

Jeffrey P. Radighieri

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EDUCATION

- 2006-2010 **PhD, Marketing**
Washington State University, Pullman, WA
Dissertation: Feedback Effects in Ingredient Branded Offerings
- 1998-1999 **MBA, Management/International Business**
The University of Montana, Missoula, MT
- 1994-1997 **BBA, Management/Entrepreneurship**
Texas A&M University, College Station, TX

WORK EXPERIENCE

- August 2010- **Assistant Professor of Marketing**
University of Houston-Victoria, Sugar Land, TX
- 2004-2006 **Marketing Analyst**
Hi-Line Electric, Inc., Dallas, TX
- 2002-2004 **Marketing Research Analyst**
The Heritage Organization, Dallas, TX
- 2000-2001 **Adjunct Instructor of Management and Marketing**
The University of Montana, Missoula, MT
- 1999-2000 **Marketing Director**
Stitches Custom Embroidery, Missoula, MT

RESEARCH INTERESTS

Ingredient branding, co-branding, feedback effects, brand alliances, product failure, branding in the Internet space, sustainability, consumer adoption of “green” products

PUBLICATIONS

Refereed Publications:

Jeffrey P. Radighieri, Babu John-Mariadoss, Yany Gregoire, and Jean L. Johnson (forthcoming), “Ingredient Branding and Feedback Effects: The Impact of Product Outcomes, Initial Parent Brand Strength Asymmetry, and Parent Brand Role,” *Marketing Letters*.

Jeffrey P. Radighieri and Mark Mulder (forthcoming), “The Impact of Source Effects and Message Valence on Word of Mouth Retransmission,” *International Journal of Market Research*.

Shooshtari, Nader H., Maureen J. Fleming, **Jeffrey P. Radighieri**, and Carl-Christian Nitzsche (2000), “APEC’s Evolving Role As A Regional Economic Agreement,” *Managerial Finance*, 26(1), 1-13.

Under Review/Invited for Revision:

Yany Gregoire, John Hulland, and **Jeffrey P. Radighieri**, “The Role of Dynamic Capabilities in the Service-Dominant Logic of Marketing: A Longitudinal Examination of Charles Schwab, 1987-2004,” **revision request**, *Journal of Service Research*.

Jeffrey P. Radighieri, Kivilcim Dogerlioglu-Demir, and Patriya Tansuhaj, “*It’s a Small World: A Review of Cultural and International Consumer Research*,” **under first round review**, *Journal of Global Marketing*.

Refereed Conferences:

Mark Mulder and **Jeffrey P. Radighieri** (2012), “The Impact of Feedback from Acquaintances, Friends & Experts on the Repurchase Intentions of Sustainable Products,” presented at *Society for Consumer Psychology*, Las Vegas, NV.

Jeffrey P. Radighieri and Mark Mulder (2010), “The Role of the Brand Alliance in Sustainability Marketing,” presented at *International Conference on Business & Sustainability*, Portland State University, Portland, OR.

Yany Gregoire, John Hulland, and **Jeffrey P. Radighieri** (2010), “The Role of Dynamic Capabilities in the Service-Dominant Logic of Marketing: A Longitudinal Examination of Charles Schwab, 1987-2004,” presented at *Academy of Management*, Montréal, Québec, Canada.

Yany Gregoire, Thomas Tripp, Renaud Legoux, and **Jeffrey P. Radighieri** (2008), “The Effect of Time on Customer Revenge and Avoidance: An Examination in Online Public Complaining Contexts,” presented at *Association for Consumer Research North America*, San Francisco, CA.

Kivilcim Dogerlioglu-Demir, **Jeffrey P. Radighieri**, and Patriya Tansuhaj (2008), “Potential Contributions from Contemporary Social Science Literature: Expanding Cultural Understanding in Consumer Research,” presented at *Association for Consumer Research North America*, San Francisco, CA.

Kivilcim Dogerlioglu-Demir, K. Asli Basoglu, and **Jeffrey P. Radighieri** (2008), “When Does Personalization Fail? An Analysis of Recommendation Agents,” Working Paper, *Latin American Advances in Consumer Research*, Sao Paulo, Brazil.

WORKING PAPERS

Jeffrey P. Radighieri and Sri Beldona, “Does ‘Doing Good’ Pay? The Importance of Sustainability and its Effect on Consumers’ Willingness to Pay Price Premiums,” target: *Journal of Retailing*.

Jeffrey P. Radighieri, Jeff Joireman, Jean L. Johnson, Babu John-Mariadoss, and Yany Gregoire, “You Started It!: The Impact of Partnership Initiation on Feedback Effects in Ingredient Branding Failure,” target: *Marketing Letters*.

Jeffrey P. Radighieri, Jeff Joireman, Jean L. Johnson, Babu John-Mariadoss, and Yany Gregoire, “Strength in Numbers: The Role of Synergy in Ingredient Branding Feedback Effects,” target: *Journal of the Academy of Marketing Science*.

John D. Wells and **Jeffrey P. Radighieri**, “The Impact of WebQual on Brand Building,” target: *Journal of Interactive Marketing*.

Mark Mulder and **Jeffrey P. Radighieri**, “The Role of the Word of Mouth in the Promotion of Sustainability,” target: *Journal of Marketing Communications*.

TEACHING EXPERIENCE

Overall UHV teaching evaluation: 4.7/5.0 (SBA average: 4.21)

Undergraduate

- Buyer Behavior
- Principles of Marketing
- Promotions Management
- Marketing Research
- International Marketing
- International Business
- Organizational Behavior

Graduate

- Marketing Management
- Consumer Behavior
- Brand Management

AWARDS

- Bloomberg Business Week Teaching Award, 2010
- Doctoral Fellow, AMA Sheth Doctoral Consortium, 2009

SERVICE

- Marketing Faculty Search Committee, 2012-13
- MBA Curriculum Redesign Committee, 2013
- Ad Hoc Reviewer, SAM Advanced Management Journal
- Ad Hoc Reviewer, *European Journal of Marketing*
- Graduate Curriculum Planning and Assessment Committee, 2011-12
- Bloomberg Business Week Teaching Award Committee, 2011-2012
- Sponsor, UHV MBA Student Association
- Reviewer, Society for Marketing Advances Conference, 2011
- Reviewer, ACR European Conference, 2010
- Reviewer, ACR North American Conference, 2009
- Track Session Chair, AMA Summer Educators' Conference, 2007
- Reviewer, AMA Summer Educators' Conference, 2007

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Academy of Marketing Science
- Society for Consumer Psychology

REFERENCES

Dr. Jean L. Johnson
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Dr. Babu John-Mariadoss
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