

**LINDA L. PRICE**  
**Professor of Marketing and Soldwedel Family Fellow**  
Department of Marketing, Eller College of Management  
University of Arizona  
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## **RESEARCH INTERESTS:**

- The social context of marketplace behaviors.** My research examines how consumers influence and interact with other consumers and with marketing institutions. I have introduced or elaborated several key concepts in this area including: market mavens, commercial friendships, communitas, extended service encounters, commercial betrayal, family identity, special possession disposition strategies, and inalienable wealth in American families.
  
- Consumers as emotional, imaginative and creative agents in their decisions and activities.** My research examines how consumers' emotions and imaginations enrich, distinguish and give agency to their lives. I have introduced or elaborated several key concepts in this domain including: use innovativeness, consumer imagery processing, consumer magic, homemade food meanings, and consumer resistance.

## **TEACHING INTERESTS:**

Undergraduate: services marketing, consumer behavior, market research, product and brand management

Executive MBA and MBA: customer engagement, services marketing, marketing management, product and brand management, applied marketing research

Ph.D.: marketing theory, marketing and public policy, consumer behavior.

## **TEACHING EXPERIENCE:**

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|-----------|---|
| 2005-     | University of Arizona, Tucson, Arizona (Professor of Marketing and Soldwedel Family Fellow, Undergraduate, MBA, Ph.D. Students)                                     |
| 2003-2005 | University of Nebraska, Lincoln, Nebraska (Nathan J. Gold Distinguished Professorship of Marketing and Chair, Undergraduate, MBA, Ph.D. and Executive MBA Students) |
| 1999-     | University of Nebraska, Lincoln, Nebraska (Agribusiness Program Director and Professor of Marketing and Agribusiness) Undergraduate, MBA and Ph.D. Students         |
| 1997      | Odense University, Odense, Denmark (Visiting Professor of Marketing) Undergraduate, Ph.D. Students  |

## **TEACHING EXPERIENCE (Continued):**

- 1994-1998 University of South Florida, Tampa, Florida (Professor of Marketing)  
Undergraduate, MBA and Ph.D. Students
- 1993 University of California, Irvine, California (Visiting Associate  
Professor of Marketing)  
MBA Students
- 1987- 1994 University of Colorado, Boulder, Colorado (Associate Professor of Marketing)  
Undergraduate, MBA and Ph.D. Students
- 1982-1987 University of Pittsburgh, Pittsburgh, Pennsylvania (Assistant Professor of Marketing)  
Undergraduate, Executive MBA, MBA, and Ph.D. Students
- 1979-1981 University of Texas at Austin, Austin, Texas (Instructor)  
Undergraduate students
- 1976-1978 University of Wyoming, Laramie, Wyoming (Instructor)  
Undergraduate, MBA students

## **EDUCATION**

- 1983 Ph.D. in Business Administration  
University of Texas Austin
- 1976 M.B.A. (concentration in marketing & finance)  
University of Wyoming
- 1974 B.A. with Honors in International Studies  
University of Wyoming

## **REFEREED JOURNAL PUBLICATIONS:**

“Market-Oriented Ethnography Revisited,” *Journal of Advertising Research*, Eric J. Arnould and Linda L. Price, September 2006, 251-262 (Special Issue on Qualitative Research)

“Effects of Information Sources on Consumers’ Product Knowledge in Hungary in the 1990s”  
*Journal of the Academy of Marketing Science*, Robin A. Coulter, Linda L. Price, Lawrence F. Feick and Camelia Micu (October 2005)

“Between Mothers and Markets: Raptures and Continuities in Families’ Homemade Food Traditions,” *Journal of Consumer Culture*, Risto Moisio, Eric J. Arnould and Linda L. Price, (November 2004).

“How Individuals’ Cherished Possessions become Families’ Inalienable Wealth,” *Journal of Consumer Research*, Carolyn Folkman Curasi, Linda L. Price and Eric J. Arnould, (December 2004)

## **REFEREED JOURNAL PUBLICATIONS (Continued):**

“The Origins of Product Involvement, Involvement with Branded Products and Brand Commitment:

Women and Cosmetics in Post-Socialist Central Europe” *Journal of Consumer Research*, Robin Higie Coulter, Linda L. Price and Lawrence F. Feick (September 2003). **Lead Article in Issue**

“Understanding the Intergenerational Transmission of Cherished Possessions: Insights for Estate Planning, Trust Officers and Other End-of-Life Professionals,” *Journal of Financial Services Marketing*, 2003, 7 (June), 369-383, Carolyn Fokman Curasi, Linda L. Price and Eric J. Arnould.

"The Beginnings of Opinion Leadership in the New Hungary," *European Journal of Marketing*, (Winter 2003), Robin A. Coulter, Lawrence F. Feick and Linda L. Price

"Older Consumers' Disposition of Special Possessions," *Journal of Consumer Research*, (September, 2000) Linda L. Price, Eric J. Arnould and Carolyn Folkman Curasi

"Commercial Friendships: Service Provider-Client Relationships In Context," *Journal Of Marketing*, (October 1999) Linda L. Price and Eric J. Arnould, 38-56. **AMA SERVSIG award as best Services Marketing paper published in 1999.**

“Making (Consumption) Magic: A Study of White Water River Rafting,” *Journal Of Contemporary Ethnography*, (February 1999) Eric J. Arnould, Linda L. Price and Cele Otnes, 33-68.

“Communicative Staging of the Wilderness Servicescape”, *Service Industries Journal*, Volume 18, no. 3 (1998), Eric J. Arnould, Linda L. Price and Patrick Tierney

"Going to Extremes: Managing Service Encounters and Assessing Provider Performance," *Journal of Marketing*, (April 1995) Linda L. Price, Eric J. Arnould and Patrick Tierney, 83-97.

"Everyday Market Helping Behavior, “*Journal of Public Policy and Marketing*, Vol. 14, number 2 (Fall 1995) Linda L. Price, Lawrence F. Feick and Audrey Guskey-Federouch.

