

RICHARD G. NETEMEYER

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Charlottesville, VA 22911
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Office Address:

McIntire School of Commerce
Rouss & Robertson Hall
University of Virginia
Charlottesville, VA 22904
(434) 924-3388; rgn3p@virginia.edu

EDUCATION:

Graduate: Ph.D. in Business Administration
University of South Carolina, August 1986.
Major Area: Marketing

M.B.A., School of Business, Southern Illinois
University at Edwardsville, June 1981.

Undergraduate: B.S. in Education, Southern Illinois University at
Edwardsville, June 1979.
Major Area: Recreation

ACADEMIC EXPERIENCE:

May 2008-present: Senior Associate Dean, McIntire School of Commerce, University
of Virginia

August 2004-present: Ralph E. Beeton Professor of Free Enterprise, McIntire School of
Commerce, University of Virginia

August 2001-present: Full Professor of Commerce, McIntire School of Commerce
University of Virginia

August 1997-August 2001: Full Professor of Marketing, Louisiana State University

August 1992-July 1997: Assoc. Professor of Marketing, Louisiana State University

August 1986-July 1992: Assistant Professor of Marketing, Louisiana State University

1982-1986: Research and Teaching Assistant, Department of Marketing,
College of Business, University of South Carolina

1981-1982: Instructor in Marketing, School of Business, Southern Illinois
University at Edwardsville

COURSES TAUGHT:

Marketing Principles (Graduate and Undergraduate)
Consumer Behavior (Graduate and Undergraduate)
Marketing Research (Graduate and Undergraduate)
Marketing Theory Applications (Doctoral Seminar)
Structural Equation Modeling (Doctoral Seminar)
Measurement and Psychometrics (Doctoral Seminar)
Quantitative Analysis (Graduate and Undergraduate)

PROFESSIONAL ASSOCIATIONS:

American Marketing Association
Association for Consumer Research
Society for Marketing Advances

OUTSIDE GRANTS RECEIVED:

Marketing Science Institute Grant: “Consumer Generalization of Nutrient Claims in Advertising” (1994): Amount \$11,500 (with Craig Andrews (PI) and Scot Burton).

National Endowment for Financial Education (NEFE) Grant: “A Meta-Analytic and Psychometric Investigation of the Effect of Financial Literacy on Downstream Financial Behaviors” (2011): Amount \$140,000 (with John Lynch (PI) and Daniel Fernandes).

Food and Drug Administration (FDA) Miles Research Grant: “Visual Tobacco Warnings: Adolescent Processing and Smoking Behavior” (2011): Amount \$8,500 (with Jeremy Kees (PI), Craig Andrews, Scot Burton).

AWARDS:

- 1) University of South Carolina Doctoral Consortium Fellow (1985)
- 2) Nominee for SGA "Outstanding Teacher of the Year Award" (1989, 1991)
- 3) Researcher of the Year Award in the E.J. Ourso College of Business (1996-1997)
- 4) Outstanding Reviewer Award for Journal of Business Research (1997)
- 5) Distinguished Scholar Award the Society for Marketing Advances (1998)
- 6) LSU University-Wide Distinguished Faculty Award (2000)
- 7) Outstanding Reviewer for JCR (2003-2004)
- 8) Outstanding Reviewer for JCR (2006-2007)
- 9) Outstanding Reviewer for JM (2007-2008)
- 10) Outstanding Reviewer for JCR (2008-2009)

CONSULTANCIES:

- Ogilvy & Mather 2004: Examined the data collection, statistical methods, and results of a large scale anti-drug advertising campaign.
- HMDA 2004: Chief data analyst to determine potential differences in home mortgage loan rates across several major bank and states in the U.S.

RESEARCH INTERESTS:

Substantive: Consumer and Organizational Behavior
Public Policy, Social, and Health and Well-Being Issues
Customer Attitudes, Beliefs, and Financial Outcomes

Methodological: Structural Equation Modeling
Hierarchical Linear Modeling
Measurement/Psychometrics
Survey Research Methodologies

RESEARCH ACTIVITY:

Refereed Articles in Marketing, Social Psychology, and Applied Psychology:

Bearden, William O., Richard G. Netemeyer and Jesse E. Teel (1989), "Measurement of Consumer Susceptibility to Interpersonal Influence," Journal of Consumer Research, 15 (March), 473-481.

