

## VITAE

**Bobby James Calder**

### **Office**

Department of Marketing  
Kellogg Graduate  
School of Management  
Northwestern University  
Evanston, Illinois 60208

### **Education**

- Ph.D. University of North Carolina at Chapel Hill, August 1970  
Major Field: Social Psychology  
Minor Field: Psychometrics  
Thesis: "Cognitive Constraints and Attitudes"
- M.A. University of North Carolina at Chapel Hill, January 1970  
Major Field: Social Psychology  
Minor Field: Psychometrics
- A.B. University of North Carolina at Chapel Hill, Honors, June 1966  
Major Field: Psychology  
Minor Field: Economics

### **Positions**

2009 Chairperson, Marketing Department, Kellogg School of  
Management

- 1993 The Charles H. Kellstadt Distinguished Professor of Marketing and Professor of Psychology, Kellogg Graduate School of Management, Northwestern University  
Professor of Journalism, Medill School of Journalism, Northwestern University
- 1986- The A. Montgomery Ward chaired Professor of Marketing and 1993  
Professor of Psychology, Northwestern University
- 1978- Professor of Marketing and Professor of Psychology,  
1986 Northwestern University
- 1975- Associate Professor of Marketing and Associate Professor 1978  
of Psychology, Northwestern University
- 1974- Associate Professor of Marketing and Organizational 1975  
Psychology, The Wharton School, University of  
Pennsylvania
- 1973- Director of Organizational Research, National Analysts,  
1974 a subsidiary of Booz, Allen & Hamilton, Inc. (on leave, University  
of Illinois, promoted to Associate Professor with tenure)
- 1972- Assistant Professor of Business Administration and  
1973 Psychology
- 1970- Postdoctoral Fellow, joint appointment in the L.L.  
1971 Thurstone Psychometric Laboratory and the social psychology  
program, University of Northern Carolina at Chapel Hill.
- 1969- U.S. Public Health Service Predoctoral Research Fellow,  
1970 under the sponsorship of Chester A. Insko and John Thibaut,  
University of North Carolina.

### **Professional Affiliations**

Association for Consumer Research  
American Marketing Association  
American Psychological Association

### **Working Papers**

With Alice Wang, The Psychological Reality of the Transportation Experience.

With Mathew Isaac, A New Look at The Experience Concept: What It Is and Why It Matter

With Edward Malthouse, Patterns of Behavior

With John Sailors, Construal and Product Stereotypes

### **Major Publications**

(not including conference proceedings)

With Steven Dupuis, “Packaging and Brand Concepts. In N. J. Sheth and N. Malhotra (eds), Wiley International Encyclopedia of Marketing, Wiley, 2011.

With Edward Malthouse, “Customer Relationship Management.” In N. J. Sheth and N. Malhotra (eds), Wiley International Encyclopedia of Marketing, Wiley, 2011.

With Edward Malthouse, “Media Placement versus Advertising Execution,” International Journal of Marketing Research, 52, 2010, 217-230.

With Alice Tybout, edited Kellogg on Marketing, 2<sup>nd</sup> edition, Wiley 2010.

“Marketing Research and Understanding Consumers.” In Kellogg on Marketing, Wiley, 2010, 56-72.

“Writing Positioning Statements and Brand Design.” In Kellogg on Marketing, Wiley, 2010, 92-111.

With Richard Kolsky and Maria Letelier, “Marketing to Consumers at the Bottom of the Pyramid.” In Kellogg on Marketing, Wiley, 2010, 287-306.

With Edward Calder, “Brand-led Innovation.” In Kellogg on Marketing, Wiley, 2010, 332.

“Media Concepts.” In A. Peck and E. Malthouse (eds), Medill on Media Engagement, 2010, 21-30.

With Rachel Mersey and Edward Malthouse, “Engagement with Online Media,” Journal of Media Business Studies, 7, 2010, 37-56.

With Edward Malthouse, “Media Placement versus Advertising Execution. In Ralf Terlutter, Sandra Diehl, Shintaro Okazake (eds), EAA Advances in Advertising Research, Gabler, 2010, 333-345.

With Edward Malthouse and Ute Schaedel. “An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness,” Journal of Interactive Marketing, 23, 2009, 321-331.

With Alice Wang. “Media Engagement and Advertising: Transportation, Matching, Transference, and Intrusion,” Journal of Consumer Psychology, 19, 2009, pp. 546-555.

With Edward Malthouse, “Leveraging Media-Advertising Experiential Congruence.” In De pelsmacker and Garant Dens (eds), Advertising Research: Message, Medium, and Context. Dens, Garant: Antwrpen, 2009 259-270.