"Consumers in the Transition to A Market Economy: Hungary 1990-1992," (October 1995) *International Marketing Review*, Lawrence F. Feick, Robin Higie Coulter and Linda L. Price

"Service Provider Influence on Consumers' Emotional Response to Service Encounters," *International Journal of Service Industry Management*, (Vol. 6, no. 3 1995) Linda L. Price, Eric J. Arnould and Sheila L. Deibler, 34-63.

"Introduction to Special Issue on Interpersonal Influence In Marketing," *Journal of Business Research*," (1995), Cathy Hartman and Linda L. Price.

"Exploration in Product Usage: A Model of Use Innovativeness," *Psychology and Marketing*, Vol. 11 (January/February 1994), Nancy M. Ridgway and Linda L. Price, 69-84.

"River Magic: Extraordinary Experience and Hedonic Aspects of Service Encounters," *Journal of Consumer Research*, (June, 1993), Eric J. Arnould and Linda L. Price, 24-46.

## **REFEREED JOURNAL PUBLICATIONS (Continued):**

"An Investigation Into the Social Context of Early Adoption Behavior," *Journal of Consumer Research*, (December, 1992), Robert J. Fisher and Linda L. Price, 477-486.

"An Agency Perspective on New Product Champions" *Organization Science*, Vol. 3 (August, 1992), Michael W. Lawless and Linda L. Price, 342-355.

"The Relationship Between International Travel Motivations and Cultural Receptivity," *Journal of Leisure Research*, 23, no.3, (1991), 193-208, Robert J. Fisher and Linda L. Price.

"Differentiating Between Cognitive and Sensory Innovativeness: Concepts, Measurement and Implications," *Journal of Business Research*, 20, (1990), 293-315, Meera P. Venkatraman and Linda L. Price

"A Consumer-Based Approach for Choosing Between Information and Protection Policy Remedies," *Journal of Public Policy and Marketing*, 8, (1989), 181-203, Christine Moorman and Linda L. Price.

"Preference Heterogeneity and Coorientation As Determinants of Referent Influence in the Choice of Service Providers," *Journal of Business Research*, 19, (November, 1989), 227-242, Linda L. Price, Lawrence F. Feick and Robin A. Higie.

"Information Sensitive Consumers and Market Information," *Journal of Consumer Affairs*, 21 (Winter, 1987), 328-341, Linda L. Price, Lawrence F. Feick and Robin A. Higie.

"The Market Maven: A Diffuser of Marketplace Information," *Journal of Marketing*, 51 (January, 1987), 83-97, Lawrence F. Feick and Linda L. Price

"The Role of Imagery in Information Processing: Review and Extensions," *Journal of Consumer Research*, 13 (March, 1987), 473-491, Deborah J. MacInnis and Linda L. Price

"Types and Amounts of Word-of-Mouth Communications About Retailers," *Journal of Retailing*, 63 (Fall, 1987), 260-278, Robin A. Higie, Lawrence F. Feick and Linda L. Price.

"Analysis of the Characteristics of Individual Investors in Real Estate Securities and Income Producing Property," *Journal of the American Real Estate and Urban Economics Association*, (Fall, 1984), 521-541, Rajendra K. Srivastava, Hans R. Isakson, Linda Price and Thomas H. McInish.

"Information Costs and Portfolio Selection," *Journal of Banking and Finance*, (Fall, 1984), 417-429, Rajendra K. Srivastava, Thomas H. McInish, Linda L. Price.

#### **BOOKS AND BOOK CHAPTERS:**

*Advances in Consumer Research*, Vol. 33, edited by Cornelia (Connie) Pechmann and Linda L. Price, (2006)

#### **BOOKS AND BOOK CHAPTERS (Continued):**

“Context Matters: Selecting Research Contexts for Theoretical and Managerial Insights,” *Handbook of Qualitative Research Methods in Marketing*, edited by Russell Belk, Sage Publications (December 2006), Linda L. Price, Eric J. Arnould, Risto Moisio.

“Toward a Cultural Resource-Based Theory of the Customer,” in *The Service Dominant Logic of Marketing: Dialog, Debate and Directions*, edited by Robert Lusch and Stephen Vargo, (2005), Eric J. Arnould, Linda L. Price and Avinash Mahlshe.

*Consumers*, Irwin/McGraw-Hill, Eric J. Arnould, Linda L. Price and George Zinkhan.(2002), revised, 2<sup>nd</sup> edition (2004).

Inalienable Wealth in North American Households, in *Values and Valuables: From the Sacred to the Symbolic*, eds. Cynthia Werner and Duran Bell, Walnut Creek, CA: Altamira, (2004), Eric J. Arnould, Carolyn Folkman Curasi, and Linda L. Price, 209-230.

“Ritual Desire and Ritual Development: An Examination of Family Heirlooms in Contemporary North American Households”, in *Contemporary Consumption Rituals: A Research Anthology*, eds. Cele Otnes and Tina Lowrey, Mahwah, NJ: Lawrence Erlbaum Press, (2004), Carolyn Folkman Curasi, Eric J. Arnould, and Linda L. Price, 237-268.

“Authenticating Acts and Authoritative Performances: Questing for Self and Community in Postmodernity, *Dimensions of Consumers Motives, Goals, and Desires: Emerging Perspectives and Applications for a New Century*, eds.S. Ratneshwar, David Glen Mick and Cynthia Huffman, New York and London: Routledge, (2000), Eric J. Arnould and Linda L. Price.

“The Wilderness Servicescape”, *Servicescapes: The Concept Of Place In Contemporary Markets*, John F. Sherry, Jr., ed., NTC Publications, (1998) Eric J. Arnould, Linda L. Price and Patrick Tierney.

“Conducting the Choir: Representing Multimethod Consumer Research”, *Representing Consumers*, Barbara B. Stern, ed., London and New York: Routledge, (1998) Linda L. Price and Eric J. Arnould.

