do Consumers Believe Third-Party Green-Brown Ratings: The Role of Prior Brand Loyalty and Environmental Concern," *Journal of Business Research*, 69 (3), 815-822.

Zalewska-Kurek, Kasia, Basil G. Englis, Selim Kandemir, and Paula D. Englis (2016), "Development of market-driven business models in the IT industry. How firms experiment with their business models," *Journal of Business Models*, 4 (3), 48-67.

Goodstein, Ronald, C., Gary J. Bamossy, Basil G. Englis and Howard S. Hogan (2015), "Using Trademarks as Keywords: Empirical Evidence of Confusion," *The Trademark Reporter*, 105 (3), 732-771.

Kasia Zalewska-Kurek, Selim Kandemir, Basil G. Englis and Paula D. Englis (2014), "Development of a Typology of Business Model Innovation," *Proceedings of the International Council for Small Business Conference*, 239-241.

Englis, Basil G. and Diane M. Phillips (2013), "Does Innovativeness Drive Environmentally-Conscious Consumer Behavior?," *Psychology and Marketing*, 30, 160-172.

van der Steen, Marianne, Paula D. Englis, and Basil G. Englis (2013), "Scientific Team Effectiveness And The External CEO: A Study Of Biotechnology University Spin-Offs," *Industry and Higher Education*, 27, 1-11.

Bamossy, Gary and Basil G. Englis (2011), "Is Green?," *Advances in Consumer Research*, 38, 719. (film abstract) (Film available at: <http://vimeo.com/9432749>)

Bamossy, Gary and Basil G. Englis (2010), "Does Green?," *Advances in Consumer Research*, 37, 735. (film abstract) (film available at: <http://vimeo.com/10409261>)

Bamossy, Gary and Basil G. Englis (2010), "Talk the Green Talk, Shop the Green Walk?," *Advances in Consumer Research*, 37, 32-35.

Englis, Basil G., Paula D. Englis, Aard Groen, and Peter van der Sijde (2010), "Knowledge-Intensive Entrepreneurship and the Voice-of-the-Consumer," in *New Technology-Based Firms in the New Millennium*, ed. Ray Oakey, Aard Groen, Gary Cook, and Peter Van Der Sijde, Emerald Group Publishing Limited, Bingley, England, pp.147-158.

Phillips, Diane M., Basil G. Englis, and Michael R. Solomon (2010), "The Role of Innovativeness in Environmentally Conscious Consumer Behavior," *Advances in Consumer Research*, 37, 880-882.

Englis, Paula D., Basil G. Englis, Michael R. Solomon and Laura Valentine (2009), "Using knowledge management to gain competitive advantage in the textile and apparel value chain: A comparison small and large firms," in *New Technology-Based Firms in the New Millennium*, Vol. VII, ed. Ray Oakey, Saleema Kauser, Aard Groen and Peter Van der Sijde, Pergamon, Oxford, England, pp. 103-116.

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Dhir, Krishna S., Basil G. Englis, John Grout, Paula D. Harveston, Robert Nehmer, and Adrian Perez (2004), "Educating the Head, the Heart, and the Hands at Berry College's Campbell School of Business: A Framework for Assessment." *Proceedings of the 2004 Western Decision Sciences Institute Conference*, Isla Navidad, Manzanillo, Mexico, April 13-17, 2004, 2p. Atlanta, Georgia: Decision Sciences Institute, Georgia State University. ISSN 1098-2248.

Muñoz, Carrie Lego, Gokcen Coskuner, Michael R. Solomon, and Basil G. Englis (2004) "Dressed to the 'Nines': The Cognitive Categorization of Apparel Style Categories," *ITAA Proceedings*, 60, 102 (abstract).

Englis, Basil G., Paula D. Harveston, Michael R. Solomon (2003), "Knowledge Management and the Value Chain: The Asset Value of Market Research," *Proceedings of the Marketing Management Association Conference*, 158-162.

Quilty, Natalie, Michael R. Solomon, and Basil G. Englis (2003), "Icons and Avatars: Cyber-Models and Hyper-Mediated Visual Persuasion," in *Visual Persuasion*, ed. Rajeev Batra and Linda Scott, Hillsdale, NJ: Lawrence Erlbaum, pp. 383-396.

Englis, Basil G., Paula D. Harveston, Michael R. Solomon (2002), "Knowledge Management and the Value Chain: Leveraging Online Capabilities," *Proceedings of the Fifth International Conference on Electronic Commerce Research (ICECR-5)*, 1-5.

Englis, Basil G., Paula D. Harveston, Michael R. Solomon (2002), "Exploiting Linkages Across the Value Chain: The Potential of Using an Online Measurement, Analysis and Feedback System to Leverage Capabilities," *Proceedings of the 2002 Western Decision Sciences Conference*, 681-683.

Langenderfer, Jeff, Basil G. Englis, and Michael R. Solomon (2002), "Copyright and Trademark Issues in Online Market Research," *Proceedings of the 2002 Western Decision Sciences Conference*, 78-80. [Recipient of the Best Paper Award in the Business Law and Ethics Track.]

Lego, Caroline, Natalie Wood, Michael R. Solomon and Darach Turley, and Basil Englis (2001), "Real or Replica? Deciphering Authenticity in Irish Pubs," *Advances in Consumer Research*, 29, 44-45.

Michael R. Solomon, Basil G. Englis and John Cornett (2002), "The Virtual Mall: Using The Internet To Configure the Ideal Shopping Environment," *Journal of Shopping Center Research*, 9(1), Spring/Summer, 27-50.

Ackert, Lucy, Bryan Church, and Basil G. Englis (2001), "The Asset Allocation Decision and Investor Heterogeneity: A Puzzle?" *Journal of Economic Organization and Behavior*, 47 (4), 423-433.

- Lowrey, Tina M., Basil G. Englis, Sharon Shavitt, and Michael R. Solomon (2001), "Response Latency Verification of Consumption Constellations: Implications for Advertising Strategy," *Journal of Advertising*, 30(1), 29-39.
- Englis, Basil G. and Michael R. Solomon (2000), "Life/Style Online: A Web-Based Methodology for Visually-Oriented Consumer Research," *Journal of Interactive Marketing*, 14 (Winter), 1-13.
- Englis, Basil G. and Michael R. Solomon (2000), "Consumer Dreams and Nightmares: A Web-Mediated Study of Lifestyle Aspirations," *European Advances in Consumer Research*, 4, 1-3.
- Waggle, Doug and Basil G. Englis (2000), "Asset Allocation Decisions in Retirement Accounts: An All-or-Nothing Proposition?" *Financial Services Review*, 9, 79-92.
- McKee, Kathy Brittain, Basil G. Englis et al. (1998), "Conceptualizing Brand Placement as a Viable Media Strategy: Perspectives and Prescriptives," *Proceedings of the American Academy of Advertising*, 305-308.
- Martin, Mary C. and Basil G. Englis (1998), "FDA Regulation of Cigarette Distribution and Promotion in the U.S.: A Review of the Issues and Cross-Country Comparison," *European Advances in Consumer Research*, 3, 318-322.
- Solomon, Michael R. and Basil G. Englis (1998), "You Are Where You Sit: Interior Environments and the Construction of Social Identity," *Advances in Consumer Research*, 25, 303-304.
- Englis, Basil G. and Michael R. Solomon (1997), "Where Perception Meets Reality: The Social Construction of Lifestyles," in *Values, Lifestyles, and Psychographics*, ed. Lynn Kahle and Larry Chigagurus, Hillsdale, NJ: Lawrence Erlbaum, pp. 25-44.
- Englis, Basil G. and Michael R. Solomon (1997), "I Am Not ...Therefore, I Am: The Role of Avoidance Products in Shaping Consumer Behavior," *Advances in Consumer Research*, 24, 61-63.
- Englis, Basil G. and Michael R. Solomon (1996), "Using Consumption Constellations to Develop Integrated Marketing Communications," *Journal of Business Research*, 37 (3), 183-191.
- Englis, Basil G. and Mary Ann McGrath (1996), "An Analysis of the Framing of Women as Marriage Partners Through Patterns of Wedding Gift Giving," *Proceedings of the Gender, Marketing and Consumer Behavior Conference*, 109-110.
- Englis, Basil G. and Michael R. Solomon (1995), "To Be and Not to Be?: Lifestyle Imagery, Reference Groups, and *The Clustering of America*," *Journal of Advertising*, 24 (Spring), 13-28.
- Pennell, Greta E. and Basil G. Englis (1995), "Boundaries and Border Crossings: Constructing Gender Ideology through Advertising Imagery," *Proceedings of the American Academy of Advertising*, 252-256.
- Solomon, Michael R. and Basil G. Englis (1995), "Consumption Constellations: Implications for Integrated Communications Strategies," in *Integrated Marketing Communications: A Synergy of Many Voices*, ed. Jeri Moore and Esther Thorson, Hillsdale, NJ: Lawrence Erlbaum, pp. 65-86. (Chapter reprinted as "Las constelaciones de consumo: Clave de la estrategia de comunicación integrada," *MK. Marketing y Ventas para Directivos*, 19 (MAR-APR 1997), 50-59.

Balasubramanian, Siva and Basil G. Englis (1994), "When Jay Leno Meets Veg-O-Matic: Current Practice and Research on Infomercials," *Proceedings of the 1994 Marketing and Public Policy Conference*, 116-118.

Englis, Basil G. (1994), "'The Play's the Thing:' Elements of Drama in Advertising and Their Effects on Audience Response," *Advances in Consumer Research*, 21, 374.

Englis, Basil G. and Greta E. Pennell (1994), "'This Note's for You ... :' Negative Effects of the Commercial Use of Popular Music," *Advances in Consumer Research*, 21, 97.

Englis, Basil G., Michael R. Solomon, and Richard D. Ashmore (1994), "Beauty Before the Eyes of Beholders: The Cultural Encoding of Beauty Types in Magazine Advertising and Music Television," *Journal of Advertising*, 23 (June), 49-64.

Solomon, Michael R. and Basil G. Englis (1994), "Reality Engineering: Blurring the Boundaries Between Commercial Signification and Popular Culture," *Journal of Current Issues and Research in Advertising*, 16 (2), 1-17.

Solomon, Michael R. and Basil G. Englis (1994), "The Big Picture: Product Complementarity and Integrated Communications," *Journal of Advertising Research*, 34 (January/February), 57-63.

Englis Basil G. (1993), "The Role of Affect in Political Advertising: Voter Emotional Responses to the Nonverbal Behavior of Politicians," in *Attention, Attitude, and Affect in Response to Advertising*, ed. Eddie M. Clark, Timothy C. Brock and David W. Stewart, Hillsdale, NJ: Lawrence Erlbaum, pp. 223-247.

Englis, Basil G. (1993), "Shills, Shams, and Swindles: Deceiving the Consumer." *Proceedings of the American Academy of Advertising*, 267-269.