Lichtenstein, Donald, Richard G. Netemeyer and Scot Burton (1990), "Distinguishing Coupon Proneness from Price Consciousness: An Acquisition-Transaction Utility Perspective," Journal of Marketing, 54 (July), 54-67.

Netemeyer, Richard G., Mark Johnston and Scot Burton (1990), "An Analysis of Role Conflict and Role Ambiguity in a Structural Equations Framework," Journal of Applied Psychology, 75 (April), 148-157.

Andrews, J. Craig, Richard G. Netemeyer, and Srinivas Durvasula (1991), "Examining the Effectiveness of Alcohol Warning Labels," Journal of Public Policy & Marketing, 9, 1-15.

Netemeyer, Richard G., Donald R. Lichtenstein and Srinivas Durvasula (1991), "A Cross-National Assessment of the Reliability and Validity of the CETSCALE," Journal of Marketing Research, 28 (August), 320-327.

- Netemeyer, Richard G., Scot Burton and Mark Johnston (1991), "A Comparison of Two Models for the Prediction of Volitional and Goal-Directed Behavior: A Confirmatory Analysis Approach," Social Psychology Quarterly, 54 (June), 87-100.
- Netemeyer, Richard G., and William O. Bearden (1992), "A Comparative Analysis of Two Models of Behavioral Intention Formation," Journal of the Academy of Marketing Science, 20 (Winter), 49-60.
- Durvasula, Srinivas, J. Craig Andrews, and Richard G. Netemeyer (1993) "Assessing the Cross-National Applicability of Consumer Behavior Models: A Model of Attitude-Toward-Advertising-In-General," Journal of Consumer Research, 19 (March), 626-635.
- Lichtenstein, Donald, Nancy M. Ridgeway, and Richard G. Netemeyer, (1993) "Price Perceptions and Consumer Shopping Behavior: A Field Study," Journal of Marketing Research, 30 (May), 234-245.
- Andrews, J. Craig, Richard G. Netemeyer, and Srinivas Durvasula (1993), "Cognitive Responses as Mediators of the Effects of Alcohol Warning Labels on Label Attitudes," Journal of Public Policy & Marketing, 12 (Spring), 57-68.
- Burton, Scot, Abhijit Biswas, and Richard Netemeyer (1994), "The Effects of Nutrition Labeling and Reference Information on the Evaluation of Nutrition Information," Journal of Public Policy & Marketing, 13 (Spring), 36-47.
- Netemeyer, Richard, Scot Burton and Mark Johnston, (1995) "A Nested Comparison of Four Models of the Consequences of Role Perception Variables," Organizational Behavior & Human Decision Processes, 61 (January), 77-93.
- Netemeyer, Richard G., Scot Burton, and Donald Lichtenstein (1995), "Trait Aspects of Vanity: Measurement and Relevance to Consumer Behavior," Journal of Consumer Research, 21 (March), 46-60.
- Burton, Scot, Richard G. Netemeyer, and Donald Lichtenstein (1995) "Gender Differences for Appearance-Related Attitudes and Behaviors: Implications for Consumer Welfare," Journal of Public Policy & Marketing, 13 (Spring), 60-75.
- Lichtenstein, Donald, Richard G. Netemeyer and Scot Burton (1995), "Assessing the Domain Specificity of Deal Proneness: A Field Study," Journal of Consumer Research, 22 (December), 314-326.
- Netemeyer, Richard G., James. S. Boles, and Robert C. McMurrian (1996), "Development and Validation of Work-Family Conflict and Family-Work Scales," Journal of Applied Psychology, 18 (August), 400-410.

