

Mark J. Arnold

Chair, Department of Marketing
Steber Endowed Professor of Marketing
Richard A. Chaifetz School of Business
Saint Louis University
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Academic Positions

Saint Louis University

- Marketing Department Chair (2016-current)
- Steber Endowed Professor of Marketing (2016-current)
- Senior Associate Dean
- Associate Dean
- Director, Ph.D. Program
- Professor of Marketing
- Director, Faculty Development
- Associate Professor of Marketing

University of Central Florida

- Assistant Professor of Marketing

Saint Louis University, University of Missouri at St. Louis

- Instructor

Citations, Recent Awards, and Recognitions

- Google Scholar citations exceed 10,400; Web of Science citations exceed 3,100, among the most cited in the Chaifetz School of Business
- Scientific Panel Reviewer, *Israel Science foundation*
- Winner of the *2019 Teaching Innovation Award*, Richard A. Chaifetz School of Business, Saint Louis University
- Winner of the *2018 Nokyoon Kwak Three-Year Research Award*, Richard A. Chaifetz School of Business, Saint Louis University
- Outstanding Reviewer Status 2018, *Journal of Business Research*
- Outstanding Reviewer Status 2017, *Journal of Retailing*
- Winner of a *2018 Chaifetz School Diamond Publication Award*
- Winner of a *2016 Chaifetz School Diamond Publication Award*
- *Faculty Fellow for the 2016 Academy of Marketing Science Doctoral Consortium*
- Winner of the *2015 Emerson Excellence in Teaching Award*, awarded to the top teachers in the entire St. Louis metropolitan region
- Winner of the *2014 Nokyoon Kwak Research Award*, John Cook School of Business, Saint Louis University

Miscellaneous Leadership Roles

- Co-Track Chair, Consumer Behavior, 2023 AMS World Marketing Congress, Canterbury, U.K.
- Co-Track Chair, Branding and Brand Management, 2022 AMS Conference, Monterey, CA
- Co-Track Chair, Consumer Behavior, 2021 and 2020 AMS World Marketing Congress, Brisbane, Australia
- Chair, 17 dissertation committees
- Chair, Undergraduate and Graduate Curriculum Boards
- Chair, Executive DBA Task Force
- Chair, Ph.D. Steering Committee
- Chair, Cook School of Business Research Committee
- Cook School of Business Rank and Tenure Committee
- Chair, MBA Task Force
- Fellow and Executive Committee Member, Reinert Center for Teaching Excellence

Education

- Ph.D. in Business Administration, Saint Louis University, St. Louis, Missouri. Major: Marketing, Minor: International Business
- M.B.A., University of Missouri at St. Louis, Missouri. Concentration: Marketing and MIS
- B.A., University of Missouri at St. Louis, Missouri. Major: Political Science

Scholarship (over 10,300 citations – Google Scholar as of February 2022)

Journal Publications

Lehnert, Kevin, Brian Till, Mark J. Arnold, and Kyle D. Coble, "The Creative Knife: Does Interference Dull the Edge of Creativity Effectiveness?" *Journal of Advertising*, forthcoming.

Johnson, Clark, Brittney Bauer, and Mark J. Arnold, "The Effect of Brand Crises on Endorser Reputation and Endorsement Portfolios," *Psychology and Marketing*, forthcoming.

Rong, Weidong, Mark J. Arnold, and Brad D. Carlson (2021), "Brand Outcomes in Sales Channel Relationships: A Guanxi Theory Perspective," *Journal of Business and Industrial Marketing*, 36/7, 1191-1212.
<http://dx.doi.org/10.1108/JBIM-03-2020-0163>

Randrianasolo, Arilova, Alexey Semenov, Mark J. Arnold, and Kristy E. Reynolds (2020), "A Model of Cultural Intelligence and Global Identity," *Journal of Consumer Marketing*, 37/7, 821-832. <http://dx.doi.org/10.1108/JCM-05-2019-3244>

Frechette, Michael A., Mark J. Arnold, Andrew Kaikati, and Nitish Singh (2020), "Collaborative Consumption, Social Distance, and the Extended Self," *Journal*

of *Consumer Marketing*, 37/4, 413-422. <http://dx.doi.org/10.1108/JCM-02-2019-3099>

Randrianasolo, Arilova and Mark J. Arnold (2020), "Consumer Legitimacy: Conceptualization and Measurement Scales," *Journal of Consumer Marketing*, 37/4, 385-397. <http://dx.doi.org/10.1108/JCM-03-2019-3124>

Yang, Jie, Jieqiong Ma, Mark J. Arnold, Hongxin Zhao, and John Cater (2019), "Family Involvement, Environmental Turbulence, and R&D Investment: Evidence from Chinese Listed SMEs," *Small Business Economics*, 53 (December), 1017-1032. <http://dx.doi.org/10.1007/s11187-018-0113-6>