“Magical Romance: Commercial Rafting Adventures, *Romancing The Market*, Stephen Brown, Anne Marie Doherty and Bill Clarke eds., London: Routledge, (1998) Eric J. Arnould, Linda L. Price and Cele Otnes.

“‘River Magic’: Hedonic Consumption and the Extended Service Encounter,” *Contemporary Services Marketing: A Reader*, Mark Gabbott and Gillian Hogg, Eds., Dryden Press (1996). Eric J. Arnould and Linda L. Price, reprint of 1993 *Journal of Consumer Research* article.

“A New Life In The Sun: Providing Quality of Life for Older Consumers,” *Adding Value*, (Winter 1996), Linda L. Price and Carolyn F. Curasi, 4-5.

"Neglected Moments: Managing the Service Encounter for Added Value," *Adding Value*, (Winter 1995), Eric J. Arnould and Linda L. Price, 4-6.

## **BOOKS AND BOOK CHAPTERS (Continued):**

"Consumer Search and Decision Problems In a Transitional Economy: Hungary 1989- 1992" *Marketing Science Institute*, (August, 1993), Report Number 93-113, Lawrence F. Feick, Robin A. Higie and Linda L. Price.

"The Market Maven: A Best Prospect for Targeting Marketing Communications," *Managing*, February 1986, 10-14, Lawrence F. Feick and Linda L. Price.

"Brain Wave Analyses of Consumer Responses to Advertising," *Advertising and Consumer Psychology*, Vol. III, Chapter 2, Jerry Olson and Keith Sentis (eds.), 1986. New York: Praeger, 17-34, Linda L. Price, Roland Rust and V. Kumar.

"EEG Response to Advertisements in Print and Broadcast Media," *Marketing Science Institute*, Working Paper No. 85-111, December, 1985, Roland Rust, Linda L. Price, and V. Kumar.

"The Influence of Prior Usage Experience on Customer Choice Under Uncertainty," in *Analytic Approaches to Product and Marketing Planning*, Rajendra Srivastava and Allen Shocker (eds.), 1982, 118-129

## **PUBLICATIONS: CONFERENCE PROCEEDINGS:**

"Creating and Enacting Family through Consumption," *European Advances in Consumer Research*, Vol. 6, Linda L. Price and Amber M. Epp.

"Finding Families: Family Identity in Consumption Venues," *Advances in Consumer Research*, Vol. 32, 2005, 9-13, Linda L. Price and Amber M. Epp.

"Changing Product Knowledge and Choice Confidence in Transitional Economies," Global Marketing, Conference Summary Report No. xx, Cambridge, MA: Marketing Science Institute, 2003, Robin Coulter, Linda Price, and Lawrence Feick.

"Applying the Wheel of Consumption to Contexts of Use: The Case of the Disposition of Cherished Possessions," Innovative Market Research for Breakthrough Product Design, Conference Summary Report No. 99-113, Cambridge, MA: Marketing Science Institute, 25-26, 1999, Eric J. Arnould and Linda L. Price.

"Special Session Summary, Recreating the Past for the Present and Future: Transgenerational Reproduction and Transfer of Consumption Meanings", *Proceedings of the Association for Consumer Research*, Denver, CO. October 1997

"Magic in the Marketing Age", *Proceedings Of The Marketing Illuminations Spectacular*, Stephen Brown, Anne Marie Doherty, Bill Clark, eds., Ulster, UK: University of Ulster, 167-178, Eric J. Arnould, Cele Otnes and Linda L. Price

"Wilderness Servicescape" *Management of Services: A Multidisciplinary Approach*, 4th International Research Seminar in Service Management, Institut d'Administration des Entreprises, Universite d'Aix-Marseille III, Aix-en-Provence, France, 1996, Linda L. Price, Eric J. Arnould and Patrick Tierney.

"Service Provider Influence on Consumers' Emotional Responses to Service Encounters," *Management of Services: A Multidisciplinary Approach*, 3rd International Research Seminar in

Service Management, Institut d'Administration des Entreprises, Universite d'Aix-Marseille III, Aix-en-Provence, France, 1994, 581-607, Eric J. Arnould, Linda L. Price and Sheila L. Deibler.

"Consumer Resistance: An Overview," *Advances in Consumer Research*, Leigh McAlister and Michael L. Rothschild (Eds.), Vol. 20, 1993, 123-128, Lisa Penaloza and Linda L. Price.

## **PUBLICATIONS: CONFERENCE PROCEEDINGS (Continued):**

"Leaving it All Behind: Service Loyalties in Transition," *Advances in Consumer Research*, Leigh McAlister and Michael L. Rothschild (Eds.), Vol. 20, 1993, 656-661, Robin A. Higie, Linda L. Price, and Julie Fitzmaurice.

"Consumer Information and Product Acquisition Problems and Solutions in Hungary: A Propositional Inventory," *Association for Consumer Research International Summer Conference*, Lawrence F. Feick, Robin A. Higie, and Linda L. Price, (Fall 1992).

"Creativity Under Pressure: The Importance of Consumption Situations On Consumer Product Use," *AMA Educators' Conference Proceedings*, 1991, Nancy M. Ridgway and Linda L. Price.

"The Effects of Receiver Enduring and Situational Involvement On Routes To Persuasion and Reactions to Persuasive Communications," *Advances in Consumer Research*, Rebecca Holbrook and Michael Solomon (eds.), Vol. 18, 1991, Robin A. Higie, Lawrence F. Feick, and Linda L. Price.

"An Exploratory Study of the Effect of Imagery Processing and Consumer Experience on Expectations and Satisfaction," *Advances in Consumer Research*, Marvin E. Goldberg, Gerald Gorn and Richard W. Pollay (eds.), Vol. 17, 1990, 41-47, Deborah J. MacInnis and Linda L. Price.

"Consumer Evaluation of Franchise Extension Products: A Categorization Processing Perspective," *Advances in Consumer Research*, Marvin E. Goldberg, Gerald Gorn and Richard W. Pollay (eds.), Vol. 17, 1990, 120-127, Cathy L. Hartman, Linda L. Price and Calvin P. Duncan.