- Burton, Scot, Lichtenstein, Donald, and Richard G. Netemeyer, (1997) "An Examination of Deal Proneness Across Sales Promotion Types: A Consumer Segmentation Perspective," Journal of Retailing, 73 (Summer), 283-297.
- Netemeyer, Richard G., James S. Boles, Daryl O. McKee, and Robert C. McMurrian, (1997) "An Investigation Into the Antecedents of Organizational Citizenship Behaviors in a Personal Selling Context," Journal of Marketing, 61 (July), 85-98.
- Burton, Scot, Donald Lichtenstein, Richard G. Netemeyer, and Judith Garretson (1998), "A Scale for Measuring Attitude Toward Private Label Products and an Examination of Psychological Correlates and Purchase Behaviors," Journal of the Academy of Marketing Science, 26 (Fall), 293-306.
- Andrews, Craig, Richard G. Netemeyer, and Scot Burton (1998), "Consumer Ability to Process and Understand Nutrient Content Claims in Advertising," Journal of Marketing, 62 (October), 62-75.
- Netemeyer, Richard G., S. Burton, L. Cole, D. A. Williamson (1998) "Characteristics and Beliefs Associated with Probable Pathological Gambling: A Pilot Study With Implications for the National Gambling Impact and Policy Commission," Journal of Public Policy & Marketing, 17 (Fall), 147-160.
- Netemeyer, R. G., Scot Burton, and Donald Williamson (2002) "Psychometric Properties of Shortened Versions of the Automatic Thoughts Questionnaire," Educational and Psychological Measurement 62, (February), 111-129.
- Wang, Walter, and Richard G. Netemeyer (2002), "The Effects of Job Autonomy, Customer Demandingness, and Trait Competitiveness on Salesperson Learning and Self-Efficacy," Journal of Academy of Marketing Science, 30 (3), 217-228.
- Maxham, James G. and Richard G. Netemeyer, (2002), "A Longitudinal Study of Customer Evaluations of Multiple Service Failures and Recoveries," Journal of Marketing, 66 (October), 57-71.
- Maxham, James G. and Richard G. Netemeyer (2002), "Modeling Customer Perceptions of Complaint Handling: The Effects of Perceived Justice on Complainant Attitudes and Intentions," Journal of Retailing, 78, 239-252.
- Maxham, James G. and Richard G. Netemeyer (2003), "Firms Reap What They Sow: The Effects of Shared Values and Perceived Organizational Justice on Customer Evaluations of Complaint Handling" Journal of Marketing, 67 (January), 46-62.
- Netemeyer, R.G., T. Brashear, and J. Boles, (2004) "A Cross-National Test of Work and Family-Roles: A Retail Context," Journal of the Academy of Marketing Science, 32, 49-60.

- Andrews, Craig, Richard G. Netemeyer, and Scot Burton, et al. (2004), "Understanding Adolescent Intentions to Smoke: An Examination of Relationships Among Social Influence, Prior Trial Behavior, and Anti-Tobacco Campaign Advertising," Journal of Marketing, 68 (June), 110-123.
- Netemeyer, Richard G., James G. Maxham, and Chris Pullig (2005), "Conflicts in the Work-Family Interface: Links to Job Stress, Service Employee Performance and Customers Purchase Intent," Journal of Marketing, 69 (April), 130-143.
- Netemeyer, Richard G., Craig Andrews, and Scot Burton (2005), "The Effects of Anti-Smoking Advertising Beliefs on Adults Smoker's Intent to Quit Smoking," American Journal of Public Health, 95 (June), 1062-1066.
- Pullig, Chris, C. Simmons, and Richard G. Netemeyer (2006), "Brand Dilution: When Do New Brands Hurt Existing Brands?" Journal of Marketing, 70 (April), 52-66.
- Durvasula, Srinivas, Richard G. Netemeyer, and J. Craig Andrews, (2006), "Cross-National Multi-Dimensional Measure Applicability with Generalizability Theory," Journal of International Business Studies, 37 (4), 469-483.
- Pullig, Chris and Richard G. Netemeyer (2006), "Brand Evaluations and Negative Event Publicity: The Moderating Role of Attitude Certainty," Journal of the Academy of Marketing Science, 34 (Fall), 528-542.
- Netemeyer, Richard G. and James G. Maxham (2007), "Employee- vs. Supervisor-Ratings of Performance in the Retail Customer Service Sector: Differences in Predictive Validity for Customer Outcomes," Journal of Retailing, 83, 131-145.
- Tangari, A. S., Burton, J. C. Andrews, and R. G. Netemeyer (2007), "Anti-Tobacco Advertising Effects? Some Similarities and Differences Between Adults and Adolescents," Journal of Public Policy & Marketing, 26 (1), 60-74.
- Maxham, James G., Richard G. Netemeyer, and Donald Lichtenstein (2008), "The Retail Value Chain: Linking Employee Perceptions to Employee Performance, Customer Evaluations, and Store Performance," Marketing Science, 27, 147-167
- *Andrews, Craig, Richard G. Netemeyer, and Scot Burton, (2009) "The Nutrition Elite: Do Only the Highest Levels of Caloric Knowledge, Obesity Knowledge, and Motivation Matter in Processing Nutrition Ad Claims and Disclosures?" Journal of Public Policy & Marketing, 28 (1), 42-55.
- *Recipient of the Thomas C. Kinnear/Journal of Public Policy & Marketing Award. The award honors the article published in *Journal of Public Policy & Marketing* that made the most significant contribution to the understanding of marketing and public policy issues within the past three years (2009–2011).**

