

Richard J. Lutz, Ph.D.

Peter S. Sealey PhD Professor of Marketing
Warrington College of Business
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EDUCATIONAL BACKGROUND

B.S., Marketing, University of Illinois, Urbana, 1969
M.S., Marketing, University of Illinois, Urbana, 1972
Ph.D., Marketing, University of Illinois, Urbana, 1973

ACADEMIC HONORS

Association for Consumer Research Fellow, 2018
American Marketing Association Fellow, Inaugural Cohort, 2015
AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award, 2010
Co-winner, University of Oxford Centre for Corporate Reputation Best Published Paper, 2010
Florida Blue Key Distinguished Faculty, 2009
Electronic Platform Teacher of the Year, WCB, 2009, 2010, 2011, 2012, 2013, 2014, 2017
Sherwin-Williams Distinguished Teacher, Society for Marketing Advances, 2008
Marketing Department Undergraduate Teacher of the Year, 2007, 2014-2017
UF Alumni Association Distinguished Alumni Professor, 2007-2009
Co-winner, Louis Stern Award, 2005
Co-Winner, *Journal of Consumer Research* Best Article Award, 2003
Reviewer of the Year, *Journal of Consumer Research*, 2003
Co-Winner, Marketing Science Institute/Paul Root Award, 1997
Fellow, American Psychological Association (Division 23), 1992
Fellow, Society for Consumer Psychology, 1992
Teacher of the Year, College of Business Administration, 1983, 1985, 2002, 2005, 2008, 2012
American Marketing Association Doctoral Dissertation Award, 1974
Albert Haring Symposium Fellowship, 1973
American Marketing Association Doctoral Consortium Fellow, 1972

CURRENT APPOINTMENT

Peter S. Sealey, Ph.D. Professor of Marketing University of Florida, 2022--present
Chairman, Marketing Department, 2016 - present

PREVIOUS APPOINTMENTS

J.C. Penney Professor of Marketing, University of Florida, 1999-2022
 Senior Associate Dean for Academic Programs and Student Affairs, Graduate School, 1996-1999
 Associate Dean for Academic Programs and Student Affairs, Graduate School, 1994-1996
 J.C. Penney-Florida Professor in Retail Consumer Behavior, 1991-1995
 Director of Graduate Studies, College of Business Administration, 1990-1994
 Acting Chairman, Marketing Department, University of Florida, 1983-1984
 Professor of Marketing, University of Florida, 1982--present
 Assistant Dean, Doctoral Program, Graduate School of Management, UCLA, 1980-1982
 Visiting Associate Professor of Marketing, University of Iowa, 1979-1980
 Associate Professor of Marketing, UCLA, 1977-1982
 Assistant Professor of Marketing, UCLA, 1973-1977
 Assistant Professor of Business Administration, Illinois State University, 1972-1973

PUBLICATIONS

Books Published

- Lutz, R.J. (ed.), *Contemporary Perspectives in Consumer Research*, Boston: Kent Publishing, 1981.
- Houston, M.J., and Lutz, R.J. (eds.), *Marketing Communications - Theory and Research*, Chicago: American Marketing Association, 1985.
- Lutz, R.J. (ed.), *Advances in Consumer Research, Vol. XIII*, Provo, UT: Association for Consumer Research, 1986.
- Brinberg, D. and Lutz, R.J. (eds.), *Perspectives on Methodology in Consumer Research*, Berlin: Springer-Verlag, 1986.
- R.J. Lutz (ed.), *Incore Legends in Marketing: Jagdish N. Sheth, Volume 1, Consumer Behavior: Conceptual Foundations*, Holly Hill, FL: Incore Publishing, 2009.
- R. J. Lutz (ed.), *Legends in Consumer Behavior: C. Whan Park*. London: Sage, 2019

Chapters in Books

- Sheth, J.N., and Lutz, R.J., "A Multivariate Model of Multinational Business Expansion," in *Multinational Business Operations: Marketing Management*, Sethi, S.P. and Sheth, J.N., (eds.), Goodyear Publishing Company, (1973), pp. 96-103.
- Capon, N. and Lutz, R.J., "Consumer Information and the Black Consumer: An Exploratory Study," in *Issues in Black Economic Development*, Bobo, B.F. and Osborne, A.E. (eds.), Lexington, MA: Lexington Books, (1976), pp. 125-51.