With Edward Malthouse, Media Engagement. In Andrea Groppe-Klein and Claas Germelmann (eds), Medien im Marketing, Gabler, 2009, pp 253-292.

Edited Kellogg on Advertising and Media, Wiley 2008.

With Edward Malthouse, “Media Engagement and Advertising Effectiveness.” In Kellogg on Advertising and Media, Wiley 2008, pp 1-36.

With Richard Kolsky, “The Integration of Advertising and Media Content: Ethical and Practical Considerations.” In Kellogg on Advertising and Media, Wiley 2008, pp 266-281.

With Charles Spinoso, ‘Communicating with Customers.’ In Kellogg on Advertising and Media, Wiley 2008, pp 226-253.

With Edward Malthouse, Media Brands and Consumer Experiences. In Media Brands and Branding, Jonkoping International Business School, Sweden, 2008, pp 89-94.

With Edward Malthouse, Translating Experience into Engagement. In Christian Scholz and Uwe Eisenbeis, Looking into the Future of Media Management, IMMAA, 20008, pp 115-122.

With Edward Malthouse. "Media Engagement and Integrated Marketing," Nikkei Journal of Advertising, 2007, pp 3-7.

"The Future of Online Advertising." In Joe Plummer, Steve Rappaport, Taddy Hall, and Robert Barocci (eds), The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation, Wiley, 2007.

With Edward Malthouse. "The Effects of Media Context Experiences on Advertising," Journal of Advertising, 36, 2007, pp 7-18.

With Alice Wang, "Media Transportation and Advertising," Journal of Consumer Research, 33, 2006, pp 151-162.

With Edward Malthouse. "The Demographics of Newspaper Readership: Predictors and Patterns of U.S. Consumption," Journal of Media Business Studies, 3, 2006, pp 1-18.

With Edward Malthouse. "Managing Media and Advertising Change with Integrated Marketing," Journal of Advertising Research, 43, 2005, pp 356-361.

"Designing Brands." In Alice Tybout and Tim Calkins (eds), Kellogg on Branding, Wiley, 2005, pp 27-39.

With Edward Malthouse, "Relationship Branding and CRM." In Alice Tybout and Tim Calkins (eds), Kellogg on Branding, 2005, pp 150-168.

With Edward Malthouse, "Experiential Engagement with Online Content Web Sites and the Impact of Cross-Media Usage." Worldwide Readership Research Symposium, 2005, 459- 478.

With Mercedes Delgado. Mexico. In R, Crane (ed), Latin American Business Cultures, Prentice Hall, 2005.

With Edward Malthouse and K. Kobayashi, "Integrated Marketing and Customization," The Aoyama Business Journal (Japan), 2005, 39.

With Edward Malthouse, J. Oakley, and D. Iacobucci. "Customer Satisfaction across Organizational Units." Journal of Service Research, 6, 2004, 231-242.

With Edward Malthouse, "Qualitative Media Measures: Newspaper Experiences," International Journal of Media Management, 2004, 6, pp 124-131.

With Edward Malthouse, "Qualitative Effects of Media on Advertising Effectiveness." WAM, ESOMAR, 2004.

With Edward Malthouse, "The Behavioral Score Approach to Dependent Variables," Journal of Consumer Psychology, 13, 2003, 387-94.

Edited with D. Iacobucci (eds). Kellogg on Integrated Marketing, Wiley, 2003.

With Edward Malthouse . "What Is Integrated Marketing?" In Kellogg on Integrated Marketing, Wiley, 2003.

With Maria Flores and Charles Spinsosa. "Viral Marketing." In Kellogg on Integrated Marketing, Wiley, 2003.

With Andrew Razeghi. "Using Interaction Maps to Create Brand Relationships." In Kellogg on Integrated Marketing, Wiley, 2003.

With Eric Berggren and Richard Kolsky. "Integrated Marketing and the Web. In Kellogg on Integrated Marketing," Wiley, 2003.

With Edward Malthouse and Wayne Eadie, "Conceptualizing and Measuring Magazine Experiences and Readership." Worldwide Readership Research Symposium, 2003, 285-306.

With Edward Malthouse, "Measuring Newspaper Readership: A Qualitative Variable Approach," International Journal of Media Management, 2002, **4**, 248-260.

With Dawn Iacobucci, Edward Malthouse, and Adam Duhachek. "Did You Hear? Consumers Tune into Multimedia Marketing." Marketing Health Services, 2002, 16-20.

With Steve Reagan. "Brand Design." In Kellogg on Marketing, Wiley, 2000.

