

# CARL OBERMILLER

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Albers School of Business  
Seattle University  
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## EDUCATION

Ph.D. Business Administration (Marketing, minor in Social Psychology). Ohio State University, 1983  
B.A. - English, Purdue University, 1971

## TEACHING EXPERIENCE

Chairman of Marketing Department, Albers School of Business, Seattle University, 2005-present.  
Chairman of Management Department, Albers School of Business, Seattle University, 2003-2005.  
Director of Marketing Program, Albers School of Business, Seattle University, 1992-1994, 1995-1998.  
Professor, February 2002 – present, Seattle University.  
Visiting Professor, September-December 1998, University of Florida.  
Visiting Professor, September 1994-August 1995, Catholic University Leuven, Belgium.  
Associate Professor, September 1991 – 2002, Seattle University.  
Assistant Professor, September 1989 - 1991, Seattle University.  
Assistant Professor, January 1982-1989, University of Washington.  
Teaching and Research Assistant, September 1977-December 1981, Ohio State University.  
English teacher, January 1974-June 1976, Baltimore City Public Schools.

## COURSES TAUGHT

Principles of Marketing	Marketing and Environmental Strategy
Marketing Management	Retailing Management
Consumer Behavior	Services Marketing
Marketing Research	New Product Development
Selling and Sales Management	Focus Group Interviews
Marketing and Social Issues	Brand Management
Marketing for New Ventures	Ph.D. Seminars in Consumer Behavior Research
Marketing Metrics	Ph.D. Seminars in Experimental Design

## PUBLICATIONS

### *Refereed Journals*

- "Are Green Men from Venus?", *Journal of Management of Global Sustainability*, Vol. 6, Issue 1, 45-66, 2018 (with Matt Isaac).
- "Marketing Benchmarks: Do You Trust Your Friendly Marketer?" *Journal of Consumer Affairs*, Vo. 53, Issue 1, 71-86 (Spring) 2018.
- "Comparing Faculty and Student Sustainability Literacy: Are We Fit to Lead?" *Journal of Sustainability Education*, Volume 7, December 2014 (with April Atwood).
- "Measuring Sustainability Literacy: Scale Development", *Journal of Jesuit Business Education*, Summer 2014, Vol. 5, No. 1, 105-128 (with April Atwood).
- "Process Evidence for the Question-Behavior Effect: Influencing Socially Normative Behaviors", *Social Influence*, Volume 7, Issue 3, July 2012, 211-228 (with Eric Spangenberg, David Sprott, Ronn Smith, and Anthony Greenwald).
- "Customized Pricing: Win-Win or End-Run?", *Drake Management Review*, Volume 1, Issue 2, April 2012, 12-28 (with David Arnessen and Marc Cohen).
- "Instructor credibility across disciplines: Identifying students' differentiated expectations of instructor behaviors", *Business Communication Quarterly*, Volume 75, Number 2, June, 2012, 153-165 (with Bryan Ruppert and April Atwood).
- "Consumer Perception of Taboo in Ads", *Journal of Business Research*, June 2012, Volume: 65 Issue: 6 pp.869-873 (with Ouidade Sabri).
- "In defence of the student as customer metaphor", *International Journal of Management Education*, 9 (3), 2011 (with April Atwood).
- "The Effects of Advertisement Picture Likeability on Information Search, and Brand Choice" *Marketing Letters*, Vol. 22, No. 2, 2011, 101-113 (with Alan Sawyer).
- "Taste Great or More Fulfilling: The Effect of Brand Reputation on Consumer Social Responsibility Advertising for Fair Trade Coffee", *Corporate Reputation Review*, Vol. 12, No. 2 (Summer) 2009, 159-176 (with Chauncey Burke, Gareth Green, and Erin Talbott).
- "Sustainable Business as Marketing Strategy", *Innovative Marketing*, Vol. 4, No. 3, 2008, 20-27 (with Chauncey Burke and April Atwood).
- "Aboca S.s. Perfecting a 700 Year Tradition of Botanical Remedies," *Journal of International Academy of Case Studies*, Vo. 12, No. 1, 2006 55-76 and (Instructors' Notes) Vol. 12, No. 2, 2006, 45-56 (with Chauncey Burke).
- "Conveying Product Development Concepts: The Payloads 9.8 Lander Exercise," *Decision Sciences Journal of Innovative Education*, Vol. 4, #2 (July) 2006 (with Karen Brown and Tom Schmitt).

