
Contributors

Paul J. Albanese (PhD Economics, Harvard) is an Associate Professor of Marketing at Kent State University. Dr Albanese conducts research on personality and consumer behaviour and is the author of *The Personality Continuum and Consumer Behavior* (2002). The Personality Continuum is an integrative framework for the interdisciplinary study of consumer behaviour. Currently his research is focused on the areas of compulsive buying behaviour and the unconscious processing of information. Dr Albanese is active in presenting his research at conferences of the Association of Consumer Research, Society for the Advancement of Behavioral Economics, International Association for Research in Economic Psychology, Consumer Personality and Research Methods, and the International Society for the Scientific Study of Subjectivity. Dr Albanese primarily teaches courses on Consumer Behavior.

Russell Belk is Professor of Marketing at York University, Toronto, is a past president of the International Association of Marketing and Development and is a fellow and past president of the Association for Consumer Research. He initiated the Consumer Behavior Odyssey, the Association for Consumer Research Film Festival, and the Consumer Culture Theory Conference. His awards include the Paul D. Converse Award and the Sheth Foundation/*Journal of Consumer Research* Award for Long Term Contribution to Consumer Research. His research involves the meanings of possessions, collecting, gift-giving, materialism, and global consumer culture. He is currently Professor of Marketing and Kraft Foods Canada Chair in Marketing at the Schulich School of Business, York University in Toronto, Canada and holds honorary professorships in North America, Europe, Asia, and Australia. He has more than 475 publications.

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Susan P. Douglas was the Paganelli-Bull Professor of Marketing and International Business at New York University's Stern School of Business. She received her PhD from the University of Pennsylvania. Prior to joining New York University, Professor Douglas taught at Centre-HEC, Jouy-en-Josas, France, and was a faculty member of the European Institute for Advanced Studies in Management in Brussels. Professor Douglas was elected as a fellow of the Academy of International Business in 1991 and was made a fellow of the European Marketing Academy in 2002. She was a leading scholar in international marketing and passed away suddenly in January 2011.

Professor Douglas was co-author of *Global Marketing Strategy* (McGraw-Hill) and *International Marketing Research*, 3rd edition (Wiley). Her research has appeared in the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of International Business Studies*, *Columbia Journal of World Business*, *International Journal of Research in Marketing*, *International Marketing Review*, *Journal of International Marketing* and other publications.

Gordon R. Foxall is Distinguished Research Professor and Professor of Economic Psychology at Cardiff University where he is the Director of the Consumer Behaviour Analysis Research Group at Cardiff Business School. His chief research interests lie in psychological theories of consumer choice and consumer innovativeness and their relationships to marketing management and strategy. He has published some 20 books and over 250 articles and papers on these and related themes and has previously held professorial appointments at the Universities of Strathclyde, Birmingham and Keele. His books include the popular text *Consumer Psychology for Marketing* (co-authored with Ron Goldsmith and Stephen Brown), which has been translated into Korean, Russian, Polish and Chinese, and monographs such as *Consumer Choice* and *Marketing Psychology*. In addition, he has published in numerous scholarly journals including *Journal of Consumer Research*, *Journal of Business Research*, *International Journal of Research in Marketing*, *Psychology and Marketing*, *Journal of the Experimental Analysis of Behavior*, *Behavioural Processes*, and *Journal of the Academy of Marketing Science*. His undergraduate work and early

research career were undertaken at the University of Salford and he is also a graduate of the Universities of Birmingham (PhD industrial economics and business studies) and Strathclyde (PhD psychology). In addition, he holds a higher doctorate of the University of Birmingham (DSocSc). He is a Fellow of both the British Psychological Society (FBPsS) and the British Academy of Management (FBAM) and was recently elected an Academician by the Academy of Social Sciences (AcSS). He is particularly concerned with the development and evaluation of consumer behaviour analysis, which systematically relates consumer choice to the situational contexts in which it arises. This work began with an analysis of the empirical evidence for attitude-behaviour relationships, a mainstay of consumer and marketing research, which showed that the expected consistency between cognitive and behavioural measures was rarely demonstrated in empirical research. Both psychologists and marketing scientists agreed that situational influences must be taken into consideration in order to predict behaviour accurately from attitude measures. Nevertheless, neither group had produced a model of situational influences on consumer behaviour that served this purpose. (See the books *Consumer Choice* and *Marketing Psychology*.) The Behavioural Perspective Model makes possible an eightfold classification of consumer situations, and recent empirical research involving both English- and Spanish-speaking consumers demonstrates that attitude-behaviour consistency is high when the situational contexts derived from the model are taken into consideration. In addition, the empirical research that has stemmed from the model suggests practical solutions to problems of retail design and the management of consumer situations. Further empirical research funded by grants from the Nuffield Foundation is concerned with the nature of consumers' brand choices and the decision processes that underlie them. The theoretical and empirical scope of consumer behaviour analysis is apparent from a three-volume set that Gordon has just edited for Routledge: *Consumer Behaviour Analysis: Critical Perspectives in Business and Management* (2002) which deals comprehensively with the philosophical background to the behavioural perspective, its empirical basis, and its managerial implications.