Netemeyer, Richard G., James Maxham, and Donald Lichtenstein (2010), "Store Manager Attitudes and Behaviors: Effects on Store Employees, Customers, and Store Performance Variables," Journal of Applied Psychology, (95 (3), 530-545).

Lynch, John G, Jr., Richard G. Netemeyer, Steven Spiller, and Allesandra Zammit (2010), "A Generalizable Scale of Propensity to Plan: The Long and the Short of Planning for Time and Money," Journal of Consumer Research, 37, (June), 108-128

*Lichtenstein, Donald, Richard G. Netemeyer, and James G. Maxham, (2010), "Store Manager -Organizational Identification: Effects on Employee and Customer Identification, and Store Performance" Journal of Retailing, 86 (1), 85-93.

***Runner-up, 2011 Davidson Award for the best article in the Journal of Retailing.**

Folse, Judith Garretson, Richard G. Netemeyer, and Scot Burton (2012) "Spokes-characters: How the Personality Traits of Sincerity, Excitement, and Competence Help to Build Brand Equity," Journal of Advertising, 41 (Spring), 17-32.

Netemeyer, Richard G., Carrie Heilman, and James G. Maxham, (2012) "The Effects of Identification With the Brand and Customer-Employee Similarity on Customer Spending," Journal of Applied Psychology, 97 (5), 1049-1058.

Netemeyer, Richard G, Carrie Heilman, and James G. Maxham, (2012) "The Impact of a New Retail Brand In-Store Boutique and its Perceived Fit with the Parent Retail Brand on Store Performance and Customer-Spending," Journal of Retailing, 88 (4), 462-475.

*Folse, Judith Garretson, Scot Burton, and Richard G. Netemeyer, "Spokes-characters: How they Defend Brands Against Negative Publicity," Journal of Advertising, (forthcoming)

***Winner of the 2013 best Article Award in Journal of Advertising,**

Fernandes, Daniel, John Lynch Jr., and Richard G. Netemeyer, "Financial Literacy, Financial Education and Downstream Financial Behaviors," Management Science, (forthcoming).

Andrews, Craig, Richard Netemeyer, Jeremy Kees, and Scot Burton "How Graphic Visual Health Warnings Affect Adolescent and Young Adult Smokers' Thoughts of Quitting," Journal of Marketing Research, (forthcoming).

Refereed Articles in Clinical Psychology:

Donald A. Williamson, Richard G. Netemeyer, Lori P. Jackman, Drew Anderson, Cheryl L. Funsch, and Jodie Y. Rabalais (1995), "Structural Equation Modeling of Risk Factors for the Development of Eating Disorders in Female Athletes," International Journal of Eating Disorders, 17 (4), 387-393.

Varnado, Paula, Donald A. Williamson, and Richard G. Netemeyer (1995), "The Factor Structure of Eating Disorder Symptoms in Non-Clinical Subjects," Journal of Psychopathology and Behavioral Assessment, 17, 69-79.

Jackman, Lori P., Donald Williamson, and Richard G. Netemeyer (1995), "Do Weight Pre-Occupied Women Misinterpret Ambiguous Stimuli Related to Body Size?," Cognitive Therapy and Research, 19 (3), 341-355.

Strong, Scot, Donald A. Williamson, and Richard Netemeyer (2000), "Socio-Cultural Risk Factors, Negative Affect, and Eating Disorder Symptoms: Differences Among Heterosexual Males, Heterosexual Females, Gay Males, and Lesbians," Journal of Clinical & Social Psychology, 19, (2), 240-255.