- Lutz, R.J. and Bettman, J.R., "Multiattribute Models in Marketing: A Bicentennial Review," in *Foundations of Consumer and Industrial Buying Behavior*, Woodside, A.G., Sheth, J.N. and Bennett, P.D., (eds.), New York: Elsevier, North-Holland, (1977), pp. 137-49.
- Bettman, J.R., Kassarian, H.H., and Lutz, R.J., "Consumer Behavior," in *Review of Marketing*, Chicago: American Marketing Association (1978), pp. 194-229.
- Kakkar, P. and Lutz, R.J., "Situational Influence on Consumer Behavior," in *Perspectives in Consumer Behavior*, Third Edition, Kassarian, H.H. and Robertson, T.S. (eds.), Englewood Cliffs, NJ: Scott Foresman (1981), pp. 233-50.
- Lutz, R.J., "The Role of Attitude Theory In Marketing," in *Perspectives in Consumer Behavior*, Third Edition, Kassarian, H.H., and Robertson, T.S. (eds.), Englewood Cliffs, NJ: Scott Foresman (1981), pp. 233-50.
- Revised and updated version appears in *Perspectives in Consumer Behavior*, 4/e, Kassarian, H.H., and Robertson, T.S. (eds.), Englewood Cliffs, NJ: Prentice Hall (1991), pp. 317-339.
- Lutz, R.J., "A Reconceptualization of the Functional Approach to Attitudes," in *Research in Marketing, Vol. V*, J.N. Sheth (ed.), Greenwich, CT: JAI Press (1981), pp. 165-210.
- Lutz, R.J., "Affective and Cognitive Antecedents of Attitude Toward the Ad: A Conceptual Framework," in L.F. Alwitt and A.A. Mitchell (eds.), *Psychological Processes and Advertising Effects: Theory, Research and Application*, Hillsdale, NJ: Erlbaum (1985), pp. 45-63.
- Lutz, R.J., "Consumer Psychology," in M. Meyer and E.M. Altmaier (eds.), *Nonverbal Communication in Advertising*, New York: Random House (1985), pp. 275-304.
- Baker, W.E., and Lutz, R.J., "The Relevance-Accessibility Model of Advertising Effectiveness," in S. Hecker and D.W. Stewart (eds.), *Nonverbal Communication in Advertising*, Lexington, MA: Lexington Books (1988), pp. 59-84.
- Lutz, R.J., "Discovery-Oriented Marketing Research: This is Not Heresy," in *13th Paul D. Converse Symposium Digest*, Chicago: American Marketing Association, 1993.
- Lutz, R.J., "Some General Observations About Research on Integrated Marketing Communications," in E. Thorson and J. Moore (eds.), *Integrated Communications: Synergy of Persuasive Voices*, Hillsdale, NJ: Erlbaum, 1996.
- Lutz, R.J., "Adapting the Ph.D. Program to Ecological Imperatives: How to Herd Cats," in S.T. Cavusgil and N.E. Horn (eds.), *Internationalizing Doctoral Education in Business*, East Lansing: Michigan State University Press, 1997, pp. 191-99.

- Lutz, R.J., "Overview of Dr. Jagdish Sheth's Contributions to Consumer Behavior Theory," in R.J. Lutz (ed.), *Incore Legends in Marketing: Jagdish N. Sheth, Volume 1, Consumer Behavior: Conceptual Foundations*, Holly Hill, FL: Incore Publishing, 2009.
- Lutz, R.J., "Effects of Advertising Likability," in J. W. Alba (ed.), *Consumer Insights: Findings from Behavioral Research*, Cambridge, MA: Marketing Science Institute, 2011, pp. 43-44.
- Lutz, R. J., "Volume Introduction: Decision-Making and Choice Decision--The Contributions of C. Whan Park." In R.J. Lutz (ed.), *Legends in Consumer Behavior: C. Whan Park* (pp. xxiii-xxxi). London: Sage, 2019.
- Li, C. X., and R. J. Lutz, "Object History Value in the Sharing Economy," *Handbook of the Sharing Economy*, Eds. Russell Belk, Giana Eckhardt and Fleura Bardhi, Edward Elgar Publishing, 2019.