Yang, Jie, Jieqiong Ma, Mark J. Arnold, and Nuttavuthisit Krittinee (2018), "Global Identity, Perceptions of Luxury Value and Consumer Purchase Intention: A Cross-Cultural Examination," *Journal of Consumer Marketing*, 35 (5), 2017-2081. <http://dx.doi.org/10.1108/JCM-02-2017-2081>

Harmeling, Colleen, Jordan W. Moffett, Mark J. Arnold, and Bradley Carlson (2017), "Toward a Theory of Customer Engagement Marketing: Conceptual and Empirical Insights," *Journal of the Academy of Marketing Science* 45 (May), 312-335. <http://dx.doi.org/10.1007/s11747-016-0509-2>

- #4 most cited in *Journal of the Academy of Marketing Science* since publication date.

Westjohn, Stanford A., Mark J. Arnold, Peter Magnusson, Kristy E. Reynolds (2016), "The Influence of Regulatory Focus on Global Consumption Orientation and Preference for Global Versus Local Consumer Culture Positioning," *Journal of International Marketing* 24 (June), 22-39. <http://dx.doi.org/10.1509/jim.15.0006>

Harmeling, M. Colleen, Robert W. Palmatier, Mark B. Houston, Mark J. Arnold, and Stephen A. Samaha (2015), "Transformational Relationship Events," *Journal of Marketing* 79 (September), 39-62. <http://dx.doi.org/10.1509/jm.15.0105>

- Winner of the Center for Service Leadership *Leading Edge Service Research Award*
- Selected as part of *Marketing Science Institute's Journal Selection Series*
- Featured on CustomerThink, Center for Service Leadership, and Business2Community blogs
- Finalist for *Institute for the Study of Business Markets* Dissertation Award
- Selected as part of the *AMA Scholarly Insights Series*
- Featured as a *Keller Center Research Report*
- Featured in *Marketing Science Working Papers Series*

Jones, Michael A., Kristy E. Reynolds, Mark J. Arnold, Colin B. Gabler, Stephanie T. Gillison, Vincent Myles Landers (2015), "Exploring Consumers' Attitude Towards Relationship Marketing," *Journal of Services Marketing*, 29 (3), 188-199. <http://dx.doi.org/10.1108/JSM-04-2014-0134>

Bindroo, Vishal, Pillai, Rajani Ganesh, Arnold, Mark J. (2015), "Valence- and Arousal-Focused Emotional Clusters among Highly-Satisfied Customers," *Journal of Managerial Issues*, 27 (1-4), 43-62.

Arnold, Mark J., Michael A. Jones, Kristy E. Reynolds, Meltem Tugut, and Colin B. Gabler (2014), "Regulatory Focus Intensity and Evaluations of Retail Experiences," *Psychology & Marketing*, 31 (November), 958-975.

<http://dx.doi.org/10.1002/mar.20746>

Evanschitzky, Heiner, Oliver Emrich, Vinita Sangtani, Anna Ackfeld, Kristy E. Reynolds, and Mark J. Arnold (2014), "Hedonic Shopping Motivations in Collectivistic and Individualistic Consumer Cultures," *International Journal of Research in Marketing*, 31 (September), 335-338.

<http://dx.doi.org/10.1016/j.ijresmar.2014.03.001>

Arnold, Mark J. and Kristy E. Reynolds (2012), "Approach and Avoidance Motivation: Investigating Hedonic Consumption in a Retail Setting," *Journal of Retailing*, 88 (September), 399-411.

<http://dx.doi.org/10.1016/j.jretai.2011.12.004>

- #18 most cited in *Journal of Retailing* since publication date.

Xie, Yu Henry, Hongxin "John" Zhao, Mark J. Arnold (2011), "On the Determinants of Post-Entry Strategic Positioning of Foreign Firms in a Host Market: A "Strategy Tripod" Perspective," *International Business Review*, 20 (August), 477-490. <http://dx.doi.org/10.1016/j.ibusrev.2010.09.005>

Mariadoss, Babu John, Raj Echambadi, Mark J. Arnold, and Vishal Bindroo, (2010) "An Examination of the Effects of Perceived Difficulty of Manufacturing the Extension Product on Brand Extension Attitudes" *Journal of the Academy of Marketing Science* 38 (December), 704-719. <http://dx.doi.org/10.1007/s11747-010-0190-9>

Zhou, Xin Joyce, Mark J. Arnold, Arun Pereira, and Jun Yu (2010), "Exploring the Shopping Behaviors of Coastal versus Inland Chinese Consumers," *Journal of Business Research* 63 (January), 45-51.

<https://doi.org/10.1016/j.jbusres.2009.01.010>

Suh, Taewon, Seung Kim, John Zhao, Mueun Bae, and Mark J. Arnold (2010), "A Multi-Level Investigation of International Marketing Projects: The Roles of Experiential Knowledge and Creativity on Performance," *Industrial Marketing Management* 39 (2), 211-220.