"Couponing Behavior of the Market Maven: Profile of a Super Couponer," *Advances in Consumer Research*, Michael J. Houston (ed.) Vol. 15, 1989, 354-359, Linda L. Price, Lawrence F. Feick and Audrey Guskey-Federouch).

"People Who Use People: Looking at Opinion Leadership from the Other Side," *Advances in Consumer Research*, Richard J. Lutz, (ed.), Vol. 13, 1986, 301-305, Lawrence F. Feick, Linda L. Price and Robin A. Higie.

"A Re-Examination of Communication Channel Usage by Adopter Categories," *Advances in Consumer Research*, Richard J. Lutz (ed.) Vol. 13, 1986, 409-413 Linda L. Price, Lawrence F. Feick and Daniel Smith.

"Are People Always Risk Averse? Contextual Effects of Choice Under Uncertainty," *AMA Educators' Conference Proceedings*, Robert Lusch, Gary Ford, Gary Frazier, Roy Howell, Charles Ingene, Michael Reilly and Ronald Stumpf (eds.) 1985, 93-97, Linda L. Price, Rajendra K. Srivastava and Sridhar Ramaswami.

"The Role of Interpersonal Sources in External Search: An Informational Perspective," *Advances in Consumer Research*, Thomas C. Kinnear (Ed.), Ann Arbor, MI: Association for Consumer Research. Vol. 11, 1984, 250-253, Linda L. Price and Lawrence F. Feick.

"The Sociology and Psychology of Comfort Zones," *AMA Winter Educators' Proceedings*, Paul Anderson and Michael Ryan, (eds.) Vol. 2, 1984, 39-43, Gerald Zaltman and Linda L. Price.

"Thoughts on Search: Breaking Free of the Purchase Paradigm," *AMA Winter Educators' Proceedings*, Paul Anderson and Michael Ryan, (eds.) Vol. 2, 1984, 179-183, Lawrence F. Feick and Linda L. Price.

"Use Innovativeness and Technology Integration: An Exploration of Personal Computers," *AMA Educators' Conference Proceedings*, Russell Belk, Robert Peterson, Gerald Albaum, Morris Holbrook, Roger Kerin, Naresh Malholtra, and Peter Wright (eds.) 1984, 83-87, Nancy M. Ridgway and Linda L. Price.

"Development of a Scale to Measure Use Innovativeness," in *Advances in Consumer Research*, Alice Tybout and Richard Bagozzi (eds.), Vol. 10, 1983, 679-684, Linda L. Price and Nancy M. Ridgway.

"The Effects of Respondent Identification in a Mail Survey," "in *AMA Educators' Conference Proceedings*, Bruce J. Walker (ed.), 1982, 410-413, Nancy M. Ridgway and Linda L. Price

## **PUBLICATIONS: CONFERENCE PROCEEDINGS (Continued):**

"Use Innovativeness, Vicarious Exploration and Purchase Exploration: Three Facets of Consumer Varied Behavior," in *AMA Educators' Conference Proceedings*, Bruce J. Walker (ed.), (1982), 56-60, Linda L. Price and Nancy M. Ridgway.

## **PUBLICATIONS: REVIEW ARTICLES**

"Qualitative Research as Commercial Practice," review of *Qualitative Market Research Principles and Practice*, eds. Gill Ereat, Mike Imms and Martin Callingham (vols. 1-7), Sage Publications 2002, *Journal of Marketing Research*, Forthcoming 2004, Linda L. Price

*Surviving in a Material World: The Lived Experience of People in Poverty*, Ronald Paul Hill, University of Notre Dame Press 2001, *Journal of Public Policy and Marketing*, 23 (Spring), 2004, 99-100, Linda L. Price.

## **CURRENT WORKING PAPERS AND WORK UNDER REVIEW**

"Family Identity: How Families Enact Their Collective Identities through Consumption," Amber M. Epp and Linda L. Price, under 2<sup>nd</sup> review, *Journal of Consumer Research*

"Oh, Pretty Woman: The Effects of Idealized Images and Product Trial on Ad and Product Evaluations and Self-Judgments" Robin Coulter, Linda Price and Camelia Micu, under review, *Journal of Consumer Psychology*

"The Meanings Of Branded Products: A Cross-Cultural Assessment," Yuliya Strizhakova, Robin Coulter, and Linda L. Price, under peer review prior to submission to either *Journal of Consumer Research* or *Journal of Marketing Research*.

"Reflecting Family: Home Furnishings as Consumption Symbols of Family Identity," Amber M. Epp and Linda L. Price, working paper, University of Nebraska, Lincoln, NE, to be submitted to *Journal of Consumer Research*.

"Family Identity and the Meaning of Home," Amber M. Epp and Linda L. Price, under review, *European Association for Consumer Research*

"Share of Heart and Brand Strategy" Linda Price, Eric Arnould, Avinash Malshe working paper, University of Arizona, Tucson, AZ, to be submitted to *Journal of Marketing*

"Commercial Betrayal: Antecedents and Effects," Risto Moisio, Fleura Bardhi, Linda Price and Eric J. Arnould, under revision for *Journal of Consumer Research*

"How Individual Consumption Choices Become a Collective Identity Project: The Soccer Family," Tandy D. Chalmers, Linda L. Price and Patricia Kennedy, working paper, University of Arizona

"Arizona Consumer Water Categories, Uses, and Conservation Practices," Eric J. Arnould and Linda L. Price, grant proposal under review, Water Sustainability Program, University of Arizona.