Refereed Journal Articles

- Lutz, R.J., and Resek, R.W., "More on Testing the Howard-Sheth Model of Buyer Behavior," *Journal of Marketing Research*, 9, 344-5, (1972).
- Lutz, R.J., "Changing Brand Attitudes Through Modification of Cognitive Structure," *Journal of Consumer Research*, 1, 49-59, (1975).
- Bettman, J.R., Capon, N. and Lutz, R.J., "Cognitive Algebra in Multiattribute Attitude Models," *Journal of Marketing Research*, 12, 151-64, (1975).
- Bettman, J.R., Capon, N. and Lutz, R.J., "Multiattribute Measurement Models and Multiattribute Attitude Theory: A Test of Construct Validity," *Journal of Consumer Research*, 1, 1-15, (1975).
- Lutz, R.J., "Measurement and Diagnosis of Student Attitudes Toward a Career in Advertising," *Journal of Advertising*, 4, 3, 36-40, (1975).
- Lutz, R.J., "First-Order and Second-Order Cognitive Effects in Attitude Change," *Communication Research*, 2, 3, 289-99, (1975).
- Reprinted in *Communicating with Consumers: The Information Processing Approach*, Ray, M.L., and Ward, S. (eds.), Beverly Hills: Sage Publications, Inc., (1976).
- Bettman, J.R., Capon, N. and Lutz, R.J., "Information Processing in Attitude Formation and Change," *Communication Research*, 2, 3, 267-78, (1975).
- Reprinted in *Communicating with Consumers: The Information Processing Approach*, Ray, M.L., and Ward, S. (eds.), Beverly Hills: Sage Publications, Inc. (1976).
- Lutz, R.J., "An Experimental Investigation of Causal Relations Among Cognition, Affect and Behavioral Intention," *Journal of Consumer Research*, 3, 197-208, (1977).

- Lutz, K.A. and Lutz, R.J., "The Effects of Interactive Imagery on Learning: Application to Advertising," *Journal of Applied Psychology*, 62, 493-498, (1977).
- Lutz, R.J., "Rejoinder to `A Further Examination of Two Laboratory Tests of the Extended Fishbein Attitude Model,'" *Journal of Consumer Research*, 4, 266-71, (1978).
- Lutz, R.J., "Rejoinder to `Attitude Change or Attitude Formation? An Unanswered Question,'" *Journal of Consumer Research*, 4, 276-8, (1978).
- Capon, N. and Lutz, R.J., "A Model and Methodology for the Development of Consumer Information Programs," *Journal of Marketing*, 43, 1, 58-67, (1979).
- Burke, M., Belch, G.E., Lutz, R.J., and Bettman, J.R., "Affirmative Disclosure in Home Purchasing," *Journal of Consumer Affairs*, (1979).
- Park, C.W., and Lutz, R.J., "Decision Plans and Consumer Choice Dynamics," *Journal of Marketing Research*, 19, 1, 108-15, (1982).
- Capon, N., and Lutz, R.J., "The Marketing of Consumer Information," *Journal of Marketing*, 47, 1, 108-12, (1983).
- MacKenzie, S.B., Lutz, R.J., and Belch, G.E., "The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations," *Journal of Marketing Research*, 23, 2, 130-43, (1986).
- MacKenzie, S.B., and Lutz, R.J., "An Empirical Examination of the Structural Antecedents of Attitude Toward the Ad in an Advertising Pretesting Context," *Journal of Marketing*, 53 (April), 48-65, (1989).
- Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A., and Wood, S., "Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces," *Journal of Marketing*, 61 (July), 38-53, (1997).
- Baker, W.E., and Lutz, R.J., "An Empirical Test of an Updated Relevance-Accessibility Model of Advertising Effectiveness," *Journal of Advertising*, 29 (1), 1-14, (2000).
- Moore, E.S., and Lutz, R.J., "Children, Advertising, and Product Experiences: A Multi-Method Inquiry," *Journal of Consumer Research*, 27 (June), 31-48, (2000).
- Moore, E.S., Wilkie, W.L., and Lutz, R.J., "Passing the Torch: Intergenerational Influences as a Source of Brand Equity," *Journal of Marketing*, 66 (April), 17-37, (2002).
- Burns, K.S., and Lutz, R.J., "The Function of Format: Consumer Responses to Six Online Advertising Formats," *Journal of Advertising*, 35(1), 53-64, (2006).
- Guiry, M., A.W. Magi, and Lutz, R.J., "Defining and Measuring Recreational Shopper Identity," *Journal of Academy of Marketing Science*, 34(1), 74-83, (2006).