<http://dx.doi.org/10.1016/j.indmarman.2008.08.007>

Arnold, Mark J. and Kristy E. Reynolds (2009), "Affect in Retail Shopping Experiences: Exploring The Role of Mood Regulation and Regulatory Focus," *Journal of Retailing* 85 (3), 308-320. <https://doi.org/10.1016/j.jretai.2009.05.004>

- #39 most cited in *Journal of Retailing* since publication date

Westjohn, Stanford, Mark J. Arnold, Peter Magnusson, Srdan Zdravkovic, and Xin Joyce Zhou (2009), "Technology Readiness and Usage: A Global Identity Perspective," *Journal of the Academy of Marketing Science* 37 (Sept.), 250-269. <http://dx.doi.org/10.1007/s11747-008-0130-0>

- Lead Article.

Jones, Mike, Kristy E. Reynolds, and Mark J. Arnold (2006), "Hedonic and Utilitarian Shopping Value: Investigating Differential Effects on Retail Outcomes," *Journal of Business Research* 59 (Sept.), 974-981.

<http://dx.doi.org/10.1016/j.jbusres.2006.03.006>

- #19 most cited in *Journal of Business Research* since publication date (and #66 all time)

Amine, Lyn S., Mike C. H. Chao, Mark J. Arnold, (2005), "Exploring the Practical Effects of Country of Origin, Animosity, and Price / Quality Issues: Two Case Studies of Taiwan and Acer in China," *Journal of International Marketing* 13 (2), 114-150. <http://dx.doi.org/10.1509/jimk.13.2.114.64855>

Arnold, Mark J., Kristy E. Reynolds, Nicole P. Hoffman, and Jason E. Lueg (2005), "Customer Delight in a Retail Context: Investigating Delightful and Terrible Shopping Experiences," *Journal of Business Research* 58, 1132-1145. <http://dx.doi.org/10.1016/j.jbusres.2004.01.006>

Arnold, Mark J. and Kristy E. Reynolds (2003), "Hedonic Shopping Motivations," *Journal of Retailing*, 79 (2), 77-95. [http://dx.doi.org/10.1016/S0022-4359\(03\)00007-1](http://dx.doi.org/10.1016/S0022-4359(03)00007-1)

- First place for the Davidson Award, best paper in *Journal of Retailing*.
- #1 most cited in *Journal of Retailing* since publication date (and #13 all time).
- Ranks in top-ten most downloaded for every quarter since publication.

Arnold, Mark J. and Shelley R. Tapp (2003), "Direct Marketing In Nonprofit Services: Investigating The Case of The Arts Industry" *Journal of Services Marketing*, 17 (2), 141-160. <https://doi.org/10.1108/08876040310467916>

Arnold, Mark J. and Shelley R. Tapp (2001), "The Implementation of Direct Marketing Techniques in the Non-Profit Arts Industry: Effects on Performance and Managerial Implications," *Journal of Interactive Marketing*, 15 (Summer), 41-52. <https://doi.org/10.1002/dir.1015>

Ganesh, Jaishankar, Mark J. Arnold, and Kristy E. Reynolds (2000), "Understanding the Customer Base of Service Providers: An Examination of the Differences Between Switchers and Stayers," *Journal of Marketing* 64 (July), 65-87. <http://dx.doi.org/10.1509/jmkq.64.3.65.18028>

- #45 most cited in *Journal of Marketing* since publication date (and #149 all time).

Reynolds, Kristy E. and Mark J. Arnold (2000), "Customer Loyalty to the Salesperson and the Store: Examining Relationship Customers in an Upscale Retail Context," *Journal of Personal Selling and Sales Management*, 20 (2), 89-98.

- #1 most cited in *Journal of Personal Selling and Sales Management* since publication date (and #1 all time).

Fisher, James E., Dennis E. Garrett, Mark J. Arnold, and Mark E. Ferris (1999), "Dissatisfied Consumers Who Complain to the Better Business Bureau," *Journal of Consumer Marketing*, 16 (6), 576-89.

<http://dx.doi.org/10.1108/07363769910297515>

Arnold, Mark J. (1998), "An Empirical Taxonomy of Student Expectations of Marketing Internship Programs," *Journal of Marketing Education*, 20 (May), 94-102. <http://dx.doi.org/10.1177/027347539802000203>

Cannon, J. Andrew and Mark J. Arnold (1998), "Student Expectations of Marketing Internship Programs: A Ten-Year Update," *Journal of Education for Business*, 73 (March/April), 202-205.
<https://doi.org/10.1080/08832329809601630>

Arnold, Mark J., James E. Fisher, and John T. Rueve (1997), "The Decision to Close the Famous-Barr Northland Store," *International Journal of Case Studies and Research*, 5 (1), 1-14.