"Understanding Consumers." In Kellogg on Marketing, Wiley, 2000.

With Alice Tybout. "A vision of theory, research, and the future of business schools" Journal of the Academy of Marketing, Summer, 2000.

With Maria Flores and Charles Spinosa. "Taking An Expanded View of Customers' Needs: Qualitative Research for Aiding Innovation," Marketing Research, Winter, 2000, 4-11.

With D. Iacobucci and A. Avery. "New media interactive advertising vs traditional Advertising," Journal of Advertising Research," 38, 1998, 23-32.

With G. Henderson and D. Iacobucci. "Using consumer associative networks." European Journal of Operational Research, 1998.

With Edward Malthouse and Michelle Peterman. Expanding the Market for the Arts, Center for Cultural Marketing, 1996.

"Qualitative marketing research." In R. Bagozzi (ed.), Handbook of Marketing Research. London: Blackwell, 1993.

With B. Sternthal and A. Tybout. "Experimental design: Generalization and Theoretical Explanation." In R. Bagozzi (ed.), Handbook of Marketing Research. London: Blackwell, 1993.

With L. Gruder. "Emotional advertising appeals." In A. Tybout, R.P. Cafferatta (eds.), Advertising and Consumer Psychology. Hillsdale, NJ: Erlbaum, 1989.

With A. Tybout. “ Interpretive, qualitative, and traditional scientific empirical consumer behavior research.” In E. Hirschman (ed.), Interpretive Consumer Research. Provo, UT: Association for Consumer Research, 1989.

With A. Tybout. “What consumer research is...” Journal of Consumer Research, 14, June 1987, 136-140.

With B. Sternthal and A. Tybout. “Confirmatory versus comparative approaches to theory testing.” Journal of Consumer Research, 14, June 1987, 114-125.

With L. Sandelands. “Perceptual organization in task performance.” Organizational Behavior and Human Decision Processes, 40, 1987, 287-306.

“Exploratory, clinical and interaction centered focus groups.” Journal of Data Collection, 1986, 26 24-28.

With P. Schurr. “Psychological effects of restaurant meetings on industrial buyers.” Journal of Marketing, 1986, 50, 87-97.

With S. LaTour. “Strategic marketing: A new methodology.” In P. Friend and J. Shiver (eds.), Freestanding Emergency Centers. Aspen, 1985.

With K. Fox. “The right kind of business advocacy.” Business Horizons, January, 1985.

With L. Sandelands. “Referencing and bias in social interaction.” Journal of Personality and Social Psychology, 1984, 46, 755-762.

With L. Phillips, and A. Tybout. “Designing research for application.” Journal of Consumer Research, September 1981, 197-207. Reprinted in Raymond Fisk and Stephen Brown (eds.), Distinguished Essays in Marketing Theory. N.Y.: Wiley & Sons, 1983. Reprinted in D. Schroeder, D. Johnson, T. Jensen (eds.), Contemporary Readings in Social Psychology, Chicago: Nelson-Hall, 1985.

With L. Phillips and A. Tybout. Beyond external validity. Journal of Consumer Research, June 1983, 112-14.

With A. Tybout and B. Sternthal. Information availability as a determinant of multiple request effectiveness. Journal of Marketing Research, August 1983, 280-90.

With J. Bjorling, Marketing Research for Better Planning. Hospital Management Quarterly, Fall 1980.

With J. Bjorling. Marketing Research for Better Planning. Hospital Management Quarterly, Spring 1981.

With L. Phillips and A. Tybout. The concept of external validity. Journal of Consumer Research, December 1982, 240-44.

With K. Hennigan, et al. Impact of the introduction of television on crime in the United States: Empirical findings and theoretical implications. Journal of Personality and Social Psychology, 1982, 42, 461-477.

With Amy Marks. Attitudes Toward Death and Funerals. Evanston, IL: National Research and Information Center, 1982.

With P. Schurr. Attitudinal processes in organizations. In L. Cummings and B. Staw (eds.), Research in Organizational Behavior, Vol. 3. JAI Press, 283-302, 1981.

With A. Tybout and B. Sternthal. Using information processing theory to design marketing strategies. Journal of Marketing Research, February 1981, 73-79.

With L. Phillips. Evaluating consumer protection laws: II. Promising methods. The Journal of Consumer Affairs, 1980, 14, 9-36.

With B. Sternthal. Television commercial wearout: An information processing view. Journal of Marketing Research, May 1980, 17, 173-86.

The focus group technique and qualitative research in organizations. In Edward E. Lawler, David A. Nadler, and Cortlandt Cammann (eds.), Organizational Assessment: Perspectives on the Measurement of Organizational Behavior, 1980.