"An Examination of Advertising Authenticity in a Distant Running Subculture." Tandy D. Chalmers and Linda L. Price, working paper, University of Arizona

"Family Consumption Goals and Practices: Producing Family Dinner Time" Kelli Gutierrez and Linda L. Price, working paper, University of Arizona

## **PRESENTATIONS:**

Versions of papers already listed were presented at the following meetings:

Illuminations Conference, Belfast, Ireland (1997)  
Macro Marketing Meeting (1994, 1997, 1999)  
AMA Frontiers in Services Marketing (1992, 1994, 1996, 2002)  
International Research Seminar in Service Management (1994)  
ACR National Meeting (1982, 1983, 1987, 1989, 1990, 1992, 1996, 2000, 2001, 2002, 2003, 2004, 2006)  
European ACR (1997, 2003, 2005)  
Asia Pacific ACR (2006)  
AMA Winter Educators' Conference (1984, 1998, 2000, 2001, 2007)  
AMA National Meeting (1982, 1984, 2000)  
Product Planning Conference (1982)

### **Special Sessions Organized:**

Conference	Asia Pacific ACR Just for Fun: The Social Dynamics of Fantasy, Fun and Play
Conference	EACR 2005 Creating and Enacting Family through Consumption
Conference	ACR National Meeting 2004 Finding Families: Family Identity in Consumption Venues
Conference	AMA Summer Educators' Meetings Rethinking Customer Loyalty
Conference	AMA Winter Educators' Meetings Youth and Advertising Effects
Conference	ACR National Meeting 2002 Globalizing Hope and Despair: Cosmetics Consumptionscapes
Conference	AMA Summer Educators' Meeting 2000 Rediscovering Trust, Satisfaction and Loyalty: New Research Directions for Old Topics
Conference:	ACR National Meeting 1997 Recreating the Past for the Present and Future: Transgenerational Reproduction and Transfer of Consumption Meanings
Conference:	ACR National Meeting, 1992 Conceptualizing Consumer Resistance In the Marketplace: The Consumer Movement and Beyond
Conference:	AMA Winter Meeting, 1992 But Is It "Authentic"?
Conference:	ACR National Meeting, 1991 High Moments: Perspectives on Extraordinary Consumer Experience
Conference:	AMA Winter Meeting, 1991 Gift Giving In a Post-Modern Era
Conference:	ACR National Meeting, 1985 A Revised Perspective on Diffusion Research

## **Presentations: Refereed Special Sessions**

“Getting Outside the Consumer’s Head,” Linda L. Price, presented as part of a special session at *Association for Consumer Research*, Orlando, Florida 2006.

“Guardianship and Ownership on Nebraska Century Farms,” Carolyn F. Curasi, Eric J. Arnould, and Linda L. Price, presented as part of a special session at *Association for Consumer Research*, Orlando, Florida 2006.

“Rethinking Family Consumption: An Exploration of Family Identity” Amber Epp and Linda L. Price, presented as part of a special session at *Association for Consumer Research*, Portland, Oregon, October 2004.

“Embedded loyalties: A Consumer Centric View,” Avinash Malshe, Linda L. Price and Eric J. Arnould, presented as part of a special session at *Association for Consumer Research*, Portland, Oregon, October 2004.

“Social and Cultural Dimensions of Continuity on Nebraska Century Farms,” Eric Arnould, Linda Price, John Allen and Peter Bleed, 67<sup>th</sup> Annual Meeting of the Rural Sociology Association, Sacramento, CA, August, 2004.

“Juggling Loyalties: A Consumer Centric Model of Loyalty,” Avinash Malshe and Linda L. Price, presented as part of a special session at AMA Summer Educators’ Meetings, Boston, MA, August, 2004.

“Renegotiating Who I Am: The Effects of Changing Cultural Ideologies and Interpersonal Influence on the Self,” Camelia Micu, Robin A. Coulter, and Linda L. Price, presented at *Society for Consumer Psychology*, San Francisco, February 2004

“Exporting Idealized Images: Understanding the Costs and Assessing the Benefits,” Camelia Micu, Robin Coulter, Linda L. Price, presented at *AMA Winter Educators’ Meetings*, February 2004

“Betrayal and Recovery in Service Encounters,” Linda Price, Fleura Bardhi, and Eric Arnould, presented at *Association for Consumer Research*, Toronto, Fall 2003

“The Sacred and Profane in Postmodernity,” Eric Arnould and Linda Price, presented at *Association for Consumer Research*, Toronto, Fall 2003

“Good to The Last Drop: How Consumers Use Stuff Up.” Linda L. Price and Eric J. Arnould, *European Association for Consumer Research*, Dublin, Summer 2003

Changing Product Knowledge and Choice Confidence in Transitional Economies, Linda L. Price, Robin Coulter, Lawrence Feick, *Global Marketing: Marketing Science Institute*, Netherlands, Summer 2003.

"American Consumers' Knowledge and Responses to Genetically Modified Food," Ahmet Ekici and Linda Price, presented as part of a special session for *AMA 2001 Winter Educators' Meetings*, Phoenix, AZ, February 2001.

"Frankenstein Food": A Cultural Dilemma," Ahmet Ekici, Eric J. Arnould and Linda L. Price, presented as part of a special session for *AMA 2001 Winter Educators' Meetings*, Phoenix, AZ, February 2001.

"The AMA Doctoral Consortium Experience," Eric J. Arnould, Robert F. Fisher and Linda L. Price, preliminary data collection underway, presented as part of a special session for *AMA 2001 Winter Educators' Meetings*, Phoenix, AZ, February 2001.

“The Meaning and Production of ‘Homemade Food in the Midwestern U.S.’” Linda Price and Eric Arnould, *AMA Winter Educator’s Meetings*, San Antonio, TX, February 2000.

“Ritual Longing, Ritual Latitude: Shaping Household Descent,” Eric Arnould, Linda Price, and Carolyn Curasi *Seventh Interdisciplinary Conference on Research in Consumption: Consumption Ritual*, Bilkent University, Ankara, Turkey, August 1999.

## **Presentations: Refereed Special Sessions (Continued)**

"Magical Special Possessions," Eric Arnould, Linda Price and Carolyn F. Curasi, *European Association for Consumer Research*, Paris, France, June 1999.