Fisher, James E., Dennis E. Garrett, and Mark J. Arnold (1997), "Consumers' Perceptions of the Usefulness of Company Complaint Information Provided by the Better Business Bureau," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 10 (Fall), 165-169.

Arnold, Mark J. and James E. Fisher (1996), "Counter-Culture, Criticisms and Crisis: Assessing the Effect of the Sixties on Marketing Thought," *Journal of Macromarketing*, 16 (Spring), 118-133.
<https://doi.org/10.1177/027614679601600109>

Proceedings, Abstracts, Presentations, Non-Refereed Journals

Jankuhn, Nicolas and Mark J. Arnold (2022), "Is This Money Even Real? How the Source of Your Venmo Account Balance Affects Payment Behavior," AMA Summer Educators' Conference (under review).

Drury, Lauren and Mark J. Arnold (2022), "You've Been Framed: A Competing Theories Approach to Understanding Sustainable Advertisements," AMA Summer Educators' Conference (under review).

Bauer, Brittney, Brad Carlson, Mark J. Arnold, and Clark Johnson (2021), "Divergence in Brand Community Membership: The Multiple Roles of Social Distance and Commitment," Proceedings, American Marketing Association Winter Educators' Conference,

Johnson, Clark D., Carl P. Maertz, Mark J. Arnold, and Brittney Bauer (2020), Intercultural Negotiations: Examining Change in Processing, Attitudes, and Intentions by Evaluating Competing Theories," AIB International Conference, Miami, Florida.

Lehnert, Kevin, Kyle Coble, Brian Till, and Mark J. Arnold (2020), "Exploring Advertising Creativity and Interference: Can Creative Ads Cut Through the Noise?" 2020 AMS Annual Conference, Coral Gables

Johnson, Clark, Brittney Bauer, and Mark J. Arnold (2020), "The Effect of Brand Crises on Endorser Reputation and Endorsement Portfolios," Proceedings, 2020 AMS World Marketing Congress, Brisbane, University of Queensland, Australia.

Kuang, Yunmei, Scott Thompson, and Mark J. Arnold (2019), "Brand Transgression and Community Coping," Proceedings, 2019 AMA Summer Marketing Educators' Conference

Bauer, Brittney, Clark D. Johnson, Bradley D. Carlson, and Mark J. Arnold (2019), "Amiable or Able? Matching Ad Messaging To Endorsers Stereotypes," 2019 AMS Annual Conference, Vancouver, BC, Canada.

Ascencio, Christine and Mark J. Arnold (2018), "Regulatory Focus and Construal Level: Which is more Salient for Consumer Decision-Making?" Proceedings, 2018 AMA Summer Marketing Educators' Conference, Boston, MA.

Bauer, Brittney and Mark J. Arnold (2018), "Brand Communities and Competing Construals" Proceedings, 2018 AMA Summer Marketing Educators' Conference, Boston, MA.

Yang, Jie, Jieqiong Ma, and Mark J. Arnold (2016), "Perceptions of Luxury Value and Consumer Purchase Intentions: A Global Identity Perspective," Proceedings, 2016 AMA Summer Marketing Educators' Conference.

Rong, Weidong, Mark J. Arnold, and Douglas Hughes (2016), "Salesperson Performance and Guanxi Social Networks, Proceedings, 2016 AMA Summer Marketing Educators' Conference.

Roy, Douglas, Jase Ramsey, and Mark J. Arnold, (2015) "Replicating an Australian Fashion Clothing Consumption Study in the U.S.: The effect of Consumer Social Responsibility," Proceedings, Association for International Business U.S. Southeast 2015 Conference.

Harmeling, Colleen, Robert W. Palmatier, Mark B. Houston, and Mark J. Arnold (2014), "Effect of Transformational Relationship Events on Exchange Performance," Marketing Science Institute Working Paper Series, <http://www.msi.org/reports/>.

Harmeling, Colleen and Mark J. Arnold (2014), "Turning Points: Transformational Relationship Events and Firm Performance," Proceedings, 2014 AMA Summer Marketing Educators' Conference.

Semenov, Alexey, Arilova Randriansolo, and Mark J. Arnold (2014), "Cultural Intelligence, Collective Identity, and Willingness to Buy," Proceedings, 2014 Association for International Business Conference

Toler, Takisha Salley, Eric Rhiney, and Mark J. Arnold (2013), "Who Do You See in Ads? An Examination of Multiethnic Identity in Advertising," Proceedings, 2013 AMA Summer Marketing Educators' Conference.

Harmeling, Colleen and Mark J. Arnold (2013), "The Pursuit of Extraordinary Experiences: An Exploration of Triggers," 2013 Consumer Culture Theory Summer Workshop VII, Tucson, Arizona.