Englis, Basil G. (1993), "Chills and Chuckles: The Effects of Program Context on Viewer Responses to Television Advertising," *Proceedings of the Academy of Marketing Science*, 16, 8-14.

Englis, Basil G., Michael R. Solomon, and Anna Olofsson (1993), "Consumption Imagery in Music Television: A Bi-Cultural Perspective," *Journal of Advertising*, 22 (December), 21-34.

Englis, Basil G., Michael R. Solomon and Anna Olofsson (1993), "Music Television as Teen Image Agent: A Preliminary Report from the United States and Sweden," *European Advances in Consumer Research*, 1, 449-451.

Englis, Basil G. (1992), "The Willing Suspension of Disbelief and Its Importance in Understanding Advertising Effects." *Proceedings of the American Marketing Association Winter Educator's Conference*, 203-208.

Englis, Basil G. and Greta Eleen Pennell (1992), "Candidates as Engendered Products: Prototypes in Political Person Perception." *Advances in Consumer Research*, 20, 612-619.

Englis, Basil G. and Michael R. Solomon (1992), "Consumption Constellations: Implications for Advertising Strategy." *Proceedings of the Society for Consumer Psychology*, 23-30.

Englis, Basil G. (1991), "Consumer Emotional Reactions to Television Advertising and Their Effects on Message Recall," in *Emotion in Advertising: Theoretical and Practical Explorations*, ed. Stuart J. Agres, Julie A. Edell and Tony M. Dubitsky, Westport, CN: Greenwood Press, pp. 231-253.

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Englis, Basil G. (1990), "Music Television and Its Influences on Consumers, Consumer Culture, and the Transmission of Consumption Messages," *Advances in Consumer Research*, 18, 111-114.

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Lanzetta, John T. and Basil G. Englis (1989), "Expectations of Cooperation and Competition and Their Effects on Observers' Vicarious Emotional Responses," *Journal of Personality and Social Psychology*, 56, 543-554.

Sullivan, Denis G., Roger D. Masters, John T. Lanzetta, Gregory J. McHugo, Elise F. Plate and Basil G. Englis (1987), "Facial Displays and Political Leadership," *Geste et Image*.

Masters, Roger D., Denis G. Sullivan, John T. Lanzetta, Gregory J. McHugo and Basil G. Englis (1986), "Facial Displays and Political Leadership: A Model of Leadership Behavior Based on Ethology and Social Psychology," *Journal of Biological and Social Structures*, 9, 319-343.

McHugo, Gregory J., Denis G. Sullivan, John T. Lanzetta, Roger D. Masters and Basil G. Englis (1985), "Emotional Reactions to the Expressive Displays of a Political Leader," *Journal of Personality and Social Psychology*, 49, 1513-1529.

Englis, Basil G. (1984), "A Conditioning-Expectancy Theory of Vicarious Emotional Experience: Tests of a Model," (Doctoral Dissertation, Dartmouth College, 1983), *Dissertation Abstracts International*, 46 (5-B), 3715.

Englis, Basil G., John T. Lanzetta and Katherine B. Vaughan (1982), "The Conditioning of Counter-Empathetic Emotional Responses," *Journal of Experimental Social Psychology*, 18, 375-391.

PUBLICATIONS: IN PROGRESS OR UNDER REVIEW

Bastian, Bob (RJ), Arjan Frederiks, and Basil G. Englis (2025), "To Be or Not To Be (Aware)? The Impact of Metacognition on Entrepreneurial Status-Quo Decisions," article in preparation..

Nohutlu, Zeynep Didem, Basil G. Englis, Aard Groen, Efthymios Constantinides, "Extrinsic and intrinsic motives that encourage employee participation in collaborative innovation activities: A Case Study," under review.

Nohutlu, Zeynep Didem, Basil G. Englis, Aard Groen, and Efthymios Constantinides, "Employee innovation: Co-creation motives and demotivators in online communities," under review.

Englis, Basil G., and Arjan J. Frederiks, "Episodic v. Semantic Thinking: Effects on the Quality of New Venture Ideas," data collected.

Kozlinska, Inna, Basil G. Englis, Arjan J. Frederiks, and Silvia Fernandes-Costa, "Affective Simulation: Effect on New Venture Ideation Quality Among Potential Entrepreneurs," data collection completed.

REFEREED CONFERENCE PAPERS AND PANELS

Bastian, Bob (RJ), Arjan Frederiks, and Basil G. Englis (2025), How do Entrepreneurs Overcome The Status-Quo? The Microfoundations of Entrepreneurial Metacognition, paper to be presented

at the Research in Entrepreneurship and Small Business Conference (RENT XXXIX), Enschede, The Netherlands.

Kozlinska, Inna and Basil G. Englis (2025), Regulating Affect, Shaping Cognition: The Impact of Meditation on Entrepreneurial Decision-Making Styles, paper to be presented at the Research in Entrepreneurship and Small Business Conference (RENT XXXIX), Enschede, The Netherlands.

Bastian, Bob (RJ), Arjan Frederiks, and Basil G. Englis (2024), To Be or Not To Be (Aware)? The Impact of Metacognition on Entrepreneurial Status-Quo Decisions, paper presented at the Research in Entrepreneurship and Small Business Conference (RENT XXXVIII), Nantes, France.

Paula Danskin Englis, Paula Danskin, Olga Belousova, Basil G. Englis, and Aard Groen (2024), What Happens When You Grow Up? A Study of Startup Firms 25 Years Later, paper presented at the Research in Entrepreneurship and Small Business Conference (RENT XXXVIII), Nantes, France.

Rewis, Nancy Basil G. Englis, Haley Smith, and Samantha Nazione (2024), Successful Brand Campaign Strategies for Increasing Awareness and Diversity, workshop presented at the CASE (Council for Advancement and Support of Education) Annual Conference for Marketing and Branding, Chicago, IL.

Shin, Eunjeong, Paula D. Englis, and Basil G. Englis (2024), Managing Conflict in the Family Business: An Experimental Approach Using Restorative Justice, paper presented at the USASBE (United States Association for Small Business and Entrepreneurship) Conference, Birmingham, AL.

Koers-Stover, Marlies, Paula D. Englis, Aard J. Groen, and Basil G. Englis (2023), The Impact of Gender in Starting a Social Business for User Innovators: An Fsqca Approach to Taming Uncertainty, paper presented at the Research in Entrepreneurship and Small Business Conference (RENT XXXVII), Gdansk, Poland.

Rewis, Nancy, Andrew A. Bressette, A., Basil G. Englis, and Samantha Nazione (2023). A Four-Year Analysis of a Successful Brand Campaign, workshop presented at CASE District III Conference, Atlanta, GA.

Fernandes Costa, Sílvia, Arjan J. Frederiks, Basil G. Englis and Paula D. Englis (2022), Pre-start-up internationalization mindsets trigger action, paper presented at the International Council of Small Business World Congress, Washington, DC.

Nazione, Samantha A., Melissa E. Clark, Basil G. Englis, and Nancy Rewis, N. (2022). Finding Success Through Brand Repositioning in a Rapidly Declining Market: A Longitudinal Case Study of a College Marketing Campaign, paper presented at the 7th International Consumer Brand Relationships Conference, Winter Park, Florida.

Frederiks, Arjan and Basil G. Englis (2021). Using Experimental Designs To Study Entrepreneurship Education: An Historical Overview and Future Directions, paper presented at the Research in Entrepreneurship and Small Business Conference (RENT XXXV), Turku, Finland.

Fernandes Costa, Silvia, Arjan Frederiks, Paula Danskin Englis, and Basil G. Englis (2021). How Internationalization Intentions Trigger Action in Pre-Startup Firms, paper presented (virtually) at the Academy of Management Conference.

Nohutlu, Zeynep Didem, Basil G. Englis, Aard Groen, and Efthymios Constantinides (2021), Customer Co-Creation Experience in Online Communities: Antecedents and Outcomes, paper presented (virtually) at the 20th International Marketing Trends Conference, Venice, IT.

Englis, Paula D., Joris M.J. Heuven and Basil G. Englis (2020). The Effectiveness of Experts' Predictions of Short-Term and Long-Term Startup survival, paper presented (virtually) at the Academy of Management Conference, Vancouver, British Columbia, CA.

Englis, Paula D., Joris Heuven, Basil G. Englis, and Aard Groen (2019). From Shark Tanks to Incubator Pitch Days: Effectiveness of Experts' Prediction of Short-Term and Long-Term Startup Survival, paper presented at the 10th International Entrepreneurship Theory and Practice Conference: Present and Future, June 11-14, Varna, Bulgaria. (Best paper award – 2nd place.)

Nohutlu, Didem Zeynep, Basil G. Englis, Aard J. Groen, Efthymios Constantinides (2019). Extrinsic and Intrinsic Employee Motives For Co-Creation In Online Communities, paper presented at the 20th International Continuous Innovation Network Conference, Odense, Denmark.

Nohutlu, Didem Zeynep, Basil G. Englis, Aard J. Groen, Efthymios Constantinides (2019). Employee Motives to Participate in Collaborative Innovation: A Segmentation Model, paper presented at the 27th High Technology Small Firms Conference, Twente, The Netherlands.

Englis, Paula D., Joris Heuven, Basil G. Englis, and Aard Groen (2019). Expert Prediction of Short-Term and Long-Term New Venture Survival, paper presented at the 2019 High Technology Small Firms Conference, Twente, The Netherlands.

Costa, Silvia, Arjan Frederiks, Basil G. Englis, Paula D. Englis, and Aard Groen (2018). Globalists, Incrementalists and Localists: Looking Inside the Entrepreneurial Mindset to See What Triggers Action, paper presented at the 2018 High Technology Small Firms Conference, Groningen, The Netherlands.

Fernandez-Costa, Silvia, Arjan J. Frederiks, Basil G. Englis, Paula D. Englis (2018). Globalists, Incrementalists and Localists: Looking Inside the Entrepreneurial Mindset to see what Triggers Action, paper presented at the 2018 High Technology Small Firms Conference, Groningen, The Netherlands.

Nohutlu, Didem Zeynep, Basil G. Englis, Aard J. Groen, Efthymios Constantinides (2018). Extrinsic and Intrinsic Customer Motives for Participation in Co-Creation Activities in Online Communities: A Taxonomy, paper presented at the 26th High Technology Small Firms Conference, Groningen, The Netherlands.

Englis, Paula D. Basil G. Englis, Joris Heuven, Aard J. Groen, and Kasia Zalewska-Kurek (2017). Do they know what we think they know? The Predictive Ability of Business Panel Assessments and Start-up Firm Survival, paper presented at the 2017 Academy of Management Annual Conference, Atlanta, GA.

Heuven, Joris, Paula D. Englis, and Basil G. Englis (2017). Does It Take An Expert? Experience Of Business Panel Members And Their Ability To Predict New Venture Performance, paper presented at the 2017 High-Technology, Small Firm Annual Conference, Amsterdam, The Netherlands.