- Burns, K.A., and Lutz, R.J., "Web Users' Perceptions of and Attitudes toward Online Advertising Formats," *International Journal of Internet Marketing and Advertising*, 4(4), 281-301, (2008).
- Cianfrone, B.A., Zhang, J.J., Trail, G.T., and Lutz, R.J., "Effectiveness of Sport Video Game In-game Advertisements: An Experimental Inquiry on Current Gamers," *International Journal of Sport Communication*, 1(2), 195-218, (2008).
- Mick, D.G., Bateman, T.A., and Lutz, R.J., "Wisdom--The Pinnacle of Human Virtues and a Central Foundation for Macromarketing," *Journal of Macromarketing*, 29(2), 98-118, (2009).
- Wagner, T., Lutz, R.J., and Weitz, B.A., "Corporate Hypocrisy: Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions," *Journal of Marketing*, 73 (November), 77-91 (2009).
- Lutz, R.J., "Marketing Scholarship 2.0," *Journal of Marketing*, 74 (July), 225-234 (2011).
- Rice, D. H., Kelting, K., and Lutz, R. J., "Multiple Endorsers and Multiple Endorsements: The Influence of Message Repetition, Source Congruence and Involvement on Brand Attitudes," *Journal of Consumer Psychology*, 22(2), 249-259 (2012).
- Alba, J.A., and Lutz, R.J., "Broadening (and Narrowing) the Scope of Brand Relationships," *Journal of Consumer Psychology*, 23(2), 265-268 (2013).
- Jin, H.S., and Lutz, R.J., "The Typicality and Accessibility of Consumer Attitudes toward Television Advertising: Implications for the Measurement of Attitudes toward Advertising-in-General," *Journal of Advertising*, 42(4), 343-357 (2013).
- Kuo, A., Lutz, R. J., and Hiler, J. L., "Brave New World of Warcraft: A Conceptual Framework," *Journal of Consumer Marketing*, 33(7), 498-506 (2016).
- Kuo, A., Hiler, J. L., and Lutz, R. J., "From Supermario to Skyrim: A Framework for the Evolution of Video Game Consumption," *Journal of Consumer Behaviour*, 16, 101-120 (2016).
- Kelting, K., Robinson, S., and Lutz, R. J., "Would You Like to Round Up and Donate the Difference? Roundup Requests Reduce the Perceived Pain of Donating," *Journal of Consumer Psychology* (2018).
- Nardini, G., and Lutz, R. J., "How Mental Simulation Evokes Negative Affective Misforecasting of Hedonic Experiences," *Journal of Consumer Marketing*, 35(6), 633-643 (2018).
- Nardini, G., Lutz, R. J., and LeBoeuf, R., "How and When Taking Pictures Undermines the Enjoyment of Experiences," *Psychology & Marketing*, 1-10 (2019).
- Halloran, T. J., and Lutz, R. J., "Let's Give Them Something to Talk About: Which Social Media Engagements Predict Purchase Frequency?" *Journal of Interactive Marketing*,

56 (November), 83-95 (2021). Named "Best Article" for 2021 and highlighted in *Harvard Business Review*, Nov.—Dec. 2023.

Toteva, I., Lutz, R.J., and Shaw, E.H., "The Curious Case of Productivity Orientation: The Influence of Advertising Stimuli on Affect and Preference for Subscription Boxes," *Journal of Retailing and Consumer Services*, 63 (2021).

Faber, A., C. Bee, M. Girju, N. Onel, A. Rossi, M. Cozac, R.J. Lutz, G.Nardini, C. Song, "The Paradoxes of Smartphone Use: Understanding the User Experience in Today's Connected World," *Journal of Consumer Affairs*, 56(3), 1260-1283 (2022).

Conference Proceedings Published

Lutz, R.J., and Howard, J.A., "Toward a Comprehensive View of the Attitude-Behavior Relationship: The Use of Multiple-Set Canonical Analysis," 215-225 in Goldfield, E.D., (ed.), *Proceedings of the Social Statistics Section*, (Washington, D.C.: American Statistical Association), 1971.