Rhiney, Eric, Toler, Takisha, and Mark J. Arnold (2013), "The Effects of Economic Threat & Product Foreignness on Consumer Ethnocentrism," Proceedings of the 2013 AMA Winter Marketing Educators' Conference.

Lehnert, Kevin and Mark J. Arnold (2012), "Enhanced Regret: Ruminative Thinking, Mood Regulation and Service Failure," Proceedings, 2012 AMA Summer Marketing Educators' Conference.

Tolmie, Carri, and Mark J. Arnold (2012), "Will You Go Green? Prevention versus Promotion Focus and the Effect of Time," Proceedings, 2012 AMA Summer Educators' Conference.

Harmeling, Colleen and Mark J. Arnold (2012), "The Pursuit of Extraordinary Experiences: An exploration of triggers," Proceedings, 2012 AMA Summer Educators' Conference.

Salley-Toler, Takisha, Eric Rhiney, and Mark J. Arnold (2012), "Globalizations' Impact on Consumers Ethnicity: The Formation of the Multiethnic Consumer Identity Construct," Proceedings, 2012 Cross Cultural Research Conference.

Tugut, Meltem, Mark J. Arnold, and Rajani Ganesh Pillai (2011), "Regulatory Fit, Attitudes, and Loyalty: The Interactive Effect of Chronic and Situational Regulatory Focus," Abstract, 2011 Association for Consumer Research Conference.

Tugut, Meltem and Mark J. Arnold (2011), "Regulatory Focus, Chronic Reactance, and Consumer Reward Choices in Loyalty Programs," Proceedings of the 2011 Summer AMA Marketing Educators' Conference.

Tugut, Meltem, Mark J. Arnold, and Brad Carlson (2011), "Consumer Choice Between Hedonic And Utilitarian Recovery Options In Service Failures: A Mood Regulation Perspective," Proceedings of the 2011 Academy of Marketing Science Conference.

Tugut, Meltem and Mark J. Arnold (2011), "Chronic Reactance, Outcome Focus, and the Construction of Reward Preferences in Loyalty Programs," Proceedings of the 2011 Marketing Management Conference. Winner: Award for Outstanding Paper in Retailing.

Stanley, Sarah and Mark J. Arnold (2011), "Sacred Brands: An Investigative Look at Brand Meaning Within a Brand Community," Proceedings of the Association of Marketing Theory and Practice 2011 Conference.

Tugut, Meltem and Mark J. Arnold (2011), "Customer Loyalty Programs: A Regulatory Fit Perspective of Consumer Reward Choices and Loyalty Behavior," Proceedings of the 2011 Winter AMA Marketing Educators' Conference.

Tugut, Meltem and Mark J. Arnold (2011), "Resisting One's Temptations: The Influence of Mood Regulation on Consumers' Recovery Choices in Service Failures," Proceedings of the 2011 Winter AMA Marketing Educators' Conference.

Tugut, Meltem and Mark J. Arnold (2010), "A Regulatory Focus - Reactance Perspective of Consumer Reward Preferences in Loyalty Programs," Proceedings of the 2010 Association for Consumer Research annual conference.

Lehnert, Kevin, and Mark J. Arnold, (2010), "Goal Focus and Self-Attention's Influence on Consumer Shopping Intentions," Proceedings of the 2010 AMA Summer Educators' Conference.

Arnold, Mark J., Chad Milewicz, Thomas Baker, Raj Echambadi, Kristy E. Reynolds (2010), "The Moderating Role of Goal Orientation on the Satisfaction – Willingness to Pay Relationship," Proceedings of the 2010 AMA Summer Educators' Conference.

Coble, Kyle, Kevin Lehnert, and Mark J. Arnold (2010), "The Moderating Effect of Creativity through Interference on Recall and Global Judgments," Proceedings of the 2010 Academy of Marketing Science Conference

Tugut, Meltem, and Mark J. Arnold, (2010), "A Regulatory Focus-Reactance Framework of Consumer Choices Toward Loyalty Program Rewards," Proceedings of the 2010 Marketing Management Conference. Winner: Award for Outstanding Paper in Retailing.

Tugut, Meltem, and Mark J. Arnold, (2010), "Regulatory Focus - Reward Fit As a Determinant of Loyalty Program Success," Proceedings of the 2010 AMA Winter Marketing Educators' Conference.

Tugut, Meltem, and Mark J. Arnold, (2009), "The Moderating Role of Consumer Regulatory Focus Orientation in Country-of-Origin Effects," Proceedings of the 2009 AMA Summer Educators' Conference.

Little, Joe, and Mark J. Arnold (2009), "The Effects of Organizational Strategy on Consumer Ethnocentric Tendencies: A Conceptual Framework," Proceedings of the 2009 AMA Summer Educators' Conference.