Larzelere, M., Williamson, D. A., Diefenbach, G., Netemeyer, R. G., and Bentz, B. (2001), "Psychometric Properties and Factor Structure of the Worry Domains Questionnaire," Assessment, 8 (2), 177-191.

Wambole, L., D. Williamson, and R. Netemeyer (2001), "Psycho-Social Variables and Binge Eating," International Journal of Eating Disorders, 30 (2), 217-231.

Reas, D. B. Whisenhunt, R. Netemeyer, and D. Williamson (2002), "Development of the Body Checking Questionnaire: A Self-Report Measure," International Journal of Eating Disorders, 31, 3, 324-333.

Williamson, D. A., R. Netemeyer, L. Wambole, M. Smeets, J. Thaw, V. Kutlesic, and D. Gleaves (2002), "Latent Structure of Eating Disorder Symptoms: A Factor Analytic/Taxometric Investigation," American Journal of Psychiatry, 159, 412-418.

White, M. A., B. Whisenhunt, D. Williamson, and R. G. Netemeyer (2002), "Validation of the Food Craving Inventory," Obesity Research, (February), 10, 107-114.

Refereed Conference Proceedings:

Bearden, W.O., S. Calcich, R. Netemeyer and J. Teel (1986), "Exploratory Investigation of Consumer Innovativeness and Interpersonal Influences," in Advances in Consumer Research, Vol. 13, R. J. Lutz (ed.), Provo, Utah: ACR, 77-82.

Bearden, W. O., R. G. Netemeyer and J. E. Teel (1989), "Further Validation of the Consumer Susceptibility to Interpersonal Influence Scale," in Advances in Consumer Research, Vol 17, M. Goldberg et al. (eds.), Provo UT: ACR, 770-775.

Lichtenstein, Donald, Richard G. Netemeyer and Scot Burton (1990), "A Theoretical Perspective to Examine the Psychological Construct of Coupon Proneness," in Advances in Consumer Research, Vol. 18., Holman and Solomon (eds.), Provo UT: ACR, 501-508.

Sharma, S., R. G. Netemeyer and V. Mahajan (1990), "In Search of Excellence: An Empirical Assessment of Peter and Waterman's Attributes of Excellence," in the Proceedings of the American Marketing Association Summer Educator's Conference, Vol. 1, A. Parasuraman et al. (eds.), Chicago, IL: AMA, 322-328.

Burton, S, and R. Netemeyer (1991), "A Structural Equations Analysis of the Relations Between Involvement Types and the Decision to Vote in an Election," in Proceedings of the American Marketing Association Summer Educator's Conference, Vol. 2, M. C. Gilly et al. (eds.), Chicago, IL:AMA, 292-298.

Andrews, C., R. G. Netemeyer, and S. Durvasula (1991), "The Moderating Effect of 800 Number Information on Attitudes Toward Federally Mandated Alcohol Warning Labels," in Proceedings of the American Marketing Association Summer Ed. Conference, M. C. Gilly et al. (eds.), Chicago, IL: AMA, 202-203.

Netemeyer, Richard, J. Craig Andrews, and Srinivas Durvasula (1992), "A Comparison of Three Behavioral Intention Models: Valentine's Day Gift Giving,in Advances in Consumer Research, Vol. 20., L. McAlister and M. Rothschild, (eds.), Provo, UT: ACR, 135-141.

Netemeyer, R.G., C. Andrews, and W. O. Bearden (1994), "Trait Relevance and Consistency as Moderators of Trait Predictive Ability," in Proceedings of the American Marketing Association Summer Educator's Conference, Vol. 5, R. Achrol and A. Mitchell (eds.), Chicago, IL: AMA, 284-290.

Lichtenstein, Donald, Scot Burton and Richard G. Netemeyer, (1997), "Psychological Correlates of Deal Proneness," in Advances in Consumer Research, (24), M. Brucks & D MacGinnis (eds.), Provo, UT: 274-280.

Invited Article:

Netemeyer, Richard G. (2001) "Can Coefficient Alpha be Too High?; Causal Direction in Structural Equation Models; Within-factor Correlated Error in Measurement Models," Journal of Consumer Psychology, 10, 1, pp. 56-57, 83-84, 87-88.