"Stepping Twice in the Same River: Longitudinal Analysis of Consumption Venues," Linda L. Price, *Association for Consumer Research*, Montreal, Quebec, Canada, October 1998

"A Meaning Transfer Model of the Disposition Decisions of Older Consumers," Carolyn Curasi, Linda L. Price and Eric J. Arnould, *European Association for Consumer Research*, Stockholm, Sweden, Spring 1997.

"Communicative Staging of A Wilderness Servicescape," Eric J. Arnould, Linda L. Price and Patrick Tierney *AMA Services Conference*, Dublin, Ireland, Spring 1997.

"Conducting the Choir: Macro Reflections on Multimethod Research in Marketing," Eric J. Arnould and Linda L. Price, *Macro Marketing Meetings*, Bergen, Norway, Summer 1997.

"Conducting the Choir: A Strategy for Multi-Method Consumer Research," Linda L. Price and Eric J. Arnould, presented as part of a special session proposal "Puzzles, Choirs, and Archives: Perspectives on Crossing the Quantitative-Qualitative Methodological Divide," *Association for Consumer Research Meetings*, Fall 1996

"High Water, Low Water: The Emotional Moments of River Rafting," Eric J. Arnould, Linda L. Price and Patrick Tierney, presented as part of a special session proposal "Using Moods to Predict, Enhance, and Interpret the Consumption Experience," for *Society for Consumer Psychology Conference*, Summer 1996.

"Between Places: Retirement and the Reconstruction of Community" Carolyn Curasi and Linda L. Price, presented as part of a special session proposal "Community: A Neglected Dimension in Marketing Thought and Practice" for *AMA Winter Meetings*, Spring 1996.

"Natural Magic: Packaging the Transformative Power of Nature," Eric J. Arnould and Linda L. Price, presented as part of a special session for *Association for Consumer Research*, Fall 1995.

"Using Participant Observation to Unravel Emotional Moments of Extended Service Encounters," Eric J. Arnould, Linda L. Price and Angela Hausman, presented as part of a special session for *Association for Consumer Research*, Fall 1995.

"A Cross Cultural Investigation of Service Encounter Satisfaction" Kathy Frazer Winsted and Linda Price, presented at *Frontiers of Services Marketing*, October 1995

"'Only Your Hairdresser Knows for Sure': An Exploration of Boundary-Open Relationships Between Customers and Service Providers," Angela Hausman and Linda Price, presented at *American Marketing Association Summer Educators' Conference*, August 1995

"Whitewater Framed by Canyon Walls: Playing Games in Nature," Eric J. Arnould and Linda Price, to presented at *Association for Consumer Research*, October 1994

"Analysis of Expectations and Factors that Influence Satisfaction on Ecotourism Trips," Patrick Tierney, Linda L. Price and Eric J. Arnould, presented at *The Fifth International Symposium on Society and Resource Management*. June 1994.

"Relationship of Interpretation to Ecotourism Trip Satisfaction and Attainment of National Park Service Objectives," Patrick Tierney, Linda Price and Eric Arnould, presented at *The Second Biannual American River Management Society Symposium on River Planning and Management*. April 1994.

"Consumer Search and Decision Problems in a Transitional Economy: A View of the Hungarian Marketplace," *Association for Consumer Research*, Lawrence F. Feick, Robin A. Higie and Linda L. Price, (Fall 1992). Also presented at UCI Research Seminar January 1993

## **Presentations: Refereed Special Sessions (Continued)**

"The Role of Imagery In Hedonic Consumption Activities," Linda L. Price, invited speaker, *National Recreation and Park Association*, October 1990.

"The Big Picture of a Small Town: Unraveling the Mystery of Rural Community Life," Linda L. Price, Patrick T. Long and Lawrence R. Allen, *Trends in Rural Recreation and Tourism Development*, April 1990.

"Coupon Giving: Feeling Good By Getting A Good Deal For Somebody Else," Linda L. Price, Lawrence Feick and Audrey Federouch, *Association for Consumer Research*, 1988.

"Salespeople's Perceptions of and Strategies in Handling Purchase Pals: An Exploratory Study," Linda L. Price, Cathy Hartman and Charles Stiffler, *American Marketing Association*, 1988.

## **SELECT ACADEMIC PRESENTATIONS: INVITED SPEAKER**

"Share of Heart and Brand Strategy, invited speaker, MSI Conference, Toronto, Canada, May 2006.

"Being a Researcher: The Beginning," invited panel speaker, *ACR Latin America*, Monterey, Mexico, January 2006

"Some Thoughts on Sustaining a Life of Research in An Academic Marketing Career," invited plenary speaker, *AMA-Sheth Foundation Doctoral Consortium*, Storrs, CT, July 2005

"From Data to Theory and Back Again," invited speaker, *Qualitative Workshop*, Omaha, NE, May 2005.

"How to Play with and Nurture Your Ideas," invited speaker, *The Ph.D. Project*, Boston, MA, August 2004

"Big Fun: Parallel Play in Paradigm Play Groups," invited speaker, *AMA-Sheth Foundation Doctoral Consortium*, College Station, June 2004

"Commercial Friendship, Loyalty and Betrayal," Public lecture, University of Otago, Dunedin, NZ, and seminar presentation Auckland Univeristy, Auckland, NZ, April 2004

"Theory Construction in Marketing: Remarks Celebrating Gerald Zaltman's Contributions to the Field," invited speaker, Harvard University, September 2003

"Passions in Context," invited speaker *AMA Doctoral Symposium*, San Diego, CA, August 2002

"Multi-method Research," invited speaker, *The Ph.D. Project*, San Diego, CA, August 2002

"The Silver Lining: Research Longevity?" Invited speaker, *Midwest Marketing Camp*, University of Illinois, Champagne-Urbanna, June 2002

"Creating and Maintaining Inalienable Family Wealth," Invited speaker for Research Colloquium, University of California, Irvine, CA, May 2001. Invited speaker for Research Colloquium, University of Connecticut, Storrs, CT, November 2001

"Multi-Method Research," Invited speaker for Interpretive Research Colloquium, Monash University, Australia, July 2001.