Arnold, Mark J. and Kristy E. Reynolds (2008), "Approach and Avoidance Motivation: Investigating Hedonic Consumption in a Retail Setting," Proceedings of the 2008 AMA Summer Educators' Conference.

Lehnert, Kevin and Mark J. Arnold (2008), "Regulatory Focus, Mortality Salience, and Materialism," Abstract, 2008 AMA Summer Educators' Conference.

Sangtani, Vinita, Heiner Evanschitzky, Kristy E. Reynolds, and Mark J. Arnold (2008), "Hedonic Shopping Motivations Across Cultures," Extended Abstract, AMS 2008 Cultural Perspective in Marketing.

Westjohn, Stanford and Mark J. Arnold, (2007), "The Effect of Consumers' Core Self-Evaluations On Customer Satisfaction and Dissatisfaction," Proceedings of the 2007 AMA Summer Educators' Conference.

Wilson, Rick and Mark J. Arnold (2006), "The Influence Of Acculturation On Purchase Behavior And Language Preference In Advertisements: The Case Of

Hispanics In The U.S.," Proceedings of the 2006 AMA Summer Educators' Conference.

Evanschitzky, Heiner, Vinita Sangtani, Kristy E. Reynolds, and Mark J. Arnold (2006), "Hedonic Shopping Motivations: A Study in Germany and India," Proceedings, European Marketing Academy 2006 Conference, Athens, Greece.

Echambadi, Raj, Mark J. Arnold, and Vishal Bindroo (2006), "Consumer Evaluation of Brand Extensions: Investigating the Nonlinear Relationship Between Perceived Difficulty and Brand Extension Attitude," Conference Abstracts, 2006 AMA Summer Educators' Conference.

Wilson, Rick T. and Mark J. Arnold (2005), "A Regional Approach to the Advertising Standardization-Adaptation Debate," in Proceedings of the Annual Meeting of the Society For Marketing Advances, 2-5 November 2005, San Antonio, TX, pp. 190-194.

Suh, Taewon, Hongxin Zhou, Seung Kim, Mark Arnold (2005), "The Impact Of Experiential Knowledge And Creativity On Performance Of International Project," Proceedings, 2005 AMA Winter Marketing Educators' Conference.

Haas, Sarah and Mark J. Arnold (2004), "Brand-Self Convergence: An Ethnographic Investigation of On-Line Communities," Proceedings, 2004 AMA Summer Marketing Educators' Conference.

Wilson, Rick T. and Mark J. Arnold (2004), "When Countries Divide: A Cross-Cultural Analysis of Advertising Appeals," in Enhancing Knowledge Development in Marketing Proceedings, Kenneth L. Bernhardt, James S. Boles, and Pam Scholder Ellen, eds. Chicago: American Marketing Association, 172-177.

Arnold, Mark J. and James E. Fisher (2003), "Information, Technology, and Social Class: Investigating the Digital Divide," Proceedings, Sixth Annual Ethics and Technology Conference, Boston College.

Allen, Jeffrey, Reinier van Delden, Christy Foley, and Mark J. Arnold (2003), "Assessing Bikers' Extra-Ordinary Experiences, Sub-Cultural Values, Self-Monitoring And Self-Presentation At Bike Week: A Preliminary Model" Proceedings, American Marketing Association 2003 Winter Educators' Conference, pp. 53-59.

Reynolds, Kristy E. and Mark J. Arnold (2001), "A Note on Starting and Building a Research Agenda" Journal for the Advancement of Marketing Education, 1 (Summer).

Arnold, Mark J., Kristy E. Reynolds, Nicole P. Hoffman, and Jason E. Lueg (2001), "Customer Delight In A Retail Context: Investigating Delightful And Terrible Shopping Experiences," presented at Society for Marketing Advances 2001 Conference.

Allen, Jeff, Mark J. Arnold, and Ronald Pimentel (2000), "Bike Week Transformations: The Malleable or Stable Self?" Proceedings, Society for Consumer Psychology, Session 4.22, pp. 70-76.

Fisher, James E., Mark J. Arnold, and Jeri Mullins Beggs (2000), "Income, Well-Being and Happiness," Conference Abstracts, Third Conference of the International Society for Quality of Life Studies, Universitat de Girona: Servei de Publicacions. pp. 300-301.

Arnold, Mark J. and Kristy E. Reynolds (2000), "Hedonic Shopping Motivations" Southern Marketing Association, Orlando, Florida. Invited Presentation, Session: Changing Face of Retailing.

Amine, Lyn S. and Mark J. Arnold, (1999), "Reflections on the Future of Green Marketing," Proceedings, Ninth International Conference of the International Trade and Finance Association.

Davied, Daniel, David Johnson, James E. Fisher and Mark J. Arnold (1999), "Usage Profiles of Users of Interactive Communication Technology: An Empirical Investigation into the Significance of Selected Individual Attributes," Proceedings of the 4th Annual Ethics and Technology Conference, Boston College, Boston, pp. 35-58.