Englis, Basil G., Paula D. Englis, Aard Groen, and Kasia Zalewska-Kurek (2017). Do they know what we think they know? The effectiveness of business panel predictions on startup firm survival. USABE (United States Association for Small Business and Entrepreneurship) Annual Conference, Philadelphia, PA.

Englis, Basil G., Paula D. Englis, Aard Groen, and Kasia Zalewska-Kurek (2016), The Impact of Business Panel Prediction of Entrepreneurial Success, paper presented at the 2016 High Technology Small Firms Conference, University of Liverpool, Liverpool, England.

Englis, Basil G., Kasia Zalewska-Kurek and Paula D. Englis (2015), Development of Market-Driven Business Models in the IT Industry: The Power of the Customer in Shaping Business Models, paper presented at the European Business and Management Conference (sponsored by IAFOR – The International Academic Forum), Brighton, UK.

Goodstein, Ronald C., Gary Bamossy, Basil G. Englis, and Terence P. Ross (2015), Comparative Advertising & Initial Interest Confusion: Not All Comparison Ads are Created Equal, paper presented at the Marketing and Public Policy Conference, sponsored by the American Marketing Association, Washington, DC.

Zalewska-Kurek, Kasia Selim Kandemir, Basil G. Englis and Paula D. Englis (2014), Development of a Typology of Business Model Innovation, paper presented at the 59th Annual Conference of the International Council for Small Business. (Paper also presented by invitation at the 2014 High-Technology, Small Firms Conference, Oldenzaal, Netherlands.)

Englis, Paula D., Basil G. Englis, Tiago Ratinho, and Jeroen Reuven, (2012), Contextual factors, voice of the consumer and the impact of business planning on firm survival: Evidence from knowledge intensive start-up firms, paper presented at the Research in Entrepreneurship and Small Business Conference (RENT XXVI), Lyon, France.

Englis, Paula D., Basil G. Englis, Tiago Ratinho, and Aard Groen (2012), Survival and growth of high tech knowledge intensive firms: The impact of the voice-of-the-consumer in business planning, paper presented at the International Product Development Conference (EISAM) Manchester, England.

Englis, Paula D., Basil G. Englis, Tiago Ratinho, and Aard Groen (2011), An Ear to the Ground: The Role of the Voice-of-the-Consumer in Firm Survival for Startups, paper presented at 57th Annual Conference of the International Council for Small Business, Stockholm, Sweden.

Bamossy, Gary J. and Basil G. Englis (2010), Is Green?, Video Ethnography presented at the 9th Annual Film Festival, Association for Consumer Research Conference, Jacksonville, FL.

Englis, Paula D., Tiago Ratinho and Basil G. Englis and Rainer Harms (2010), The Impact of the Extensiveness and Comprehensiveness of Business Planning and Firm Survival for Incubated Knowledge Intensive Startup Firms, paper presented at the 24th annual conference for Research in Entrepreneurship and Small Business sponsored by the European Institute for Advanced Studies in Management, Maastricht, The Netherlands.

Englis, Paula D., Tiago Ratinho and Basil G. Englis (2010), Extensiveness of Business Planning and Firm Survival: An Examination into the Drivers of Success and Survival for Knowledge Intensive Start-up Firms, Paper presented at the Babson College Entrepreneurship Research Conference, Laussane, Switzerland.

Bamossy, Gary J. and Basil G. Englis (2009), Talk the Green Talk, Shop the Green Walk?, special session presentation at the Association for Consumer Research Conference, Pittsburgh, PA.

Bamossy, Gary J. and Basil G. Englis (2009), Does Green?, Video Ethnography presented at the 8th Annual Film Festival, Association for Consumer Research Conference, Pittsburgh, PA.

Englis, Basil G. and Gary J. Bamossy (2009), The Green Dilemma: Libertarian Values Trump Communal Values, paper presented at the Association for Consumer Research Conference, Pittsburgh, PA.

Englis, Basil G., Paula D. Englis, and Aard Groen (2009), The Role Of The Voice-Of-The-Consumer In The Start Up Process For High Tech Knowledge Intensive Firms, paper presented at the 16th International Product Development Management Conference, sponsored in part by the European Institute for Advanced Studies in Management, Enschede, The Netherlands.

Phillips, Diane M., Basil G. Englis, and Michael R. Solomon (2009), The Role of Innovativeness in Environmentally Conscious Consumer Behavior, working paper presented at the Association for Consumer Research Conference, Pittsburgh, PA.

Englis, Basil G. (2008), The Voice-of-the-Consumer in High-Tech Venturing: Marketing's Role, presented as part of a Professional Development Workshop titled Supporting High Tech High Ambition Entrepreneurship: Potential of a Venture Lab, Academy of Management Conference, Anaheim, CA.

Englis, Basil G., Paula D. Englis, Aard Groen, and Peter van der Sijde (2008), Innovation in Knowledge Intensive Startups: The Impact of the Voice-of-the-Consumer, paper presented at the Academy of Management Conference, Anaheim, CA.

Englis, Basil G., Paula D. Englis, Aard Groen, and Peter van der Sijde (2008), The Impact of the Voice-of-the-Consumer in the Startup Process for Knowledge Intensive Entrepreneurial Firms, paper presented at the annual International High Technology Small Firms Conference, Enschede, The Netherlands.

Englis, Basil G., Paula D. Englis, Aard Groen, and Peter van der Sijde (2007), Knowledge Intensive Entrepreneurship and the Voice-of-the Consumer, paper presented at the annual International High Technology Small Firms Conference, Manchester, UK.

Englis, Basil G., Michael R. Solomon, Wi-Suk Kwon and Susan Fournier (2007), Assessing Brand Meaning Through Visualization, paper presented at the 26th Annual Advertising and Consumer Psychology Preliminary Conference, Santa Monica, CA.

Englis, Basil G., Michael R. Solomon, Wi-Suk Kwon and Susan Fournier (2007), Visualising Brand Meaning, paper presented at the Thought Leaders International Conference on Brand Management, sponsored by the Academy of Marketing, Birmingham, UK.

Zhang, Ou, Wi-Suk Kwon, Michael R. Solomon and Basil G. Englis (2007), Meanings of Male Looks: A Qualitative Approach, paper presented at the Annual Meeting of the International Textile and Apparel Association, Los Angeles, CA.

Englis, Paula D., Basil G. Englis, Michael R. Solomon, and Aard Groen (2006), Strategic Sustainability and Triple Bottom Line Performance in Textiles: Implications of the Eco-label for the EU and Beyond paper presented at the Business as an Agent of World Benefit Conference, sponsored by the United Nations and the Academy of Management, Cleveland, OH.

Englis, Paula D., Basil G. Englis, Michael R. Solomon, Laura Valentine, Nicole Bieak and Seth Turner (2006), Using Knowledge Management To Gain Competitive Advantage In The Textile And Apparel Value Chain: A Comparison Small And Large Firms paper presented at the 14th High Technology Small Firms Conference, Enschede, The Netherlands.

Kaiser, Susan, Michael R. Solomon, Basil G. Englis, Janet Hethorn (2006), What do Men Want? Media Representations, Subjectivity, and Consumption, Special Topic Session presented at the Eighth Marketing and Consumer Behavior Conference, Edinburgh, Scotland.

Solomon, Michael R., Basil G. Englis, and George C. Coulston (2004) The Missing Link: Systematic Integration of Voice-of-the-Consumer Data in the Six Sigma New Product Development Process, paper presented at the MSI Conference on Collaborative Research, Yale University.

Dhir, Krishna, Basil G. Englis, John Grout, Paula D. Harveston, Rob Nehmer, and Adrian Perez (2004), Educating the Head, the Heart, and the Hands at Berry College's Campbell School of Business: A Framework for Assessment, paper presented at the Western Decision Sciences Institute Conference, Manzanillo, Mexico.

Englis, Basil G., Paula D. Harveston, Michael R. Solomon (2003), Knowledge Management and the Value Chain: The Asset Value of Market Research, paper presented at the Marketing Management Association Conference, Chicago.

Muñoz, Carrie Lego, Gokcen Coskuner, Michael R. Solomon, and Basil G. Englis (2003) Dressed to the 'Nines': The Cognitive Categorization of Apparel Style Categories, paper presented at the Annual Meeting of the International Textile and Apparel Association, Savannah, GA.

Englis, Basil G., Paula D. Harveston, Michael R. Solomon (2002), Knowledge Management and the Value Chain: Leveraging Online Capabilities, paper presented at the Fifth International Conference on Electronic Commerce Research (ICECR-5), Montreal.

Englis, Basil G., Paula D. Harveston, Michael R. Solomon (2002), Exploiting Linkages Across the Value Chain: The Potential of Using an Online Measurement, Analysis and Feedback System to Leverage Capabilities, paper presented at the 2002 Western Decision Sciences Conference, Las Vegas, NV.

Langenderfer, Jeff, Basil G. Englis, and Michael R. Solomon (2002), Copyright and Trademark Issues in Online Market Research, paper presented at the 2002 Western Decision Sciences Conference, Las Vegas, NV.

Englis, Basil G., Michael R. Solomon, and Paula D. Harveston (2001), Web-Based, Visually Oriented Consumer Research Tools, paper presented at the 2001 Advertising and Consumer Psychology Conference, Seattle, WA.

Lego, Caroline, Natalie Wood, Michael R. Solomon, Darach Turley, and Basil G. Englis (2001), Real or Replica? Deciphering Authenticity in Irish Pubs, paper presented as part of special session: "Telling the Difference: Consumer Evaluations of Authentic and Inauthentic Market Offerings," Association for Consumer Research, Austin, TX.

Quilty, Natalie, Michael R. Solomon, and Basil G. Englis (2001), Icons and Avatars: Cyber-Models and Hyper-Mediated Visual Persuasion, paper presented at the annual meeting of the American Academy of Advertising, Salt Lake City, UT.

Solomon, Michael R. and Basil G. Englis (2001), Life/Style Online: A Web-Based Consumer Research Methodology, paper presented at the 2001 World Marketing Congress, Cardiff, Wales.

Solomon, Michael R. and Basil G. Englis (2001), Life/Style Online: A Web-Based Methodology for Visually Oriented Research, paper presented at the 2001 COSIGN (Computational Semiotics in Games and New Media) Conference, Amsterdam, The Netherlands.

Bamossy, Gary, Michael R. Solomon, Basil G. Englis, and Trinske Antonides (2000), You're Not Cool if You Have to Ask: Gender in the Social Construction of Coolness, paper presented at the paper presented at the 5th Association for Consumer Research Gender, Marketing and Consumer Behavior Conference, Chicago, IL.

Englis, Basil G. and Robert A. Nehmer (2000), An Agent Society to Recognize Emerging Consumer Preferences, paper presented at the 2000 Computational Analysis of Social and Organizational Systems Conference, Carnegie-Mellon University, PA.

Quilty, Natalie, Michael R. Solomon, and Basil G. Englis (2000), Icons and Avatars: Cyber-Models and Hyper-Mediated Visual Persuasion, paper presented at the 19th annual Advertising and Consumer Psychology Conference, Ann Arbor, MI.