Lutz, R.J., "Investigating the Feasibility of Personalized Rapid Transit: An Experimental Approach," 800-806 in Venkatesan, M. (ed.), *Proceedings*, Third Annual Conference of the Association for Consumer Research, 1972.

Calder, B.J., and Lutz, R.J., "An Investigation of Some Alternative to the Linear Attitude Model," 812-815 in Venkatesan, M., (ed.), *Proceedings*, Third Annual Conference of the Association for Consumer Research, 1972.

Lutz, R.J., "An Investigation of the Relationship Between Changes in Cognitive Structure and Changes in Consumer Brand Attitudes," 29-53 in *Proceedings*, Third Annual Albert Haring Symposium on Doctoral Research in Marketing, Indiana University, 1973.

Lutz, R.J., "A Comparison of Two Alternative Models of the Attitude-Behavior Relationship," 927-928 in *Proceedings*, 81st Annual Convention of the American Psychological Association, 1973.

Lutz, R.J. and Reilly, P.J., "An Exploration of the Effects of Perceived Social and Performance Risk on Consumer Information Acquisition," 393-405 in *Advances in Consumer Research: Vol. I*, Ward, S. and Wright, P., (eds.), 1974.

Lutz, R.J. and Winn, P.R., "Developing a Bayesian Measure of Brand Loyalty: A Preliminary Report," 104-108 in *Combined Proceedings*, American Marketing Association, 1974.

Lutz, R.J. and Kakkar, P., "The Psychological Situation as a Determinant of Consumer Behavior," 439-453 in *Advances in Consumer Research: Vol. II*, Schlinger, M.J., (ed.), Chicago: Association for Consumer Research, 1974.

Bettman, J.R., Capon, N., and Lutz, R.J., "A Multimethod Approach to Validating Multiattribute Attitude Models," 357-374 in *Advances in Consumer Research: Vol. II*, Schlinger, M.J., (ed.), 1974.

- Kakkar, P. and Lutz, R.J., "Toward a Taxonomy of Consumption Situations," 206-210 in *Combined Proceedings*, American Marketing Association, 1975.
- Lutz, R.J., "Discussion: Methods for Studying Consumer Information Processing," 170-174 in *Combined Proceedings*, American Marketing Association, 1975.
- Lutz, R.J. and Kakkar, P., "Situational Influence in Interpersonal Persuasion," 370-378 in *Advances in Consumer Research, Vol. III*, Anderson, B.B. (ed.), (Cincinnati: Association for Consumer Research), 1976.
- Lutz, R.J., "Conceptual and Operational Issues in the Extended Fishbein Model," 469-476 in *Advances in Consumer Research, Vol. III*, Anderson, B.B. (ed.), (Cincinnati: Association for Consumer Research), 1976.
- Lutz, R.J. and Swasy, J.L., "Integrating Cognitive Structure and Cognitive Response Approaches to Monitoring Communications Effects," 363-371, in *Advances in Consumer Research, Vol. IV*, Perreault, W., (ed.), (Chapel Hill, NC: Association for Consumer Research), 1977.
- Lutz, R.J., "A Functional Approach to Consumer Attitude Research," 360-369 in *Advances in Consumer Research, Vol. V*, Hunt, H.K. (ed.), (Ann Arbor, MI: Association for Consumer Research), 1978.
- Lutz, K.A., and Lutz, R.J., "Imagery - Eliciting Strategies: Review and Implications for Research," 611-20 in *Advances in Consumer Research, Vol. V*, Hunt, H.K. (ed.), (Ann Arbor, MI: Association for Consumer Research), 1978.
- Swasy, J.L., and Lutz, R.J., "Incorporating Marketing Methods in the Evaluation of Public Services: The Los Angeles Witness Project," 140-9 in *Proceedings*, Fifth International Research Seminar in Marketing, Gordes, France, 1978.
- Burke, M., Conn, W.D., and Lutz, R.J., "Using Psychographic Variables to Investigate Product Disposition Behaviors," 408-13 in *Proceedings* (Chicago: American Marketing Association), 1978.
- Lutz, R.J., "Consumer Gift-Giving: Opening the Black Box," 329-31 in *Advances in Consumer Research, Vol VI* (Ann Arbor, MI: Association for Consumer Research), 1979.
- Lutz, R.J., "A Functional Theory Framework for Designing and Pretesting Advertising Themes," 37-44 in Maloney, J.C. and Silverman, B. (eds.), *Attitude Research Plays for High Stakes* (Chicago: American Marketing Association), 1979.
- Reprinted in *Contemporary Perspectives in Consumer Research*, Lutz, R.J. (ed.), Boston: Kent Publishing Co., 1981.
- Lutz, R.J., "How Difficult Is It To Change Consumer Decision Structures," 317-34 in Shocker, A.D. (ed.), *Analytic Approaches to Product and Marketing Planning* (Cambridge, MA: Marketing Science Institute), 1979.