Research Submitted for Publication:

Yang, Zhiyong and Richard G. Netemeyer, "Differential Effects of Parental Strategies and Child Smoking Trajectories: A Longitudinal Assessment over Twelve Years," **under 2nd review at** Journal of Business Research.

Research in Progress:

Netemeyer Richard, Scot Burton, Gina Hijjawi, and Fred Muench, "GenerationRx: Factors Affecting Adolescent Prescription Drug Abuse," **This is 5-city study; over 1000 adolescents have participated in a longitudinal design; all data has been collected; analyses phase started**..... targets are *Journal of Marketing* or *American Journal of Public Health*, sometime in late summer / early fall 2014.

Andrews, Craig, Richard Netemeyer, and Scot Burton "Do Knowledge and Motivation Affect the Evaluation and Use of Multi-Color vs. Monochrome Front-of-Package Nutrition Labels?" **1st field experiment completed; at least one more planned:** potential targets are *Journal of Marketing*; more likely *JPP&M* in fall 2014.

Netemeyer, Richard, Craig Andrews and Scot Burton, "Preventing the Onset of Cigarette Smoking: Do the FDA Proposed Graphic Visual Health Warnings on Cigarette Packages Have the Desired Effect?: **all data collected across four studies; analyses has begun;**....target is *JPP&M* in fall 2014.

Netemeyer, Richard, Anita Keller, and Norbert Semmer, "Well-Being at Work: Positive and Negative Consequences of Workplace Stress Interventions." **This is 2-3 year project started with Health Promotion Switzerland's "SWiNG" initiative in summer 2013; first wave of data has been collected; second wave of data will be collected in summer 2014. It will be one more year before all phases of data collection are complete** potential targets are *Journal of Marketing* and/or *Journal of Applied Psychology*, sometime in summer 2015.

Books:

Bearden, William O., Richard G. Netemeyer, and Kelly Haws (2011), *Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research*, 3rd Edition, Palo Alto, CA: Sage Publications, Inc.

Netemeyer, Richard G., William O. Bearden, and Subhash Sharma, (2003), *Scale Development in the Social Sciences: Issues and Applications*, 1st ed., Palo Alto CA, Sage Publications.

Book Chapters:

Andrews, J. C., and R. G. Netemeyer (1995), "Alcohol Warning Labels: Socialization, Addiction, and Public Policy Issues," in *Marketing and Consumer Behavior Research in the Public Interest*, R. P. Hill (ed.), Sage Publications, 153-175.

Netemeyer, R., S. Burton, and D. Lichtenstein (1999), "Aspects of Vanity: Implications for Consumer Behavior," in *The Elgar Companion to Consumer Research and Economic Psychology*, P. Earl and S. Kemp (eds.), Elgar Publishing, 605-609.

Netemeyer, Richard G., Chris Pullig, and William O. Bearden (2002), "Observations on Some Key Psychometric Properties of Paper-and-Pencil Measures," in Advances Business Marketing and Purchasing: Vol. 11, Essays by Distinguished Scholar, A. G. Woodside and E. M. Moore (eds.), New York: Elsevier Science, 115-138.

Andrews, J. C., and R. G. Netemeyer (forthcoming, 2014), "The Role of Social Marketing Campaigns in Preventing and Reducing Substance Abuse" in Handbook of Persuasion and Social Marketing, Vol. 3, David Stewart (ed.)

SERVICE TO PROFESSION:

Editorial Review Boards:

Editorial Review Board: Journal of Public Policy & Marketing, 1995-present.

Editorial Review Board: Journal of Consumer Research, 1997-present.

Editorial Review Board: Journal of Marketing, 2003-present.

Reviewing Activity from 1986 to present - Ad Hoc Reviewer for:

Journal of Marketing Research, Marketing Science, Journal of Applied Psychology, Journal of Consumer Psychology, Journal of Retailing, Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Advertising, Journal of Personal Selling & Sales Management, Association for Consumer Research Conference, AMA Summer Educator's Conference, and others.

Other Conference Activity:

Discussant for the AMA Summer Educator's conference, 1990, 1997.

Discussant for the AMA Winter Educator's conference, 2000, 2003.