Waggle, Doug and Basil G. Englis (2000), Asset Allocation Decisions in Retirement Accounts: An All-or-Nothing Proposition?, paper presented at the Academy of Economics and Finance.

Ackert, Lucy, Bryan Church, and Basil G. Englis (1999), The Asset Allocation Decision and Investor Heterogeneity: A Puzzle?, paper presented at the Eastern Finance Association Conference, Miami, FL.

Solomon, Michael R. and Basil G. Englis (1999), Life/Style Online: A Web-Based Consumer Research Tool, paper presented at the 6th International Conference on Recent Advances in Retailing and Services Science, Puerto Rico, July 18-21.

McKee, Kathy Brittain and Basil G. Englis, Co-Chairs (1998), Conceptualizing Brand Placement as a Viable Media Strategy: Perspectives and Prescriptives, Special Topic Session presented at the annual meeting of the American Academy of Advertising, Lexington, KY.

Englis, Basil G., Michael R. Solomon, and Mary C. Martin (1998), Adolescent Girls' Identification of Beauty Types and Perceived Congruence with Products and Brands: A Developmental Perspective, paper presented at the annual meeting of the Society for Consumer Psychology.

Solomon, Michael R. and Basil G. Englis, Co-Chairs (1997), You Are Where You Sit: Interior Environments and the Construction of Social Identity, Special Session presented at the annual meeting of the Association for Consumer Research, Denver, CO.

McGrath, Mary Ann, Basil G. Englis, and Michael R. Solomon (1997), Beautiful Houses/Beautiful People: Social Categorization and Styles of Interior Decor, paper presented at the annual meeting of the Association for Consumer Research, Denver, CO.

Martin, Mary C. and Basil G. Englis (1997), FDA Regulation of Cigarette Distribution and Promotion in the U.S.: A Review of the Issues and Cross-Country Comparison, paper presented at the bi-annual European meeting of the Association for Consumer Research, Stockholm, Sweden.

Solomon, Michael R. and Basil G. Englis (1997), Broadcasting Beauty: The Role of Music Television in the Cultural Construction of Female Appearance Ideals, paper presented at the bi-annual European meeting of the Association for Consumer Research, Stockholm, Sweden.

Englis, Basil G. and Michael R. Solomon, Co-Chairs (1996), I Am Not ...Therefore, I Am: The Role of Avoidance Products in Shaping Consumer Behavior, Special Session presented at the annual meeting of the Association for Consumer Research, Tucson, AZ.

McGrath, Mary Ann and Basil G. Englis (1996), An Intergenerational Analysis of Ethnic Traditions in Wedding-Gift Giving, paper presented at the annual meeting of the Association for Consumer Research, Tucson, AZ.

Englis, Basil G. and Mary Ann McGrath (1996), An Analysis of the Framing of Women as Marriage Partners Through Patterns of Wedding Gift Giving, paper presented at the Third ACR Gender, Marketing and Consumer Behavior Conference, Salt Lake City, UT.

Englis, Basil G. and Michael R. Solomon (1995) The Social Construction of Lifestyles: A Recursive Process Model, paper presented at the Fifth Interdisciplinary Conference on Research in Consumption, Lund, Sweden.

Englis, Basil G. and Anna Olofsson (1995), A Man's Place is NOT in the Nursery: Comparative Evidence from the U.S. and Europe, paper presented at the annual meeting of the American Academy of Advertising.

Pennell, Greta E. and Basil G. Englis, Co-Chairs (1995), Boundaries and Border Crossings: Constructing Gender Ideology through Advertising Imagery, Special Session presented at the annual meeting of the American Academy of Advertising.

Solomon, Michael R. and Basil G. Englis (1995), Consumption Constellations: Implications for Integrated Communications Strategies, paper presented at the presented at the annual meeting of the American Academy of Advertising.

Olofsson, Anna, Basil G. Englis, and Michael R. Solomon (1994), Music Television as an Adolescent Consumer Socializing Agent, paper presented at the International Conference on Youth Culture, Hasseludden, Sweden.

Englis, Basil G., Chair (1993), "The Play's the Thing:" Elements of Drama in Advertising and Their Effects on Audience Response, Special Session presented at the annual meeting of the Association for Consumer Research, Nashville, TN.

Stern, Barbara B. and Basil G. Englis (1993), "Once Upon a Time ... : " Advertising Drama and Audience Empathy, paper presented at the annual meeting of the Association for Consumer Research, Nashville, TN.

Englis, Basil G. and Greta E. Pennell, Co-Chairs (1993), "This Note's for You ... : " Negative Effects of the Commercial Use of Popular Music, Special Session presented at the annual meeting of the Association for Consumer Research, Nashville, TN.

Pennell, Greta E. and Basil G. Englis (1993), When "Hits" Strikeout: Loving the Song but Hating the Product, paper presented at the annual meeting of the Association for Consumer Research, Nashville, TN.

Englis, Basil G. and Michael R. Solomon (1993), Where Perception Meets Reality: The Social Construction of Lifestyles, paper presented at the 12th Annual Advertising and Consumer Psychology Conference, New York, NY.

Englis, Basil G., Chair (1993), Shills, Shams, and Swindles: Deceiving The Consumer, Special Session presented at the annual meeting of the American Academy of Advertising, Montreal, Canada.

Solomon, Michael R. and Basil G. Englis (1993), What is Reality?: The Blurring of Boundaries Between Marketing and Popular Culture, paper presented at the annual meeting of the American Academy of Advertising, Montreal, Canada.

Solomon, Michael R. and Basil G. Englis (1992), Consumption Constellations: Implications for Integrated Communications Strategies, paper presented at the 11th Annual Advertising and Consumer Psychology Conference, Chicago, IL.

Englis, Basil G. and Rader Hayes (1991), Infomercial Program Grammar Influences on Consumer Responses to Product Claims, paper presented at the annual meeting of the Direct Marketing Educators' Conference, Boston, MA.

Englis, Basil G., Chair (1990), Music Television and Its Influences on Consumers, Consumer Culture, and the Transmission of Consumption Messages, Special Session presented at the annual meeting of the Association for Consumer Research, NY, NY.

Englis, Basil G. (1990), Music Television as a Viewing Context and Its Effects on Consumer Responses to Advertising, paper presented at the annual meeting of the Association for Consumer Research, New York, NY.

Englis, Basil G. (1989), The Reinforcement Properties of Music Videos: 'I want my ... I want my ... MTV', paper presented at the annual meeting of the Association for Consumer Research, New Orleans, LA.

Englis, Basil G. (1988), Consumer Emotional Reactions to Television Advertising and Their Role as Mediators of Ad Recall, paper presented at the seventh annual Advertising and Consumer Psychology Conference, New York, NY.

Englis, Basil G. (1987), The Role of Affect in Political Advertising: Voter Emotional Responses to the Nonverbal Behavior of Politicians, paper presented at the sixth annual Advertising and Consumer Psychology Conference, Chicago.

Poppo, Laura B., Basil G. Englis, John T. Lanzetta and Michael Fanselow (1985), The Conditioning Properties of Facial Expressions: Equipotentiality, Selective Association Formation, and Non-Association, paper presented at the annual meeting of the Eastern Psychological Association, Boston, MA.

Englis, Basil G. (1985), The Conditioning of Counter-Empathy Toward In-Group and Out-Group Members, paper presented at the annual meeting of the Eastern Psychological Association, Boston, MA.

Englis, Basil G. and John T. Lanzetta (1984), The Effects of Group Categorization on Vicarious Emotional Responses, paper presented at the annual meeting of the Eastern Psychological Association.

Masters, Roger D., Denis G. Sullivan, John T. Lanzetta, Basil G. Englis and Gregory J. McHugo (1984), The Role of Facial Displays in Regulating Relations in Political Groups: Some Experimental Findings, paper presented at the annual meeting of the International Primatological Society, Nairobi, Kenya.

Masters, Roger D., Denis G. Sullivan, John T. Lanzetta, Gregory J. McHugo and Basil G. Englis (1984), Facial Displays and Political Leadership, paper presented at the Conference on Ethological Contributions to Political Science, Tutzing, West Germany.

Sullivan, Denis G., Roger D. Masters, John T. Lanzetta, Basil G. Englis and Gregory J. McHugo (1984), The Effect of President Reagan's Facial Displays on Observers' Attitudes, Impressions, and Feelings, paper presented at the annual meeting of the American Political Science Association, Washington, DC.

Sullivan, Denis G., Roger D. Masters, John T. Lanzetta, Gregory J. McHugo and Basil G. Englis (1984), Facial Displays and Political Leadership: Some Experimental Findings, paper presented at the annual meeting of the American Political Science Association, Washington, DC.

Masters, Roger D., Denis G. Sullivan, John T. Lanzetta, Gregory J. McHugo and Basil G. Englis (1983), The Nature of Human Facial Displays: A Model of Leadership Based on Ethology and Social Psychology, paper presented at the annual meeting of the Northeastern Political Science Association, Philadelphia, PA.

Lanzetta, John T. and Basil G. Englis (1982), The Effect of Observer Expectancies on Vicarious Emotional Responses, paper presented at the annual meeting of the Eastern Psychological Association, Baltimore, MD.

Englis, Basil G. and John T. Lanzetta (1980), A Conditioning Model for the Acquisition of Empathetic and Counter-Empathetic Emotional Responses, paper presented at the annual meeting of the Eastern Psychological Association, Hartford, CT.

Englis, Basil G. (1979), The Study of Empathy as Vicarious Emotional Response: A Conditioning Model, paper presented at the annual meeting of the Eastern Psychological Association, Philadelphia, PA.

INVITED PRESENTATIONS

Invited Seminar: Segmentation, Targeting and Positioning. Presented at the inaugural weekend of the Venture Lab Progra, Thapar University, Patiala, India (Audience: Undergraduate entrepreneurs) (2024).

Invited Seminar: Experiments in Entrepreneurship. Presented at Riga International School of Economics and Business Administration, Riga, Latvia (Audience: Ph.D. students) (2024).

Invited Lectures: International Marketing. Presented at University College, University of Groningen, the Netherlands. (Audience: Undergraduate Honors Students) (2023)

Keynote Presentation: So ... What is an Experiment Anyway? Sponsored by the European Council for Small Business and the University of Groningen Entrepreneurship Centre (Audience: Ph.D. students and junior faculty) (2023)

Invited Lectures: International Marketing. Presented at University College, University of Groningen, the Netherlands. (Audience: Undergraduate Honors Students) (2022)

Invited Seminar: Experimental Research Design Basics. Presented at Riga International School of Economics and Business Administration, Riga, Latvia (Audience: Ph.D. students) (2022).

Keynote Presentation: So ... What is an Experiment Anyway? Presented at the 14th Annual Scientific Baltic Business Management Conference, Riga, Latvia (Doctoral Pre-Conference) (2021).