"Reflections on a 'Research Program'," invited speaker, 7<sup>th</sup> Annual Pittsburgh Research Camp funded by the Sheth Foundation, February 2001.

"Thinking Outside the Box or Building a Bigger Aquarium: Reflections on Mentors and Research," invited plenary speaker, 1<sup>st</sup> ACR Ph.D. Symposium, October, 2000, Salt Lake City, Utah.

## **SELECT ACADEMIC PRESENTATIONS: INVITED SPEAKER Continued:**

“Longitudinal Analysis of Consumption Venues: Hungary in Transition.” Linda Price, *The Fourth Doctoral Seminar on the Cultural Embeddedness of Marketing, Consumer and Organizational Research*, Invited Faculty. Odense University, Odense, Denmark, June 2000.

“Applying the Wheel of Consumption to Contexts of Use: The Case of the Disposition of Cherished Possessions,” Eric J. Arnould and Linda L. Price, Marketing Science Institute Conference on

Innovative Market Research for Breakthrough Product Design, Seattle, Washington, March 4-5<sup>th</sup>, 1999

“Inalienable Meanings: The Problem of Intergeneration Disposition of Valued Possessions,” Carolyn Folkman Curasi, Linda L. Price and Eric J. Arnould, USF Qualitative Inquiry Conference, Tampa, Florida, February 1998.

“Cross-Cultural Diffusion of Innovations: Notes from An Outsider Looking In,” Linda L. Price presented for Ph.D. Consortium. The Cultural Dimension of International Business II, Department of Marketing, Odense University, Odense, Denmark, May 17-24.

“Between Friends: Service Provider-Client Relationship Dynamics” Services Workshop, Roskilde University, Roskilde, Denmark, May, 1997, Linda L. Price and Eric J. Arnould. (also presented June, 1997, University of Goteborg, Goteborg, Sweden).

“In the Midst of the Data: Insights into Participant Observation in Services Research and Some Lessons from the Road,” Eric J. Arnould and Linda L. Price, Ph.D. Consortium in Services Marketing, Vanderbilt University, Nashville, TN. October 1997.

"The River Wild: Nature & Media" Linda Price, invited plenary speaker at *National Parks and Recreation Association Meetings*, October 1995.

"Interactive Marketing in Extended Service Encounters," Linda L. Price, invited speaker, *AMA Faculty Consortium on Services Marketing*, June 1993.

## **PROFESSIONAL ACTIVITIES:**

2007-	Member of Editorial Board <i>International Journal of Research in Marketing</i>
2007	Member of Program Committee for Association for Consumer Research
2006	Member of Program Committee for European Association for Consumer Research
2005-	Member of Advisory Board for <i>Transformative Consumer Research Initiative</i>
2005	Co-Chair, Association for Consumer Research Meetings, San Antonio, TX
2004	Co-Chair, Doctoral Symposium, Association for Consumer Research
2003-	Member of Editorial Board, <i>Journal of the Academy of Marketing Science</i>
2003-	Member of Editorial Board, <i>Journal of Services Research</i>
2003	Member of Program Committee for Association for Consumer Research
2001	Member of Program Committee for Association for Consumer Research
1999-2009	Member of Editorial Board <i>Journal of Consumer Research</i>
1999-2001	Member of Editorial Board <i>Journal of Marketing</i> (3 year term)
1997-2000	Member of Editorial Board <i>Journal of Public Policy and Marketing</i> (3 year term)
1998	Member of Program Committee for Association for Consumer Research
1995-1997	Member of Editorial Board <i>Journal of Public Policy and Marketing</i> (3 year term)
1995	Member of Program Committee for Association for Consumer Research
1995	Co-Chair for SIG track , AMA Summer Educators' Meetings.
1994-1997	Associate Editor <i>Journal of Leisure Sciences</i> (3 year term)
1994	Guest Co-Editor for Special Issue of <i>Journal of Business Research</i>
1990-1994	Member of Editorial Board <i>Journal of Marketing</i>
1988	Member of Program Committee for Association for Consumer Research.
1987-1997	Member of Editorial Board <i>Journal of Business Research</i>
1984-1985	Board of Directors, American Marketing Association, Pittsburgh Chapter

## **PROFESSIONAL ACTIVITIES (Continued):**

Ad Hoc Reviewer: *American Marketing Association; Association for Consumer Research; Academy of Marketing Science; Culture, Markets and Consumption; Journal of the Academy of Marketing Sciences; Journal of Advertising, Journal of Economic Psychology; Journal of Market Focused Management; Journal of Marketing Research; Journal of Retailing; Journal of Travel Research; International Food and Agribusiness Management Review; Psychology and Marketing; Research in Marketing.*

## UNIVERSITY SERVICE

### Dissertation Committees:

#### Chair or Co-Chair

- 2005- Amber Epp (Co-chair)  
 "Yours, Mine, and Ours: How Families Constitute and Manage Collective Identity Bundles in Vacation Experiences"
- 2002 Ahmet Ekici  
 "What Consumers Think They Know About Genetically Modified Foods"
- 1998 Carolyn F. Curasi  
 "Inalienable Meanings: The Intergenerational Transfer of Valued Possessions"
- 1993 Kathy Frazer Winsted  
 "A Cross Cultural Investigation of Service Encounter Satisfaction"
- 1991 Cathy Hartman (Co-Chair)  
 "A Theory of Knowledge for Functional and Symbolic Brands and Products"
- 1990 Robert Fisher  
 "The Role of Normative Outcomes and Their Antecedents in New Product Adoption Attitude and Intention Formation"
- 1990 Audrey Federouch (Co-Chair)  
 "A Theory of Market Altruism and Market Helping Behavior"
- 1987 Robin Higie Coulter (Co-Chair)  
 "The Receiver's Enduring Involvement and Situational Involvement: Effects on Processing and Persuasion"
- 1985 Meera Venkatraman (Co-Chair)  
 "Consumer Innovativeness: The Concept and Its Relationship with Innovative Behavior"