- Lutz, R.J., "Theory in Marketing: Problems and Prospects," 3-6 in *Proceedings*, First National Conference on Conceptual and Theoretical Developments in Marketing (Chicago: American Marketing Association), 1979.
- Lutz, R.J., "On Getting Situated: The Role of Situational Factors in Consumer Research," 659-63 in Olson, J.C. (ed.), *Advances in Consumer Research*, Vol. VII (Ann Arbor, MI: Association for Consumer Research), 1980.
- Lutz, R.J., and MacKenzie, S.B., "Construction of a Diagnostic Cognitive Response Model for Use in Commercial Pretesting," 145-56 in Chasin, J. (ed.), *Straight Talk About Attitude Research* (Chicago: American Marketing Association), 1982.
- Lutz, R.J., "Lessons Learned from a Decade of Multiattribute Attitude Research in Marketing," 107-23 in *Proceedings of the Eleventh Paul D. Converse Marketing Symposium* (Chicago: American Marketing Association), 1982.
- Lutz, R.J., MacKenzie, S.B., and Belch, G.E., "Attitude Toward the Ad as a Mediator of Advertising Effectiveness: Determinants and Consequences," 532-9 in Bagozzi, R.P., and Tybout, A.M. (eds.), *Advances in Consumer Research*, Vol. X, (Ann Arbor, MI: Association for Consumer Research), 1983.
- MacKenzie, S.B., and Lutz, R.J., "Testing Competing Theories of Advertising Effectiveness via Structural Equation Models," 70-75 in *Research Methods and Causal Modeling in Marketing*, (Chicago: American Marketing Association), 1983.
- Areni, C.S., and Lutz, R.J., "The Role of Argument Quality in the Elaboration Likelihood Model," 197-203 in Houston, M.J. (ed.), *Advances in Consumer Research*, Vol. XV, (Provo, UT: Association for Consumer Research), 1988.
- Moore-Shay, E.S., and Lutz, R.J., "Intergenerational Transfer of Shopping Behavior and Marketplace Beliefs: Mothers and Daughters," 461-7 in Houston, M.J. (ed.), *Advances in Consumer Research*, Vol. XV, (Provo, UT: Association for Consumer Research), 1988.
- Lutz, R.J., "Positivism, Naturalism and Pluralism in Consumer Research: Paradigms in Paradise," 1-7 in T.S. Srull (ed.), *Advances in Consumer Research*, Vol. 16 (Provo, UT: Association for Consumer Research), 1989. [ACR Presidential Address]
- Holden, S.J.S., and Lutz, R.J., "Ask Not What the Brand Can Evoke; Ask What Can Evoke the Brand?," 101-7 in Sherry, J.F., and Sternthal, B., *Advances in Consumer Research*, Vol. 19 (Provo, UT: Association for Consumer Research), 1992.
- Wright, A.A., and Lutz, R.J., "The Framing of Brand Judgments after Direct Product Experience and Advertising: An Empirical Investigation," 172-8 in *Proceedings*, American Marketing Association Winter Educators' Conference, Chicago: American Marketing Association, 1993.
- Wright, A.A., and Lutz, R.J., "Effects of Advertising and Experience on Brand Judgments: A

Rose by Any Other Frame..." 165-9 in M. Rothschild and L. McAlister (eds.), *Advances in Consumer Research*, Vol. 20, Provo, UT: Association for Consumer Research, 1993.