Invited Lectures: International Marketing. Presented at University College, University of Groningen, the Netherlands. (Audience: Undergraduate Honors Students) (2021)

Keynote Presentation: So ... What is an Experiment Anyway? Sponsored by the European Council for Small Business and the University of Groningen Entrepreneurship Centre (Audience: Ph.D. students and junior faculty) (2021)

Invited Webinar: So ... What is an Experiment Anyway? Research Workshop sponsored by the European Council for Small Business and Entrepreneurship (Audience: Ph.D. students and junior faculty) (2020)

Invited Seminar: So ... What is an Experiment Anyway? Presented at the Thapar School of Management, Thapar University, Patiala, India (Audience: Ph.D. students) (2020)

Invited Lecture: International Marketing - Social and Cultural Environments. Presented at University College, University of Groningen, the Netherlands. (Audience: Undergraduate Honors Students) (2020)

Keynote Presentation: So ... What is an Experiment Anyway? Research Workshop sponsored by the European Council for Small Business and Entrepreneurship (Audience: Ph.D. students and junior faculty) (2019)

Research Presentation: Expert prediction of short term and long term survival. Brown Bag Seminar, Entrepreneurship Research Group, University of Groningen, the Netherlands (Audience: Faculty and Ph.D. students) (2018)

Invited Lectures: International Marketing, presented at the University College, University of Groningen, the Netherlands. (Audience: Undergraduate Honors Students) (2018)

Invited Lecture: Branding and Brand Equity, presented at the Thapar School of Management, Thapar University, Patiala, India (Audience: MBA and Ph.D. students and faculty) (2018)

Invited Key Note Presentation: Entrepreneurial Pathways to Internationalization, presented at the 15th Anniversary of NIKOS (The Dutch Institute for the Study of Knowledge-Intensive Entrepreneurship), University of Twente, The Netherlands. (2016)

Seminar Presentation: Marketing Research for Innovation: Listening to the Voice-of-the-Consumer, presented at the University of Groningen, The Netherlands (Audience: Entrepreneurs enrolled in Venture Lab North). (2016)

Conference Presentation: Development of a Typology of Business Model Innovation, presented by invitation at the 2014 High-Tech, Small Firms Conference, Oldenzaal, Netherlands.

Invited Lecture: Integration of Voice-of-the-Consumer in New Product/New Technology Development: The Pivotless Case, presented at the University of Groningen, The Netherlands (Audience: Masters students in business, entrepreneurship, and engineering). (2014)

Conference Presentation: "Development of a Typology of Business Model Innovation," Proceedings of the International Council for Small Business Conference, presented by invitation at the 2014 High-Tech, Small Firms Conference, Oldenzaal, Netherlands (2014).

Seminar Presentation: Voice of the Consumer and the Role of Relations with Clients in the Entrepreneurial Process: Some Evidence from Twente Entrepreneurship Support Systems, presented at the INSCOPE Conference, Amsterdam, Netherlands (2013).

Invited Lecture: Integration of Voice-of-the-Consumer in New Product/New Technology Development, presented at the University of Twente, The Netherlands (Audience: Visiting Executives from Baosteel Corporation, China) (2013).

Invited Lectures: Entrepreneurial Marketing Strategy, presented at the Antwerp Management School, University of Antwerp, Belgium (2012).

Seminar Presentation: Marketing Strategy and New Product Development: Creating Customer Value, presented at the Venture Lab, University of Twente, Enschede, The Netherlands (2012).

Invited Lecture: Consumers Embrace Sustainability, presented at McDonough School of Business, Georgetown University (2011)

Doctoral Consortium Workshop: Researching Entrepreneurship, presented at the EITIM (European Institute for Technology and Innovation Management) Doctoral Consortium, University of Twente, Enschede, The Netherlands (2010)

Invited Lecture: Consumers Embrace Sustainability, presented at McDonough School of Business, Georgetown University (2010)

Doctoral Consortium Workshop: Researching Entrepreneurship, presented at the EITIM (European Institute for Technology and Innovation Management) Doctoral Consortium, University of Twente, Enschede, The Netherlands (2010)

Invited Lecture: Integration of Voice-of-the-Consumer in the New Product/New Technology Development Process, presented at McDonough School of Business, Georgetown University (2009)

Seminar Presentation: Segmentation, Targeting and Positioning, presented at the Venture Lab, University of Twente, Enschede, The Netherlands (2009)

Paper Presentation: The Role of Innovativeness in Environmentally Conscious Consumer Behavior, presented at the Principles for Responsible Management Education Conference, Glassboro, NJ (2009)

Invited Lecture: Integration of Voice-of-the-Consumer in the New Product/New Technology Development Process, presented at McDonough School of Business, Georgetown University (2008)

Seminar Presentation: Voice-of-the-Consumer in the Printing Industry, presented at the University of Twente, Enschede, The Netherlands (2007, 2008).

Poster Presentation: Masculine Style(s): Shifting Identities and Textile/Apparel Industry Opportunities, presented at the annual National Textile Center Forum, Hilton Head, SC (2007). [Winner of the Director's Award for Achievement of Project Goals in the 2nd Year.]

Poster Presentation: A Visual Approach to the Assessment of Apparel Brand Personality and its Relationship to Brand Equity, presented at the annual National Textile Center Forum, Hilton Head, SC (2007)

Poster Presentation: Strategic Sustainability and the Triple Bottom Line, presented at the annual National Textile Center Forum, Hilton Head, SC (2007)

Special Session Discussion: Global Marketing: Obtaining and Executing a Fulbright, presented at the annual American Marketing Association Summer Educators Conference, Washington, DC (2007).

Seminar Presentation: Entrepreneurship and Knowledge, presented at the Nikos Fifth Anniversary Seminar: Entrepreneurship Research 2020, University of Twente, Enschede, The Netherlands (2006).

Poster Presentation: Masculine Style(s): Shifting Identities and Textile/Apparel Industry Opportunities, presented at the annual National Textile Center Forum, Hilton Head, SC (2006).

Poster Presentation: Knowledge Management as Competitive Advantage in the Textile and Apparel Value Chain, presented at the annual National Textile Center Forum, Hilton Head, SC (2006).

Seminar Presentation: From Molecule Forward to Market Back: Systematic Integration of Voice-of-the-Consumer Data in the Six Sigma New Product Development Process, presented at the Market Led Innovative Networking in Textiles Workshop University of Twente, The Netherlands (March 29, 2005).

Poster Presentation: Knowledge Management as Competitive Advantage in the Textile and Apparel Value Chain, presented at the annual National Textile Center Forum, Raleigh, NC (2005).

Poster Presentation: Charting Consumption Constellations: An Online Measurement, Analysis and Feedback System for the Assessment of Cross-Category Consumer Preferences across the Lifespan, presented at the annual National Textile Center Forum, Hilton Head, NC (2004).

Poster Presentation: Knowledge Management as Competitive Advantage in the Textile and Apparel Value Chain, presented at the annual National Textile Center Forum, Hilton Head, NC (2004).

Paper Presentation: Visualizing the Underlying Meaning Structure of Brands, paper presented at Branding: Activating and Engaging Cultural Meaning Systems Conference. Sponsored by the Brand Logic Institute, Innsbruck, Austria (2003).

Poster Presentation: Charting Consumption Constellations: An Online Measurement, Analysis and Feedback System for the Assessment of Cross-Category Consumer Preferences across the Lifespan, presented at the annual National Textile Center Forum, Hilton Head, NC (2003).

Paper Presentation: Apples to Apples? Exploring Reliability and Validity Issues in Offline Versus Online Research, presented as part of a special session titled “The Many Faces of Online Consumer Research” at the Society for Marketing Advances Conference (2002).

Paper Presentation: From Molecule Forward to Market Back: The DuPont Textile Research Odyssey, presented at the Web-Based Surveys and Usability Testing Conference. Sponsored by the Institute for International Research and The Interactive Marketing Research Organization, San Francisco (2002).

Poster Presentation: Charting Consumption Constellations: An Online Measurement, Analysis and Feedback System for the Assessment of Cross-Category Consumer Preferences across the Lifespan, presented at the annual National Textile Center Forum, Myrtle Beach, SC. (2002)

Paper Presentation: Life/Style Online: Web Surveying Goes Visual, presented at the 2001 EXPLOR Forum: Learning from the Data of Online Research and Electronic Commerce.

Sponsored by the American Marketing Association and the A.C. Nielson Market Research Center, Chicago, IL (2001).

Poster & Paper Presentation: Methodology for Identifying Lead Users – Seed Project Report, presented at the annual National Textile Center Forum, Myrtle Beach, SC. (2001)

Conference Presentation: Qualitative Research Visits Hyperspace, presented at the annual meeting of the Association for Consumer Research – “Heretical Consumer Research.” (2000).

Panel Presentation: Research and Consumer Behavior: Implications of the Electronic World, Society for Marketing Advances Conference, Orlando, FL (2000).

Poster & Paper Presentation: Consumer Preferences for Apparel and Textile Products as a Function of Lifestyle Imagery: Third-Year Progress Report, presented at the annual National Textile Center Forum, Myrtle Beach, SC. (2000)

Colloquium Presentation: First Richard Edgerton Research Presentation: Consumer Research OnLine, Campbell School of Business, Berry College, Rome, GA (1999)

Colloquium Presentation: On-Line Consumer Research, School of Human Sciences, University of North Carolina, Greensboro (1999)

Poster Presentation: Life/Style OnLine: A Web-Based System to Track Apparel Preferences, presented at the American Apparel Manufacturer’s Association Apparel Research Conference, Atlanta, GA (1999).

Poster Presentation: Consumer Preferences for Apparel and Textile Products as a Function of Lifestyle Imagery: Second-Year Progress Report, presented at the annual National Textile Center Forum, Myrtle Beach, SC. (1999)

Colloquium Address: The Asset Allocation Decision and Investor Heterogeneity: A Puzzle? paper presented to the Department of Finance, Georgia State University, Atlanta (1998).

Poster Presentation: Consumer Preferences for Apparel and Textile Products as a Function of Lifestyle Imagery, presented at the American Apparel Manufacturer’s Association Apparel Research Conference, Atlanta, GA (1998).

Poster Presentation: Consumer Preferences for Apparel and textile Products as a Function of Lifestyle Imagery: First-Year Progress Report, presented at the annual National Textile Center Forum, Panama City, FL. (1998)

Panel Discussant: Successes and Failures in Family Research, AMA Winter Educator’s Conference, St. Petersburg, FL, February, 1997

Symposium Address: How and Why Does Product Placement Work, Department of Sociology, University of Uppsala, Uppsala, Sweden, August, 1995.

Colloquium Address: Emerging Methods and Trends in Lifestyle Research, School of Business Administration, University of Umeå, Umeå, Sweden, August 1995.

Conference Paper: Beauty Before the Eyes of Beholders: The Cultural Encoding of Beauty Types in Magazine Advertising and Music Television, paper presented at the New Jersey All-State Marketing Conference, Wayne, NJ, April 1993.