#### Member

- |      |   |      |                |
|------|---|------|----------------|
| 2006 | Risto Mosio                               | 1989 | Nik Yacob      |
| 2005 | Avinash Malshe                            | 1988 | MaryBeth Pinto |
| 2004 | Fleura Bardhi                             | 1988 | JoAnn Novak    |
| 2003 | Mathew Bunker                             | 1987 | Ajay Kohli     |
| 2001 | Wendy Umberger (outside)                  | 1983 | Nancy Kraus    |
| 1994 | (Dept. of Social Psychology)              |      |                |
| 1990 | Cheryl Flink (Dept. of Social Psychology) |      |                |

### Administrative Committees and Appointments:

- 2006 Marketing Graduate Coordinator, Promotion & Tenure Committee, Research Symposium Organizer
- 2005 Marketing Department recruiting committee, graduate committee, Promotion & Tenure Committee
- 2004 University Outstanding Chairs Committee, University Distinguished Chairs Committee
- 2003- Chair Marketing Department, Executive Committee
- 2000-2001 Chancellor's Speakers Bureau
- 2002-2003 Executive Graduate Council, University of Nebraska System
- 1999- UNL Graduate Council
- 1999-2003 CBA Graduate Council, Distinguished Chairs Committee CBA

### Administrative Committees and Appointments (Continued):

- 1999-2003 CBA Agribusiness Program Director, Joint Agribusiness Committee,

1999-2002	Agribusiness Management Search committee
1995-1996	Dean Search Committee, Interim Marketing Division Doctoral Program Director (Spring Term)
1994-1995	Task force for revision of the marketing Ph.D. program; committee for undergraduate teaching award
1992-1993	Chair, Fact Finding Committee for Reappointment for Professor Ridgway Chair, Fact Finding Committee for Reappointment for Professor Mohr
1990-1992	MBA/MS Program Review Committee (completely revised MBA program) Search Committee for Organizational Behavior tenure-track position
1988-1990	Marketing Division Doctoral Program Director Ph.D. Program Committee (Strategic Planning for revision of Ph.D. program)
1988-1990	Search Committee for Full Professor Marketing Search Committee for Associate Professor Tourism and Recreation
1987	Affirmative Action Committee (Chair) Computer Evaluation Program Committee Undergraduate Program Committee
1983-1986	Research Proposal Evaluation Committee

## **HONORS AND AWARDS:**

2007	Invited faculty, AMA doctoral consortium
2006	Invited faculty, ACR doctoral symposium
2005	Invited faculty, AMA doctoral consortium
2004	Invited faculty AMA doctoral consortium
2004	Plenary speaker Ph.D. Project in Marketing
2004	Seacrest Fellow, College of Business Administration, UNL
2003	Nathan J. Gold Distinguished University Professorship
2003	William Evans Visiting Fellow, University of Otago, New Zealand
2000	E.J. Faulkner CBA Distinguished Professorship
1998	Research and Creative Scholarship Award, University of South Florida
1996	Research and Creative Scholarship Award, University of South Florida
1995-96	Researcher of the Year Award, College of Business, University of South Florida
1990	College of Business Summer Research Grant, University of Colorado
1986	Provost's Research Development Fund Grant, University of Pittsburgh
1986	Graduate School of Business Research Grant, University of Pittsburgh
1984	Graduate School of Business Research Grant, University of Pittsburgh
1983	Graduate School of Business Research Grant, University of Pittsburgh
1979-1982	Graduate School of Business Fellowship, University of Texas
1981	Southwestern American Marketing Association Doctoral Consortium Fellow
1980	American Marketing Association Doctoral Consortium Fellow
1971-74	Academic Scholarship (Competitive Debate), University of Wyoming

## **PROFESSIONAL AND PROGRAM AFFILIATIONS:**

American Marketing Association  
 Association for Consumer Research  
 Society for Economic Anthropology

## GRANTS AND FUNDED RESEARCH:

	<b>TITLE</b>	<b>ROLE</b>	<b>AGENCY</b>
2003	Rethinking Branding	Co-Investigator	CIBER Center, University of Connecticut
2003	Idealized Images in Advertising	Co-Investigator	Ethics Center, CBA UNL
2002	Dynamism and Continuity on Nebraska Century Farms	Principal Investigator	USDA (December)
2000	Needs Assessment: Executive Agribusiness MBA Program	Principal Investigator	Extension Education
2000	Assessing Consumer Meanings Related to GMO Food & Labels	Principal Investigator	Research Division, UNL
1999	Market Evaluation for Selected Non-Timber Forest Products	Project Team	SNRS at UNL
1999	Governor's Trade Mission: MBA Curriculum Proposal	Co-Project Director	NN21
1999	Branding Nebraska Corn	Co-Project Director	Nebraska Corn Board
1999	Information Source Usage in Hungary: Replication and Extension	Co-Investigator	International Business Center, University of Pittsburgh
1997	A Multi-Method Exploration Older Consumers Vulnerability	Principal Investigator	Institute on Aging, Univ. of South Florida
1996	Older Consumers' Disposition of Possessions	Principal Investigator	Institute on Aging, Univ. of South Florida
1991	Interpersonal Informa- tion Source Usage in Hungary	Co-Investigator	IBC University of Pittsburgh, MSI
1989	Stimulating WOM Through Community Hospitality Training Programs	Research Assoc. for Program Evaluation	Department of Leisure & Recreation Univ. of Colorado
1984	The Role of Inter- personal Sources Information Exchange	Co-Investigator	Newsweek
1982	The Relationship Between Use Innovativeness & Product Use Behaviors	Co-Investigator	Proctor & Gamble
1981	The Relationship Between Use Innovativeness & Personal Computer User Satisfaction	Co-Investigator	Bonham Fund, Univ. of Texas
1981	Individual Investor Perceptions of Risk and Market Structure	Research Assistant	IC <sup>2</sup> , Univ. of Texas
1981	Using EEG to Analyze Advertising Response	Research Assistant	Univ. of Texas Research Institute