Ronald E. Goldsmith, PhD, is the Richard M. Baker Professor of Marketing in the College of Business at Florida State University where he teaches consumer behavior and marketing research. Most of his research focuses on personality's role in consumer behavior and measurement issues, especially in the areas of diffusion of innovations, consumer involvement, and services marketing. Since 1991 he has been a co-editor (North America) for the *Service Industries Journal*. He has published over 160 articles in such journals as the *Journal of Services Marketing*, *Journal of Consumer*

Behaviour, Journal of Advertising, European Journal of Marketing, Journal of Social Psychology, Journal of the Academy of Marketing Science, and Journal of Business Research. His book co-authored with Gordon Foxall entitled *Consumer Psychology for Marketing* was first published in 1994 and appears in Chinese, Polish, Russian, and Korean editions.

Leonard Green received his undergraduate degree from the City College of New York (CCNY) and his PhD from the State University of New York at Stony Brook. After completing post-doctoral research, Green joined the faculty of Washington University in St. Louis where he is Professor of Psychology and Director of Undergraduate Studies. Green's research concerns choice and decision-making in rats, pigeons, and humans, with a particular interest in models of self-control, impulsivity, choice and decision-making, and basic learning processes. In addition, he is one of the developers of 'behavioral economics,' a transdisciplinary field that combines the experimental methodology of psychology with the theoretical constructs of economics. He has published over 150 articles and book chapters, is co-author of *Economic Choice Theory: An Experimental Analysis of Animal Behavior* (Cambridge University Press), and editor of *Advances in Behavioral Economics*, the third volume of which is subtitled *Substance Use and Abuse*. He was Associate Editor and later Editor of the *Journal of the Experimental Analysis of Behavior*, Associate Editor of the *Pavlovian Journal of Biological Science*, is a Consulting Editor for *Behavior and Philosophy*, and on the Advisory Board of *The Psychological Record*. Green's research has been funded by the National Institutes of Health, National Institute on Aging, and the McDonnell Center for Higher Brain Function. He has served on the Executive Board of the Society for the Quantitative Analysis of Behavior (SQAB) and was President of the Society for the Experimental Analysis of Behavior (SEAB). Green is a Fellow of the Association for Behavior Analysis International (ABAI) and the Association for Psychological Science (APS).

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Donald A. Hantula (BA, Emory University; PhD University of Notre Dame), is an organizational psychologist, associate professor of Psychology, member of the Interdisciplinary Masters Program in Applied Behavior Analysis and director of the Decision Laboratory at Temple University, Philadelphia. Previous positions include occupational health promotion at the Johns Hopkins University School of Medicine, appointments in business schools at King's College and St. Joseph's University, and as a visiting scholar in Behavior Analysis at University of Nevada-Reno. He is the past Executive Editor of the *Journal of Social Psychology*. Currently he serves as Associate Editor of the *Journal of Organizational Behavior Management*, where he recently guest edited two special issues on Consumer Behavior Analysis. He has also edited special issues of other journals on topics such as: experiments in e-commerce, evolutionary perspectives on consumption (*Psychology & Marketing*), and Darwinian Perspectives on Electronic Communication (*IEEE Transactions*). Professor Hantula served on the National Science Foundation's Decision Risk and Management Sciences review panel and remains an ad hoc reviewer for government and private research funding agencies. He has published in many high impact journals including the *Journal of the American Medical Association*, *Journal of Applied Psychology*, *Journal of Economic Psychology*, *Organizational Behavior and Human Decision Processes* and *Behavior Research Methods*. His research in evolutionary behavioral economics combines behavior analytic and Darwinian theory to focus on questions in financial and consumer decision making and escalation of commitment. He also maintains active research and application projects in performance improvement and human/technology interactions. He has published over 80 articles and book chapters, authored or edited 10 books, manuals, and technical reports, made over 150 presentations at national and international scientific meetings, and is a busy researcher, consultant and speaker.

Mirja Hubert is a PhD student in Marketing at Zeppelin University, Germany. Her overall research interest is consumer behaviour, consumer neuroscience, and neuroeconomics. Her work has been published among others in the *Journal of Economic Psychology*, *Journal of Consumer Behaviour* and *Advances in Consumer Research*.

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Luís L. Oliveira is a PhD student at Washington University, St Louis, USA and earned his bachelor's degree in Psychology and a master's degree in Cognitive Sciences from the University of Minho (Portugal) under the supervision of Dr Armando Machado. During this time, his research focused on comparing the predictions of two major models of timing, SET and LeT. In 2008, Luís entered the doctoral program in psychology at Washington University in St Louis under the supervision of Dr Leonard Green. He has been pursuing comparative studies that investigate probability and delay discounting in animals and humans, the discounting of token reinforcers in pigeons, and extensions of the hyperboloid model of discounting. Luís recently was awarded a doctoral fellowship from the Foundation for Science and Technology (FCT, Portugal) and was the recipient of the Experimental Analysis of Behavior Fellowship from the Society for the Advancement of Behavior Analysis (SABA).

Ken Peattie is Professor of Marketing and Strategy at Cardiff Business School and Director of the ESRC-funded BRASS Research Centre based

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