Symposium Address: Reality Engineering: Blurring the Boundaries Between Commercial Signification and Popular Culture, paper presented as part of a symposium titled “Humanistic

Perspectives on Marketing: The View from Within,” Rutgers University Center for Historical Analysis, November 1992.

Conference Paper: Consumption Constellations: Implications for Marketing Strategy, paper presented at the annual American Marketing Association Collegiate Conference, New Orleans, LA, April 1992.

Conference Paper: Consumption Constellations: Implications for Lifestyle Segmentation, paper presented at the New Jersey All-State Marketing Conference, New Brunswick, NJ, December 1991.

Colloquium Address: The Role of Emotion in Advertising Effectiveness: Stimulus and Response Analyses, School of Journalism and Mass Communication, University of Wisconsin at Madison, February 1990.

Symposium Chair: Reports from the Annual Advertising and Consumer Psychology Conference, presented at the annual meeting of the Society for Consumer Psychology, Division 23 of the American Psychological Association, Boston, MA, August 1990.

Symposium Address: Research Issues in Cross-Cultural Consumer Psychology, Presented at the annual meeting of the Society for Consumer Psychology, Division 23 of the American Psychological Association, Boston, MA, August 1990.

PUBLICATIONS: INSTRUCTIONAL MATERIALS

Englis, Basil G. (1998), “The Simmons Connection,” in *Consumer Behavior, Canadian Edition*, by Michael R. Solomon and Judy Zaichowsky, Englewood Cliffs, NJ: Prentice-Hall.

Estep, Frances and Basil G. Englis (1998), *Test Item File: Consumer Behavior, Canadian Edition*, by Michael R. Solomon, Englewood Cliffs, NJ: Prentice-Hall.

Englis, Basil G. (1996), “The Simmons Connection,” in *Consumer Behavior, Third Edition*, by Michael R. Solomon, Englewood Cliffs, NJ: Prentice-Hall.

Estep, Frances and Basil G. Englis (1996), *Test Item File: Consumer Behavior, Third Edition*, by Michael R. Solomon, Englewood Cliffs, NJ: Prentice-Hall.

Englis, Basil G. (1994), “The Simmons Connection,” in *Consumer Behavior, Second Edition*, by Michael R. Solomon, Englewood Cliffs, NJ: Prentice-Hall.

RESEARCH GRANTS

Berry College

2006/2009: U.S. Department of Commerce, National Textile Center – “S06-AC01 – Strategic Sustainability and the Triple Bottom Line” (approx. \$500,000)

2006/2009: U.S. Department of Commerce, National Textile Center – “S06-AC04 – A Visual Approach to the Assessment of Apparel Brand Personality and its Relationship to Brand Equity” (approx. \$600,000)

2005/2008: U.S. Department of Commerce, National Textile Center – “S05-AC02 – Masculine Styles: Shifting Identities and Textile & Apparel Opportunities” (approx. \$900,000)

- 2003/2006: U.S. Department of Commerce, National Textile Center – “S03-AC01 – Knowledge Management as Competitive Advantage in the Textile and Apparel Value Chain” (approx. \$550,000)
- 2001/2004: U.S. Department of Commerce, National Textile Center – “Charting Consumption Constellations: An Online Measurement, Analysis and Feedback System for the Assessment of Cross-Category Consumer Preferences across the Lifespan” (approx. \$530,000)
- 2000/2002: U.S. Department of Commerce, National Textile Center Seed Grant – “Methodology to Assess Design Preferences of Lead Users” (\$50,160)
- 1997/2001: U.S. Department of Commerce, National Textile Center – “Consumer Preferences for Apparel and Textile Products as a Function of Lifestyle Imagery” (\$448,000)
- Penn State University 1996/1997: Innovations in Teaching Grant – “Development of Multimedia Case Materials for Teaching Marketing Management” (\$7500)
- Rutgers University 1994/1995: Fulbright-Hays Grant – U.S. Visiting Lecturer/ Research Scholar Program. University of Umeå, Umeå, Sweden (\$10,000)
- 1994/1995: Livingston College Distinguished Fellows Award – “Mass Media and Marketing in a Multicultural Society” (\$2500)
- 1993/1994: American Academy of Advertising Grant “Chronometric Explorations of Consumption Constellations and their Implications for Advertising Strategy,” with Michael Solomon, Tina Lowery (Rider College), and Sharon Shavitt (University of Illinois) (\$3000)
- 1993/1994: American Marketing Association Grant “Visual Background and its Relation to the Effectiveness of Advertising Communications,” with Michael Solomon (\$1700)
- 1993/1994: Rutgers Research Council Grant “The Role of Program Context in the Processing of Embedded Ads,” with L.J. Shrum (\$1000)
- 1992/1993: American Marketing Association Grant “The Application of Consumption Constellations to Lifestyle Merchandising Strategies,” with Michael Solomon (\$1500)
- 1991/1992: American Marketing Association Grant “Charting Consumption Constellations,” with Michael Solomon (\$1250)
- 1989 to 1991: U. S. Department of Agriculture Low Input Sustainable Agriculture Project Grant “Marketability of Low-Input Sustainable Agricultural Produce,” with Dan Stromborn and Clare Liptak (\$60,621)
- 1989: Rutgers Research Council Grant “Psycho-physiological Investigations of Emotional Responses to Persuasive Communications” (\$1,500)

	1988: Rutgers Research Council Grant for Newly Appointed Faculty "Role of Emotion as a Mediator of Persuasion" (\$1,000)
Clarkson University	1986: Clarkson Teaching Improvement Grant "Computer-Based Teaching Systems (\$2,500)
	1985: U.S. Steel Fund Grant "Psychophysiology of Emotional Responses to Persuasive Communications" (\$1,000)

PROFESSIONAL ACTIVITIES AND AFFILIATIONS

Conference Organizing	<p>Arrangements Committee Member (2001-2002) for the Association for Consumer Research North American Conference.</p> <p>Program Committee Member (1993-1994; 1998 -1999) for the Association for Consumer Research Conference.</p> <p>Co-Chair with Anna Olofsson of the 1997 European Association for Consumer Research Conference, Stockholm, Sweden</p> <p>Co-Chair with D. Frederick Baker of the 1990 Advertising and Consumer Psychology Conference, sponsored by the Society for Consumer Psychology (Division 23 of the American Psychological Association), the Marketing Science Association, and the McCann-Erickson advertising agency.</p>
Ad-Hoc Journal Reviewer	<p><i>Journal of Advertising</i></p> <p><i>Consumption, Markets and Culture</i></p> <p><i>Journal of Consumer Psychology</i></p> <p><i>Journal of Consumer Research</i></p> <p><i>Progress in Consumer Research</i></p> <p><i>Journal of Business Research</i></p> <p><i>Psychology & Marketing</i></p> <p><i>Journal of Applied Psychology</i></p> <p><i>Journal of Applied Social Psychology</i></p> <p><i>Journal of Personality and Social Psychology</i></p> <p><i>Journal of Public Policy and Marketing</i></p>
Conference Reviewer	<p>Association for Consumer Research</p> <p>American Academy of Advertising</p> <p>American Marketing Association</p> <p>Academy of Marketing Science</p> <p>Society for Consumer Psychology, Division 23 of the American Psychological Association</p>
Board Member	<p>American Academy of Advertising (1993-1995)</p> <p>Society for Consumer Psychology, Division 23 of the American Psychological Association (1990-1991)</p>
Professional Affiliations	<p>Association for Consumer Research</p> <p>American Marketing Association</p> <p>American Psychological Association</p>

TEACHING EXPERIENCE AND INTERESTS

Berry College	Consumer Behavior, Marketing Research, Marketing Management, Personal Selling, Advanced Marketing Seminar, Honors Seminar: Culture and Consumption, Principles of Marketing, Strategic Marketing (graduate /undergraduate), e-Commerce Marketing Strategy, E Pluribus Unum
Penn State University	Marketing Management, International Marketing, Consumer Behavior, Thesis Supervision (graduate)
Rutgers University	Principles of Marketing, Consumer Behavior, Political Marketing, Advertising, Honors and Doctoral Thesis Supervision (graduate and undergraduate)
Clarkson University	Principles of Marketing, General Psychology, Research Methods in Psychology, Human Motivation (graduate /undergraduate), Human Sexuality

GRADUATE THESIS AND DISSERTATION COMMITTEES

University of Twente (The Netherlands)	Zegnep Didem Nohutlu, Doctoral Qualifying Committee, Doctoral Dissertation Committee Lisa Bakir, Doctoral Qualifying Committee Arjan Frederiks, Doctoral Dissertation Committee Victor A. Chavez, Doctoral Dissertation Committee Janina Banis – den Hertog, Doctoral Dissertation Committee Efthymios Constantinides, Doctoral Dissertation Committee Sukon Wu, Masters Thesis Committee Theresa Kreimer, Masters Thesis Committee Margit Bode, Masters Thesis Committee Selim Kandemir, Masters Thesis Committee Leoni Kruse, Masters Thesis Committee Tamara Simmons, Masters Thesis Committee Yvonne Groenveld, Masters Thesis Committee Siswa van Riesen, Masters Thesis Committee
University of Groningen (The Netherlands)	Bert Timmerman, Masters Thesis Supervisor Mark Postema, Masters Thesis Supervisor Roy van Houten, Bachelors Thesis Supervisor Elizabeth Warren, Bachelors Thesis Supervisor
Auburn University	Adel Sakr, Doctoral, Qualifying Examination Committee Gokcen Coksuner, Masters Thesis Committee Carrie Lego, Masters Thesis Committee, Doctoral Qualifying Examination Committee, Doctoral Dissertation Committee Stephanie McFee, Masters Thesis Committee Natalie Wood, Doctoral Qualifying Examination Committee; Doctoral Dissertation Committee Ou Zhang, Masters Thesis Committee
Rutgers University	Karen Briefer, Doctoral Qualifying Examination Committee

Greta Pennell, Doctoral Qualifying Examination Committee; Doctoral Dissertation Committee