Davied, Daniel, David Johnson, James E. Fisher and Mark J. Arnold (1999), "Usage Profiles of Users of Interactive Communication Technology. Chapter in Privacy and the Constitution, Volume II: Electronic Speech Rights. ed. Madeline Mercedes Placencia. Hamden, CT: Garland Publishing Inc. pp. 181-204.

Arnold, Mark J. and James E. Fisher (1997), "Consumer Acceptance of Interactive Communication Technologies," Conference Abstracts of the Second Annual Ethics and Technology Conference, Loyola University, Chicago.

Tapp, Shelley R. and Mark J. Arnold (1997), "Innovative Direct Marketing Techniques: Performance Effects in Arts Organizations," New Directions for Philanthropic Fund Raising, 18 (Winter), 101-117.

Fisher, James E., Dennis E. Garrett, and Mark J. Arnold (1997), "An Analysis of Consumers' Use of Better Business Bureau Information to Improve Their Purchase Decisions," presented at the 1997 Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference, Snowbird, UT.

Fisher, James E., Dennis E. Garrett, and Mark J. Arnold (1997), "Equitable Consumer Complaint Resolution," in Conference Abstracts of the Fourth Annual International Conference Promoting Business Ethics, Chicago, IL, p.18.

Fisher, James E. and Mark J. Arnold (1997), "Uncertainty in the Gaming Industry: Lessons from Missouri," Review of Business, 19 (1), 14-19.

Arnold, Mark J., J. Andrew Cannon, and Paul D. Boughton (1996), "Management Perspectives on Collegiate Internship Programs in Marketing: An Exploratory Study," in Proceedings of the 1996 AMA Winter Educators' Conference, pp. 406-412.

Rueve, John, Mark J. Arnold, and James E. Fisher (1996), "The Final Sale: The Decision to Close the Famous-Barr Northland Store," in Proceedings of the

International Association of Management 14th Annual International Conference. William A. Hamel, ed. International Association of Management, 14 (1), pp. 165-178.

Arnold, Mark J., Shelley R. Tapp, and James E. Fisher (1996), "Innovativeness in Direct Marketing Techniques: Effects on Performance in the Arts Industry and Managerial Implications," presented at the 8th Annual Robert B. Clarke Educators' Conference, New Orleans, LA.

Fisher, James E. and Mark J. Arnold (1996), "Amendment 6: The Legalization of Games of Chance in Missouri," presented at the Third Annual International Conference Promoting Business Ethics, St. Johns University.

Arnold, Mark J. and James E. Fisher, (1995), "Counter-Culture, Criticisms and Crisis: Assessing the Impact of the Sixties on Marketing Thought," in Proceedings of the Seventh Biennial Conference on Historical Research in Marketing and Marketing Thought, Kathleen M. Rassuli, Stanley C. Hollander and Terence R. Nevett, eds., pp. 3-18.

Fisher, James E. and Mark J. Arnold (1995), "Spreadsheet Analysis in Case Teaching," in Proceedings of the 1995 Western Marketing Educators' Conference, Debra Haley and Shirley Stretch eds. Madison, WI: Omnipress, pp. 36-39.

Awards and Recognitions

- Winner of the *2019 Teaching Innovation Award*, Richard A. Chaifetz School of Business, Saint Louis University
- Winner of the *2018 Nokyoon Kwak Three-Year Research Award*, Richard A. Chaifetz School of Business, Saint Louis University
- Winner of a *2018 Chaifetz School Diamond Publication Award*
- Winner of a *2016 Chaifetz School Diamond Publication Award*
- Outstanding Reviewer Status 2018, *Journal of Business Research*
- Outstanding Reviewer Status 2017, *Journal of Retailing*
- *2016 Academy of Marketing Science Faculty Consortium Fellow*
- *2015 Emerson Excellence in Teaching Award*, one of two awardees selected from Saint Louis University
- *2014 Nokyoon Kwak Research Award*, John Cook School of Business, Saint Louis University
- Winner, Outstanding Paper in Retailing, Marketing Management Conference, 2010, 2011 (with Meltem Tugut)
- *Faculty Excellence Award*, voted by SLU First-Year Freshman, Fall 2008
- *Outstanding Faculty Award*, Boeing Institute Executive Master of International Business class of 2007
- First place for the 2005 Davidson Award, best paper in *Journal of Retailing*.
- Outstanding Reviewer Award, *Journal of Marketing Theory and Practice*, 2002-2005
- American Marketing Association Doctoral Consortium Fellow, Saint Louis University, August 1996