With L. Phillips. Evaluating consumer protection programs: Part I. Weak but commonly used research designs. The Journal of Consumer Affairs, 1979, 13, 157-185.

When attitudes follow behavior--A Self-perception/dissonance interpretation of low involvement. In J. Maloney (ed.), Attitude Research Plays for High Stakes. Chicago: American Marketing Association, 1979, 25-36.

When B. Staw and L. Sandelands. Intrinsic motivation and norms about payment. Journal of Personality, 1979.

The role of "entertainment" in organizational buying decisions. In R. Bagozzi (ed.), Sales Management: New Directions from Behavioral and Decision Model Research, 1978.

A methodology for research on organizational buying behavior. In Thomas Bonoma and Gerald Zaltman (eds.), Organizational Buying Behavior, American Marketing Association, 1978, 77-83.

With B. Oliver and M. Bariff. Behavioral research on accounting. The Accounting Journal, 1977, 1, 30-39.

Attribution theory: Phenomenology or science? Personality and Social Psychology Bulletin, 1977, 4, 612-616.

Structural role analysis of organizational buying: A preliminary investigation. In A. Woodside, et al. (eds.), Foundations of Consumer and Industrial Buying Behavior. New York: Elsevier, 1977.

With K. Rowland. STIMULI: A Fortran IV program for presenting optimally ordered paired-comparison stimuli. Journal of Marketing Research, 1977, 14, 410.

With M. Ross. Sexual discrimination and work performance. Personality and Social Psychology Bulletin, 1977, 3, 429-433.

Exogenous-endogenous versus internal-external attributions: Some implications for the development of attribution theory. Personality and Social Psychology Bulletin, 1977, 3, 400-406.

With R. Burnkrant. Interpersonal influence on consumer behavior: An attribution theory approach. Journal of Consumer Research, 1977, 4, 29-38.

Focus groups and the nature of qualitative marketing research. Journal of Marketing Research, 1977, 14, 353-364.

An attribution theory of leadership. In B. Staw and J. Salancik (eds.), New Directions in Organizational Behavior. Chicago: St. Clair Press, 1977.

With K. Rowland and H. Leblebici. The use of scaling and cluster techniques in investigating the social structure of organizations. In L. Pondy, et al. (eds.), The Management of Organizational Design, Vol. II, Research and Methodology. New York: Elsevier, 1976.

With Michael Ross. Attitudes: Theories and issues. In J. Thibaut, J. Spence, and R. Carson (eds.), Contemporary Topics in Social Psychology. New York: General Learning Press, 1976.

With Gerald Salancik, Kendrith Rowland, Huseyin Leblebici, and Mary Conway. Leadership as an outcome of social structure and process: A multidimensional analysis. In J. Hunt and L. Larson (eds.), Frontiers of Leadership. Carbondale: Southern Illinois University Press, 1975.

With Thomas Robertson and John Rossiter. Children's consumer information processing. Communications Research, 1975, 2, 307-316.

With Barry M. Staw. The interaction of intrinsic and extrinsic motivation: Some methodological notes. Journal of Personality and Social Psychology, 1975, 31, 76-80.

With Barry Staw. The self-perception of intrinsic and extrinsic motivation. Journal of Personality and Social Psychology, 1975, 31, 559-605.

An analysis of the Jones, Davis, and Gergen attribution paradigm. Representative Research in Social Psychology, 1974, 5, 55-59.

Information cues and attributions based on role behavior. Journal of Experimental Social Psychology, 1974, 10, 121-125.

With Chester A. Insko and Ben Yandell. The relation of cognitive and memorial processes to persuasion in a simulated jury trial. Journal of Applied Social Psychology, 1974, 4, 62-93.

Cognitive consistency and consumer behavior. In H. Kassarian and T. Robertson (eds.), Perspectives in Consumer Behavior. Scott, Foresman and Co., revised edition, 1973.

With Michael Ross. Attitudes and Behavior. General Learning Press, 1973.

With Michael Ross and Chester A. Insko. Attitude change and attitude attribution. Journal of Personality and Social Psychology, 1973, 25, 84-99.

With Amnon Rappaport. Are inventory decisions optimal? In H. Sauerman (ed.), Contributions to Experimental Economics, Vol. III, 1973.

With Thomas D. Cook, et al. Demand characteristics and three conceptions of the frequently deceived subject. Journal of Personality and Social Psychology, 1970, 14, 185-194.

With William Melson and Chester A. Insko. The social psychological status of reward. Psychonomic Science, 1969, 17, 240-242.