UNIVERSITY SERVICE

Berry College

- Berry College Enrollment Management Committee (2019-)
- Berry College *Ad hoc* Marketing Committee (2017-)
- Campbell School Chairs' Council (Lauren Heller, Chair) (2023-)
- Campbell School Graduate Curriculum and Policy Committee (2014-)
- Berry College Information Technology Committee (2007-)
- Campbell School Leadership Team (Joyce Heames, Chair) (2016-2023)
- Berry College Planning Council (2020-2021)
- Campbell School Promotion and Tenure Committee (2016-2019)
- Chair, Campbell School Management Information Systems Search Committee (2016-2017)
- Berry College SACSCOC Re-Accreditation Committee (2015-2018)
- Campbell School Executive Committee (John Grout, Chair) (1996-2010; 2014-2016)
- Berry College VP Marketing Search Committee (2016)
- Berry College IT Committee: *Ad hoc* Committee on Course Hybridization (Penny Evans-Plant, Chair) (2015-2016)
- Berry College Institutional Effectiveness Committee (2008-2015)
- Faculty Hearing Committee (2014-2015)
- *Ad hoc* Committee on Faculty Compensation (Todd Timberlake, Chair) (2013-2014)
- Chair, Undergraduate Curriculum Policy Committee (2010-2013)
- Campbell School Tenure and Promotion Committee (2011-2014)
- Chair, Marketing Department (2000-2010)
- Berry College Promotion and Tenure Advisory Committee (2007-2010)
- Berry College Provost Search Committee (Betty Ann O'Neill, Chair) (2007)
- Berry College Planning Council (Kathy McKee, Chair) (2006-2008)
- Campbell School Undergraduate Curriculum Committee (John Grout, Chair) (2005 –2007)
- Campbell School Graduate Curriculum Committee (John Grout, Chair) (2004-2005)
- Campbell School Tenure and Promotion Committee (2000–2002, 2004–2005)
- Academic Council Computer Literacy Subcommittee (Chair) (2005 –2006)
- Berry College Public Relations Search Committee (Betty Ann O'Neill, Chair) (2005)

- Berry College Institutional Review Board (2001-2005)
- Berry College Shared Software Taskforce (Todd Timerlake, Chair) (2005 –)
- Campbell School Marketing Search Committee (Chair, 2002-2003; 2004)
- Campbell School Intellectual Contributions Committee (Chair, 2001-2004)
- Faculty Advisor to Beta Sigma Delta (1997-2002)
- Academic Council (2001-2002, 2005-2007)
- Berry College Web Manager Search Committee (Karillon Rogers, Chair) (2001)
- Berry College Public Relations Search Committee (Betty Ann O'Neill, Chair) (2001)
- College Tenure and Promotion Advisory Committee (2000–2001)
- Strategic Planning Committee (1998–2001; Chair 2000–2001)
- Berry College Web Task Force (Tim Farnham, Chair) (2000–2001)
- Campbell School Graduate Curriculum Committee (Cherry Granrose, Chair) (2000–2001)
- Coordinator, Marketing Area (1998–2001)
- Honors Council (Peter Lawler, Chair) (1997–2000)
- Faculty Search Committee (1996–2000)
- Faculty Development Committee (Doyle Mathis, Chair) (1997–2000)
- Faculty Advisor to the Marketing Society (1997–1999)
- Planning Council (Pres. Colley, Chair) (1997–1999)
- Marketing and Recruiting Committee (Bo Sockwell, Chair) (1997–1998)
- Curriculum Committee (John Grout, Chair) (1996–1998)
- Internship Development Committee (1996–1998)
- Multimedia Development Committee (1996–1998)
- International Studies Committee (Chaitram Singh, Chair) (1996–1997)
- Penn State University • Chair, Faculty Search Committee-Marketing (1996)
- Masters Thesis Screening Committee (Eric Stein, Chair) (1996)
- Rutgers University • Director, Levin Behavioral Laboratory (1989–1995)
- Agricultural Economics Search Committee for Marketing (1992–1993)
- Livingston College Admissions Committee (1992–1993)
- School of Business AT&T Multimedia Classroom Project (1991–1992)
- Faculty Advisor to the Marketing Society, with Michael Solomon (1991–1993)
- Chair, School of Business Planning Committee (1991–1992)
- Faculty Advisor to the Golden Key Honor Society, with Martin Markowitz (1989–1991)

- Busch Campus Retail Space Project Review Committee (Richard Norman, Chair) (1989–1990)
- School of Business Planning committee (Yaw Mensah, Chair) (1989–1990)
- Department Committee for Teaching Evaluation (1988–1989)
- Belcore Masters in Information Technologies Proposal Committee (David Goodman, Chair) (1988–1989)

BUSINESS EXPERIENCE

Seminars & Presentations

Natural Marketing Institute, Philadelphia, PA; Mass Roots, Boulder, CO; PPG Industries, Inc., Pittsburgh, PA; Delve, Inc., St. Louis, MO; REI, Seattle, WA; E.I. du Pont de Nemours and Company, Wilmington, DE; Black & Decker, Inc. – Towson, MD; Ten Cate, Enschede, The Netherlands; Claritas, Inc. – Washington, DC; The Limited, Inc., Cincinnati, OH; Target, Inc. – Minneapolis, MN; William Carter Corporation – Jonesboro, GA; Teen Research Unlimited – Chicago, IL; EdaFlow – Atlanta, GA; VF Corporation Research Directors Meeting --Nashville, TN; Young & Rubicam – NYC; VF/Jeanwear (Wrangler) – Greensboro, NC; Cone Mills – Greensboro, NC; Milliken Design Group – LaGrange, GA; Levi-Straus – San Francisco; Coopers and Lybrand – New York, NY; SRI International – Menlo Park, CA; Umeå Marketing Association – Sweden; Resumé – Stockholm; DDB Needham – Chicago; Bakker Spielvogel Bates – NY; Lowe Marchalk – NY; Response Analysis – Princeton; McCann Erickson – NY; Campbell Mithuen – Chicago; Arbor Research, Philadelphia

Consultancies

- Expert Witness and Consumer Research – Foley & Lardner, LLP, Los Angeles, CA. Kelly Toys Holdings, Jazwares, Kelly Amusement Holdings, and Jazplus v. Zuru, LLC (Case No. 2:23-cv-09255 MCS) (2023-)
- Expert Witness – Foley & Lardner, LLP, Madison, WI. John Bankhurst et al. v. Sub-Zero Group Inc. and Wolf Appliance, Inc. (Case No. 3:23-cv-253) (2024)
- Expert Witness and Consumer Research – Kilpatrick Townsend, LLP, Atlanta, GA and Foley & Lardner, LLP, New York, NY. Pound Law v. Kathi Vidal (as Director of the US Patent and Trademark Office) and US PTO (Case 6:23-cv-00061-ACC-DAB) (2023-2024)
- Consulting Expert and Consumer Research – Gibson, Dunn & Crutcher, Washington, DC. Soulful Nutrition Inc., d/b/a Remedy Organics v. Remedy Drinks Pty., Ltd., Remedy Drinks USA, LLC, And Remedy Drinks USA, LLC (Case 2:21-cv-17455-ES-LDW) (2021-2023)
- Consumer Research: Foley & Lardner, LLP, New York, NY.

- Nissan Motor Corporation (pre-filing of litigation) (2021-2022)
- Consulting Expert – Gibson, Dunn & Crutcher, Washington, DC. American Airlines, Inc., and AAdvantage Loyalty IP Ltd. v. Red Ventures LLC, and The Points Guy LLC (Civil Action No. 4:22-Cv-0044-P) (2022)
 - Expert Witness and Consumer Research - Foley & Lardner, LLP, Milwaukee, WI. Madison Street Properties, LLC v. The Marcus Corporation (Civil Action No. 3:20-Cv-50471) (2021-2022)
 - Expert Witness - Foley & Lardner, LLP, New York, NY. Herman Miller, Inc. v. Sky Enterprises, Inc. dba Laura Davidson Furniture; and David Krosky a/k/a Dave McBride (Case No. 2:20-cv-01480-APG-BNW) (2021-2022)
 - Consulting Expert and Consumer Research - Gibson, Dunn & Crutcher, Washington, DC. Celsius Holdings, Inc. v. A SHOC Beverage, LLC and Keurig Dr Pepper, Inc. (Case No. 9:21-cv-80740) (2021-2022)
 - Expert Witness and Consumer Research - Foley & Lardner, LLP, Milwaukee, WI. Kohler Co. (Whistling Straits) v. Whistling Oak Apartments LLC (Case No. 2:20-cv-1563) (2020-2021)
 - Expert Witness and Consumer Research: Foley & Lardner, LLP, Los Angeles, CA. Five Star Gourmet Foods, Inc. et al. v. Fresh Express Incorporated et al. (N.D. Cal. Case No. 4: 19-cv-05611-PJH) (2020-2021)
 - Consumer Research: Foley & Lardner, LLP, New York, NY. Motion Picture Association (pre-filing of litigation) (2020-2021)
 - Expert Witness and Consumer Research - Foley & Lardner, LLP, New York, NY. Herman Miller, Inc. v. Belnick LLC, (Case No. 1:18-cv-05012-WMR) (2019-2023)
 - Consulting Expert and Consumer Research - Gibson, Dunn & Crutcher, Washington, DC. Callaway Golf Company (pre-filing of litigation) (2019)
 - Consulting Expert - Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C., Boston. HP Hood LLC v. Cytosport, INC. (Muscle Milk) (2018-2019)
 - Expert Witness - Barnwell Whaley, Charleston, SC. SafeRack, LLC vs. Bullard Company (Civil Action No.: 2:17-cv-1613-RMG) (2018-2019)
 - Expert Witness - Middleton Reutlinger, LLC, Louisville, KY. Primary Health, Inc. (HCA) v. The Urgent Care Group, PA (US Patent and Trademark Office, Trademark Trial and Appeal Board Opposition No.: 91244587) (2018-2019)

- Expert Witness and Consumer Research - Flyer & Flyer, Newport Beach, CA. H.I.S.C, Inc. and DePalma Enterprises, Inc. v. Franmar International Importers, Ltd.; Maria Rajanayagam Ravi Industries Limited (Case No. 16CV0480JAH WVG) (2018-2019)
- Consulting Expert and Consumer Research - Gibson, Dunn & Crutcher LLP, Washington, DC. Brooks Sports, Inc. v. Anta (China) Co. (Civil Action No. 1:17-cv-01458) (2018-2019)
- Expert Witness and Consumer Research - Foley & Lardner, LLP, Los Angeles, CA. Herman Miller, Inc. v. Blumenthal Distributing, Inc. et al. (C.D. Cal. Case No. 2:17-cv-04279 JAK-SP) (2018)
- Expert Witness and Consumer Research - Gibson, Dunn & Crutcher, Washington, DC. World Wildlife Fund, Inc., v. Panda Restaurant Group, Inc. (TTAB Opp. No. 91234801) (2017-2018)
- Consulting Expert - Munger, Tolles & Olson LLP, Los Angeles, CA. Federal Trade Commission v. 1-800 Contacts, Inc. (2017-2018)
- Expert Witness and Consumer Research - Bell Gully, Auckland, NZ. CrossFit v. Beddie (CIV-2014-409-000733) (2016-2018)
- Expert Witness - Sneed PLLC, Davidson, NC. Sturgis Motorcycle Rally, Inc. v. Kenton D. Mortimer (Case No.: 2:14-cv-175-WCO) (2016)
- Consulting Expert - Butler Snow LLP, Birmingham, AL. Snac Lite LLC v. Nuts 'N More LLC (Case No.: 2:14-CV-1695-RDP) (2016-2017)
- Consulting Expert and Consumer Research - Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C., San Diego, CA. CrossFit, Inc., v. National Strength and Conditioning Association (14CV1191 JLS KSC) (2015-2018)
- Expert Witness - Middleton Reutlinger, LLC, Louisville, KY. American Cruise Lines, Inc. v. HMS American Queen Steamboat Company LLC and American Queen Steamboat Operating Company LLC (C.A. No. 13-324-RGA) (2014-2017)
- Consumer Research - Gibson, Dunn & Crutcher, Washington, DC. Discovery Communications (pre-filing of litigation) (2016-2017)
- Expert Witness and Consumer Research - Baker & Hostetler LLP, Philadelphia, PA. Hunter Douglas NV (USPTO Action and pre-filing of litigation) (2016-2017)
- Expert Witness and Consumer Research - Kilpatrick Townsend & Stockton LLP, Atlanta, GA. Adidas America, Inc. V. Skechers USA, Inc. (Case No. 3:15-cv-01741-JE) (2016)
- Consulting Expert - Faruki & Ireland, PLL, Dayton, OH and Weil, Gotshal & Manges LLP, New York, NY. Dino Rikos et al. v. The Procter & Gamble Company (11-CV-00226-TSB) (2013-2017)
- Consumer Research - Caterpillar, Inc. and Foley & Lardner, LLP, New York, NY. (2015-2016)