Lutz, Richard J. (2018), "2018 ACR Fellow Address: On Relevance". In A. Gershoff, R. Kozinets, and T. White (Eds.), *Advances in Consumer Research*, Vol. 46. Duluth, MN: Association for Consumer Research, pp. 14-22.

OFFICES IN BUSINESS, CIVIC, AND PROFESSIONAL ASSOCIATIONS

Conference of Southern Graduate Schools

Member, 1994-1999
 Member, International Education Committee, 1995-1997
 Member, Executive Council, 1997-1999
 Member, Teaching Task Force, 1997-1998
 Chair, Committee on Teaching at the Graduate Level, 1998-1999

Association of Directors of Doctoral Programs in Business

Member, 1990-1995
 Member, Research Committee, 1990-1991
 Member, Program Committee, 1991-1992
 Chair, Program Committee and President-Elect, 1992-1993
 President, 1993-1994
 Member, Merger Task Force, 1994-1995

Association for Consumer Research

Member, 1972-present
 Newsletter Editor, 1975-1976
 Treasurer, 1977
 Program Chair, Annual Conference, 1985
 President, 1988
 Member, Board of Directors, 1991-1994
 Member, JCR Best Paper Award Selection Committee, 1988-1997
 Member, ACR Fellows Selection Committee, 1989-1992
 Member, Finance Committee, 1997
 Member, Ferber Award Selection Committee, 2000
 Liaison to the Sheth Foundation, 2000-2008
 Member, Constitutional Task Force, 2007-2008
 Chair, Fellows Selection Committee, 2019
 Chair, History Taskforce, 2023--

American Marketing Association

Member, 1967-present
 Faculty member, AMA Doctoral Consortium, 1978, 1979, 1982, 1983, 1985-1996,
 2001-2004, 2006, 2007, 2009, 2010, 2017
 Program Co-Chair, Winter Educators Conference, 1985
 Co-Chair, AMA Doctoral Consortium, 1990
 Member, AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award
 Committee, 1996-1998
 Chair, AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award Committee,

1998-2000, 2017-2020
 Co-Chair, Transitions Workshop for New Marketing Faculty, 2005, 2006, 2007
 Member, Knowledge Coalition, 2007-2009
 Vice President of Publications, 2008-2011
 Member, Policy Board, *Journal of Consumer Research*, 2013-2019
 Vice Chair, Consumer Behavior Special Interest Group, 2016-2018
 Member, AMA Fellows Selection Committee, 2021

EDITORIAL AND REVIEWING ACTIVITY

Editor, *Journal of Consumer Research*, 1988-1990

Section Editor, Buyer Behavior and Behavioral Science, *Journal of Marketing*, 1978-1981

Member of Editorial Review Boards of:

Journal of Marketing Research, 1976-1994
Journal of Business Research, 1977-1987
Journal of Marketing, 1978-1990, 2009-2016
Journal of Advertising Research, 1981-2013
Journal of Consumer Research, 1982-1987, 1991-present
Marketing Letters, 1989-2013
Journal of Consumer Psychology, 1991-2016
Journal of the Academy of Marketing Science, 2013-2016
Journal of Public Policy & Marketing, 2020-present

Occasional Reviewer for *Journal of Applied Psychology*, *Marketing Science*, *Journal of Business*, *Journal of Consumer Affairs*, *Research in Marketing*, *Review of Marketing*, *Journal of Advertising*, *Journal of the Academy of Marketing Science*, *Journal of the Association for Consumer Research*, and *International Journal of Research in Marketing*.

Reviewer, Annual Conferences of the American Marketing Association and the Association for Consumer Research, 1973-present.

Special Guest Editor, *Journal of Consumer Research*, 2019--present

DOCTORAL DISSERTATIONS CHAIRED

UCLA:

Pradeep Kakkar
 Jeff Lloyd
 John L. Swasy
 George E. Belch
 Marian C. Burke
 Scott B. MacKenzie

University of Florida:

Charles S. Areni
 William E. Baker

Michelle A. DeMoss
Susan M. Fournier
Michael R. Guiry
Douglas R. Hausknecht
Stephen J. S. Holden
Elizabeth S. Moore-Shay
John W. Pracejus
Alice A. Wright
Kelli A. Burns (Advertising)
Andrew Kuo
Gia Nardini
Tim Halloran (DBA)
Jacob Regier (DBA)
Odile Guinot (DBA--in progress)