Discussant for the 1992 Association for Consumer Research conference.

Consumer Track Chairman for the 1992 Academy of Marketing Science Conference

Program/Policy Board for the Association for Consumer Research 1995, 2000, 2009.

Presenter at the Society for Marketing Advances Doctoral Consortium (2000).

Presenter at the ACR Doctoral Consortium (2004).

Co-Chair of the ACR Doctoral Consortium (2005).

Panel Presenter at Summer AMA (2007).

Paper Presenter at Summer Financial Literacy Conference (2012)

UNIVERSITY SERVICE (LSU):

- Committees:**
- 1) University Courses/Curriculum Committee (1986-1987)
 - 2) MBA Committee (1987-1988)
 - 3) College of Business Curriculum Committee (1992-1994)
 - 4) Marketing Department Graduate Advisor (1993-1997)
 - 5) Business School Ph.D. Review Committee (1996-1997)
 - 6) Promotion and Tenure Committee Member (1998-2000)
 - 7) Chair of Promotion and Tenure Committee (1999-2001)
 - 8) Ourso Chair Search Committee Member (1999-2001)

- 9) Policy and Planning Committee (2000-2001)
- 10) AACSB Committee for the Management Dept. (2001)
- 11) Vice Chancellor of Research Search Committee (2000-2001)

Dissertations – Marketing: Terri Schaeffer (1991), Jim Boles (1991), Mitch Griffin (1992), Melodie Phillips (1993), Kim Johnson (1993), Leslie Cole (1995) – Chairperson, Scot Roach (1996), Kathy Fracastaro (1996), Andrew Banesewiez (1996), John Michael Weber (1997), Balaji Krishnan (1998) - Co-Chairperson, Trey Maxham (1998) – Chairperson, Chris Pullig (1999) - Co-Chairperson, Walter Wang (2000) – Chairperson, Stern Neill (2000), Memhat Yagci (2000), Dwayne Dean (2000),

Dissertation - Psychology: Jeremy Short (2000), Paula Varnado (1992), Lori Jackman (1993), David Gleaves (1993), Staci Guidry (1994), Michelle McCarthy (1997), Leslie Wambole (1999), Mindy Crain (2000), Joy Kohl (2003)

UNIVERSITY SERVICE (UVA):

- 1) P&T committee for Adelaide King (member) - 2002
- 2) QA Task Force Committee (chair) – 2003
- 3) University P&T Committee 2004, 2005, 2006
- 4) Member (2003-2004) and Chair (2004-2006) McIntire TDC
- 5) P&T Committee for James Burroughs (member) – 2005;
- 6) P&T Committee for Roger Martin (chair) – 2006
- 7) Chair of McIntire Committee to evaluate Carl Zeithaml for dean renewal (2006)
- 8) Member of University P&T Policy Review Committee (2006-2007)
- 9) Member of McIntire Research Committee (2007-2008)
- 10) Member of University Diversity Committee (2008-2009)
- 11) University ILEAD Committee (2008-2009)
- 12) Senior Associate Dean, Spring 2008 to present

PERSONAL DATA AND BIO:

Date of Birth: 1/30/56; Married with two children.

Richard G. Netemeyer is the Ralph E. Beeton Professor of Free Enterprise in the Marketing Division and Senior Associate Dean at the McIntire School of Commerce at the University of Virginia, Charlottesville, VA. He received his Ph.D. in Business Administration with a specialization in Marketing from the University of South Carolina in 1986. Professor Netemeyer's substantive research interests include consumer and organizational behavior, public policy and social issues, health / maladaptive behaviors, and customer attitudes and beliefs as they relate to a firm's financial outcomes. He is currently researching topics relating to financial literacy, smoking cessation, and well-being at work. His methodological expertise includes structural equation modeling, hierarchical linear modeling, measurement and psychometrics, and survey research methodologies.

His research has appeared in the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Marketing Science*, *Management Science*, *Journal of Applied Psychology*, *OBHDP*, *American Journal of Public Health*, *American Journal of Psychiatry*, and others. He is a co-author of two textbooks pertaining to measurement and psychometrics, and is a member of the editorial review boards of *Journal of Consumer Research*, *Journal of Marketing*, and the *Journal of Public Policy & Marketing*.