Doctoral Program and Internships

- Seminar in Consumer Behavior, 2007-current
- Dissertation Committees
 - Chair, Muhammad Mollah (current)
 - Chair, Kristina Medvedeva (current)
 - Chair, Lauren Drury (current)
 - Chair, Nicolas Jankuhn (University of Southern Indiana)
 - Chair, Woojong Sim (Emporia State)
 - Reader, Yunmei Kuang (current)
 - Co-Chair, Clark Johnson, 2020 (Pepperdine University)
 - Chair, Douglas Roy (SUNY Plattsburg)
 - Reader, Christine Ascencio (current)
 - Co-Chair, Brittney Bauer, 2019 (Loyola New Orleans)
 - Chair, Shih Hao (Steven) Liu, 2018 (St. Cloud State)
 - Chair Jie (Jay) Yang, 2016 (University of Texas Tyler)
 - Chair, Michael Frechette, 2016 (Sacred Heart University)
 - Chair, Arilova Randriansolo, 2015 (Butler University)
 - Co-Chair, Colleen Harmeling, 2014 (Florida State University)
 - Chair, Meltem Tugut, 2014 (Privately Employed)
 - Chair, Weidong Rong, 2014 (SUNY Brockport)
 - Chair, Takisha Salley-Toler, 2014 (Stevenson University)
 - Reader, Alexey Semenov 2013 (Belmont University)
 - Reader, Carrie Tolmie, 2013 (Elon University)
 - Chair, Karin Staub, 2013 (Swiss National Government)
 - Chair, Eric Rhiney, 2012 (Webster University)
 - Reader, Kyle Coble, 2012 (Lindenwood University)
 - Reader, Min Ju, 2011 (University of Missouri St. Louis)
 - Reader, Joe Little, 2011 (Grand Valley State University)
 - Chair, Stan Westjohn, 2009 (University of Alabama)
 - Chair, Sarah Haas, 2007 (Missouri Science and Tech)
 - Reader, Rick Wilson, 2007 (Texas State University)
 - Reader, Mike Chao, 2006 (William Paterson University of New Jersey)
 - Reader, Henry Yu Xie, 2006 (College of Charleston)
 - Reader, Taewon Suh, 2005 (Texas State University)
 - Reader, Jeri Beggs, 2002 (Illinois State University)
- Directed Research, 2002-current
- Chair, participant, Ph.D. Oral Examination Committees 2005-current
- Ph.D. written comprehensive examinations, 2005-current
- Faculty Sponsor, marketing internships (periodic, Fall 2002- current)

Recent Research-Related Service

- Editorial Board, *Journal of Business Research*
- Scientific Panel Reviewer, *Israel Science Foundation*
- Co-Track Chair for Consumer Behavior, 2023 *Academy of Marketing Science World Marketing Congress*, Canterbury, U.K.
- Co-Track Chair for Branding and Brand Management, 2022 *Academy of Marketing Science Conference*, Monterey, California
- Co-Track Chair for Consumer Behavior, 2020 and 2021 *Academy of Marketing Science World Marketing Congress*, Brisbane, Australia (virtual)

- Ad Hoc Reviewer: *Journal of Marketing, Journal of Retailing, Journal of the Academy of Marketing Science, European Journal of Marketing, Journal of Personal Selling and Sales Management, Decision Sciences, Journal of Marketing Theory and Practice, Journal of Retail and Consumer Services, IEEE Transactions on Systems, Man, and Cybernetics*

Selected Community Collaborations

- Francis Howell School District: College and Career Readiness programs for high-school students; college and ACT preparation for free and reduced lunch students; Mentor, MAC Scholars Program (targeting historically under-represented student populations)
- Regional Business Council, Mentor
- St. Louis Post Dispatch, multiple interviews.
- Better Business Bureau, various reports and publications (e.g., Holiday Shopping Survey, Ethics, Quality Rank High in Consumers Business Choice, Buyers Update, Consumer Sentiments in a Tough Economy, 90 Second Survey)
- Famous Barr/Macy's, Guest Speakers, President/CEO class visits, coordination/participation in recruiting luncheons
- Citations in The Washington Post, The New York Sun, The St. Louis Post Dispatch
- Advertising Age, MSNBC.com
- KTVI Fox 2 St Louis (periodic live television interviews)

Professional Experience

- IT Project Manager, Federal Reserve Bank of St. Louis, St. Louis Missouri
- Management Analyst, U.S. Army Aviation Systems Command, St. Louis Missouri
- Sales, Sears, Roebuck and Co., St. Louis Missouri

Consulting

- Major clients include: NASA, Kennedy Space Center (FL), Jet Propulsion Laboratory (CA), NASA HQ (D.C.); Delaware North Park Services (FL); Better Business Bureau (St. Louis)

Volunteer

- Multicultural Achievement Committee (MAC) Scholars Summer Boot Camp (2017-current) helping to prepare historically underrepresented student populations for university achievement
- Miscellaneous engagements with non-profit, charity, and faith-based organizations
- Trial participant in the SLU COVE study testing the efficacy of the Moderna COVID-19 vaccine