- Consumer Research - Papa John's, Inc, Louisville, KY. (2015-2016)
- Expert Witness and Consumer Research - Foley & Lardner, LLP, New York, NY. Blumenthal Distributing, Inc. et al. v. Herman Miller, Inc. (Case No: 5:14-cv-01926-JAK-SPx) (2015-2016)
- Expert Witness and Consumer Research - Sneed PLLC, Davidson, NC. PGI Polymer, Inc., v. Church & Dwight Co., Inc., et al., (Case No. 3:15-cv-00214-FDW-DSC (W.D.N.C. 2015)) (2015-2016)
- Consulting Expert - Orrick, Herrington & Sutcliffe, LLP, Menlo Park, CA. Scat Enterprises, Inc., v. Chrysler Group LLC (Case No. 2:14-cv-07995 GHK (MANx)) (2015-2016)
- Consulting Expert and Consumer Research - Crowell & Moring, Washington, DC Spark Networks USA, LLC v. Smooch Labs Inc. (Case # 1:2014cv09027) (2015)
- Expert Witness - Sneed PLLC, Davidson, NC. Sturgis Motorcycle Rally, Inc. v. Rushmore Photo & Gifts, Inc., JRE, Inc., Carol Niemann, Paul A. Niemann, and Brian M. Niemann, and Wal-Mart Stores, Inc. (Civil No. 11-5052-JI V) (2015)
- Consulting Expert - Edward Hine, PC, Rome, GA. Home Legend, LLC v. Mannington Industries, Inc. (C.A. No. 4:12-CV-237 HLM) (2015)
- Consulting Expert - Choate Hall & Stewart LLP, Boston, MA. Alexander Sierra et al. v. Progressive Direct Insurance Company (Civil Action No. 12-cv-30020) (2013-2015)
- Expert Witness and Consumer Research - Foley & Lardner, LLP, New York, NY. Booking.com trademark registration - U. S. Patents and Trademark Office (2013-2014)
- Expert Witness and Consumer Research - Sheppard Mullin Richter & Hampton LLP, Palo Alto, CA. Moto Group LLC v. S&S Cycles, Inc. (1:13-cv-00164) (2013-2014)
- Consulting Expert - Dentons US, LLP, Kevin Sterk and Jiah Chung v. Redbox Automated Retail LLC (Case No.: 11-CV-0172 Case No.: 11-CV-01729) (2013-2014)
- Expert Witness and Consumer Research - Holland & Knight, LLP, Boston, MA. Hasbro, Inc. v. Asus Computer International, Inc. (CV11-10437) (2012-2013)
- Consulting Expert and Consumer Research - Finnegan, Henderson, Farabow, Garrett & Dunner, L.L.P., Washington D.C. Under Armour, Inc. v. Body Armor Nutrition, LLC. (Case No. 1:12-cv-01283-JKB) (2012-2013)
- Consulting Expert - Paul, Hastings, Janofsky & Walker LLP, Atlanta, GA. Newire, Inc. v. Southwire Company (Chancery Court for the State of Tennessee 18th Judicial District (Sumner County) (Case No. 2011C-21) (2012-2014)

- Expert Witness and Consumer Research - Bonezzi Switzer Murphy Polito & Hupp Co. L.P.A., Cleveland, OH, Lisa Margolis et al. v. Atlantic Coast Media Group LLC and Hydroxatone LLC (Class Action Complaint, Civil Action No. 2:2011cv04355) (2012-2013)
- Consulting Expert - Lowe Graham Jones, Seattle, WA, Deckers Outdoor Corporation v. Tom Romeo and Romeo & Juliette, Inc (United States District Court Central District of California Case No. cv-10-8489 C.D. Cal.) (2012)
- Expert Witness and Consumer Research - Middleton Reutlinger, LLC, Louisville, KY. HCA-HealthONE LLC v. UnitedHealth Group, Inc. (US Patent and Trademark Office, Trademark Trial and Appeal Board Opposition No.: 91186280; Case No. 1:10-cv-01633-WYD -BNB) (2010-2012)
- Consulting Expert and Consumer Research - Crowell & Moring, Washington, DC. Association for Financial Professionals v. Institute of Management Accountants (US Patent and Trademark Office, Trademark Trial and Appeal Board Opposition No.: 91/195,214) (2011-2012)
- Expert Witness and Consumer Research - Holland & Knight, LLP, Boston, MA. David Kirschner v. Hasbro (Case No. CV09-3469) (2010-2011)
- Consulting Expert and Consumer Research - Crowell & Moring, Washington, DC. Weightwatchers v. Curves (Civil Action No. 1:2009-cv-08972 (MGC) (2009-2011)
- Expert Witness and Consumer Research - Gibson, Dunn & Crutcher, Washington, DC. American Airlines, Inc. v. Yahoo!, Inc. (Civil Action No. 4-08CV-626-A) (2009)
- Consulting Expert and Consumer Research - Rader, Fishman & Grauer PLLC, Detroit, Michigan. Citizens Banking Corporation v. Citizens Financial Group, Inc. and Charter One Bank (National Association Case No. 2:07-cv-11514) (2007-2008)
- Expert Witness - White & Case, LLP, New York, New York. Huber Engineered Woods v. Pactiv Corporation (US District Court, Western District of North Carolina Civil Action No. 3:07-CV-00503) (2007-2008)
- Consumer Research - The Venice Chronicles, Toronto, Canada (2007)
- Data Analysis/Market Segmentation - Kelton Research, Inc., Los Angeles, CA (2007)
- Market Segmentation and Strategic Planning - Mass Roots, Inc., Boulder, CO (2007)
- Expert Witness - Cooley Godward Kronish LLP, New York, New York. True & Dorin Medical Group, P.C. et al. v. Leavitt Medical Group., P.A. et al. Case No. 06-CV-00092 (PKC) (2007)
- Expert Witness and Consumer Research - David Erikson, ESQ., Los Angeles, CA. Libertine v. Aquarius Rags dba A.B.S. (U. S.

- District Court, Central District of California Case No. CV06-2417) (2006-2007)
- Expert Witness - Holland & Knight, LLP, Portland, OR SilentAir v. Maytag et al. (American Arbitration Association, Denver, CO Case No. 77133 0022205NADE) (2006)
 - Market Research, Strategic Planning and Organizational Development - PPG Industries (2005 –2008)
 - Expert Witness - Genovese Joblove & Battista, PA, Miami, FL, Terranet Investments, L.C. v. Gap, Inc. (2004 - 2006)
 - Expert Witness - White & Case, LLP, New York, NY AARP v. Kramer Lead Marketing, Choicepoint, Kramer (U. S. District Court, Middle District of Florida Case No. 3:03cv1033-J-99 MCR) (2004-2006)
 - Expert Witness - Baker & Hostetler, LLP, Columbus, OH, Delmas Baughman, et al. v. State Farm Mutual Automobile Insurance Company (Case No. CV 95 08 2982) (2004-2005)
 - Market Research/Benchmarking - eBay (2004)
 - Market Research and Strategic Planning - Black & Decker, Inc., Towson, MD (2002-2004)
 - Market Research - Simon, Schindler & Sandberg, PA, Miami, FL, World Office Products v. Wells Fargo & Company (Case No. CGC-03-425497) (2004)
 - Market Research - Timberland (2004)
 - Expert Witness and Consumer Research - Kronish, Lieb, Weiner & Hellman, L.L.P., New York, NY 1-800-Contacts, Inc. v. WhenU.com, Inc. and Vision Direct, Inc. (U. S. District Court, Eastern District of Michigan Case No. 02-CV8043) (2003-2005)
 - Market Research - Better Homes and Gardens, New York, NY (2003-2004)
 - Market Research and Strategic Planning - E.I. du Pont de Nemours and Company, Wilmington, DE (2001-2004)
 - Market Research - VISA and Moskowitz-Jacobs, Inc., White Plains, NY (2001-2002)
 - Market Research - U. S. Department of Agriculture, Agricultural Terrorism Project, Auburn, AL (2000-2001)
 - Expert Witness and Market Research - Boies, Schiller & Flexner, LLP, New York, NY Calvin Klein Trademark Trust and Calvin Klein, Inc. v. The Warnaco Group, Inc. (Civ. No. 00-4052) (2000–2001)
 - Market Research Design and Analysis - VF/Jeanswear (Wrangler), Greensboro, NC (1999–2001)
 - Strategic Planning - Levi-Straus, San Francisco (1998– 1999)
 - Strategic Planning and Product Development - VALS Program, SRI Consulting, Menlo Park CA (1996–2000)
 - Statistical Consultant - CFD Macromonitor, SRI Consulting, Princeton, NJ (1997–1999)

- Market Research Design and Analysis - FRI Media / Universum, Stockholm, Sweden (1995–1996)
- Strategic Planning/Market Communications - Mjölksframtiden (Dairy Products Trade Association of Sweden), Stockholm, Sweden (1995–1996)
- Market Research and Strategic Planning - Parkway Insurance Company, A Subsidiary of the Fireman's Fund Insurance Group, Bridgewater, NJ (1995–1996)
- Educational Product Development - The Simmons Connection: Educational software package developed for Simmons Market Research Bureau, NY and Prentice-Hall, NY (1992–1996)
- Statistical Consultant - Advertising Research Corporation, Clark, NJ (1992–1994)
- Market Strategy and Consumer Research - Women at Large Fitness Centers, Edison, NJ (1990)
- Market Research - Rutgers Student Centers Retail Space Project (1989–1990)
- Expert Witness - Clements & Ducharme, P. C., Canton, NY (1986–1987)
- Market Research - ARBOR, Inc., Philadelphia, PA (1985–1986)
- Management Training - Niagara Mohawk, Inc., Oswego, NY (1985–1986)
- Research Consultant - Office of Graduate and Pre-Professional Advising, Dartmouth College, Hanover, NH (1980-1982)