

Jeffrey P. Radighieri

University of Houston-Victoria
School of Business Administration
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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

RESEARCH INTERESTS

Ingredient branding, feedback effects, brand alliances, product failure, partner selection issues, branding in the supply chain, brand architecture, managerial implications of consumer actions

PUBLICATIONS

Refereed Publications:

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,” **request for revision**, *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 Retailing*.

Jeffrey P. Radighieri, Babu John-Mariadoss, Yany Gregoire, and Jean L. Johnson, “Ingredient Branding and Feedback Effects: The Impact of Product Outcomes, Initial Parent Brand Equity Asymmetry, and Parent Brand Role,” **under first round review**, *Marketing Letters*.

Refereed Conferences:

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, 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 Marketing*.

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

TEACHING EXPERIENCE

Undergraduate

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

Graduate

- Marketing Strategy
- Consumer Behavior
- Brand Management

SERVICE AND AWARDS

- Bloomberg Business Week Teaching Award, 2010
- Graduate Curriculum Planning and Assessment Committee, 2011-12
- Ad Hoc Reviewer, *European Journal of Marketing*
- Reviewer, Society for Marketing Advances Conference, 2011
- Reviewer, ACR European Conference, 2010
- Doctoral Fellow, AMA Sheth Doctoral Consortium, 2009
- 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
- Association for Consumer Research
- Academy of Marketing Science
- Academy of Management

REFERENCES

Dr. Jean L. Johnson, j.l.johnson@uva.nl

Dr. Darrel Muehling, darrel@wsu.edu

Dr. Babu John-Mariadoss, bjohnmar@wsu.edu

Department of Marketing

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(updated 10/5/2011)