- “Ad Skepticism: The Consequences of Disbelief,” *Journal of Advertising*, Vol. 34, No. 3 (Fall 2005) 7-18 (with Eric Spangenberg and Doug MacLachlan).
- “The Marketing Concept in Education: Perceptions and Preferences of Faculty and Students,” *Marketing Education Review*, Vol. 15, No. 2 (Summer 2005) 27-38 (with Pat Fleenor and Peter Raven).
- “Rebound Sports Technology,” *Journal of International Academy of Case Studies*, Vol. 9, No. 5, 2003, 89-102 and (Instructors’ Notes) Vol. 9, No. 6, 2003, 71-84 (with Chauncey Burke).
- “Postmodernism: Implications for Entrepreneurs” *Entrepreneurial Executive*, Vol. 7, 2002, 79-93.
- “Consumer Response to a Firm’s Endorser (Dis) Association Decisions” *Journal of Advertising*, Vol. 31, No. 4, Winter 2002 (with Therese Louie).
- “Brand Loyalty Measurement Made Easy: A Preference-Behavior Model” *Journal of Small Business Strategy*, Vol. 13, Number 1 (Spring/Summer 2002), 32-44.
- “Improving Telephone Fundraising by Use of Self-Prophecy,” *International Journal of Nonprofit and Voluntary Sector Marketing*, Vol. 5, (4), (November 2000), 365-372.(with Eric Spangenberg).
- “On the Origin and Distinctiveness of Skepticism Toward Advertising,” *Marketing Letters*, 11 (4), (November 2000), 311-322. (with Eric Spangenberg)
- “Social Desirability Effects on Responses to Charity Spokespeople,” *Psychology and Marketing*, Vol. 17 (2) (February 2000), 121-136 (with Therese Louis).
- “Predicting the Effects of Country of Origin as an Information Cue,” (1999) *Asian Journal of Marketing*, 7 (1), 66-76, (with Eric Spangenberg and Andrew Perkins).
- “Development of a Scale to Measure Consumer Skepticism toward Advertising,” *Journal of Consumer Psychology*, Vol. 7, No. 2, 1998, 159-186. (with Eric Spangenberg).
- “To Cheat or Not To Cheat: Reducing Cheating by Requesting a Prediction,” *Marketing Education Review*, Fall 1996 (Vol. 6, No. 3), 95-103 (with Eric Spangenberg).
- “The Baby is Sick/The Baby is Well: A Test of Environmental Communication Appeals,” *The Journal of Advertising*, Vol. 24, No. 2, Summer 1995, 55-70.
- “A Field Test of Subliminal Self-Help Audiotapes: The Power of Expectancies,” *Journal of Public Policy and Marketing*, Fall 1992, (with Eric Spangenberg and Tony Greenwald).
- “The Formation of Future Price Expectations: Reference Price of Forward Looking Consumers,” *Journal of Consumer Research*, March 1990 (with Bob Jacobson).
- “Varieties of Mere Exposure: The Effects of Repetition and Processing Style on Affect Formation,” *Journal of Consumer Research*, June, 1985.

"Measurement Considerations in the Assessment of Purchase Intentions," *Journal of Marketing Research*, May, 1983, (with Paul Miniard and Tom Page).

"The Use of Statistical Decision Theory in the Design of Advertising Experiments: An Extension," *Journal of Marketing Research*, February, 1981, (with J. Ginter, M. Cooper, and T. Page).

### ***In Progress***

RIMAFIP

Assessing Student Progress in Sustainability Literacy

"Divine Intervention: Branding Strategies of Sectarian Universities" (with Matt Isaac), submitted to *Journal of Marketing Research*, June 2019.

"The \$5 Latté: Do Whole-Dollar Price Thresholds Influence Sales?" (with Matt Isaac, Ajay Abraham, Mark Broysiak, and Brody Hatch), submitted to *Journal of Association of Consumer Research*, July 2019.

### ***Refereed Proceedings***

"Are Green Men from Venus?" 2017 IAJBS conference, Namur Belgium (with Matt Isaac).

"Smart Meets Efficient: Using Data to Create Sustainable Campuses" Smart and Sustainable Campuses Conference, 2016, Baltimore MD (with Stan Price and April Atwood).

"Sustainability Literacy Assessment--Ongoing Monitoring of Students and Faculty", 10th Annual Smart and Sustainable Campuses Conference, 2015, Baltimore MD (with April Atwood).

"Sustainability Literacy--Assessment Development" AASHE Annual Conference: 2014 Portland (with April Atwood).

"Measuring Sustainability Literacy 2.0: Progress and Challenges" 9th Annual Smart and Sustainable Campuses Conference, 2014, Baltimore MD (with April Atwood).

"Sustainability Literacy: Scale Development" WAHSC, 2014, Bellingham WA (with April Atwood).

"Can You Trust Your Friendly Marketer? Marketing Benchmarks and their Roles in Consumer Decisions", *Marketing and Public Policy Conference*, 2013, Washington D.C.

- "Sustainable Literacy: Initial Scale Development", IAJBS 18th World Forum, August 2012 (with April Atwood).
- "Assessing Loyalty Promotion Programs: an Illustration and Discussion", *Applied Business and Entrepreneurship Association International*, November 2011 (with April Atwood and Chauncey Burke).
- "Designing Sustainability into the Classroom", *Marketing Educators Association 2010 Conference*, Seattle WA, April 2010 (with April Atwood, Mark Augustyniewicz, Chauncey Burke, Dave Leonhardi, and Wendy Wilhelm).
- "Sustainable Business as Marketing Strategy", *Second Annual International Conference on Business & Sustainability*, Portland OR, October 2008 (with Chauncey Burke and April Atwood).
- "Corporate Social Responsibility as a Source of Competitive Advantage for MNC: The Case of Advertising Fair Trade Coffee", *33<sup>rd</sup> EIBA Conference: International Business, Local Development, and Science-Technology Relationships*, Catania, Italy, 2007 (with Chauncey Burke and John Sage).
- "Teaching Sustainable Business as Marketing Strategy", *4<sup>th</sup> ADERSE Conference: Advances in Research and Education on CSR*, Bordeaux, France, 2006.
- "Marketing Fair Trade: The Case for Quality," *2006 Marketing Educators' Association Conference*, San Francisco, CA, 2006 (with Chauncey Burke, Gareth Green, and Erin Talbott).
- "Teaching Strategic Planning: the Ubik Production Exercise," Mountain Plains 46<sup>th</sup> Annual Conference Proceedings, 2004 (with Chauncey Burke).
- "Marketing Strategy for Improving Student Retention," *Proceedings of the 1998 Western Marketing Educators Conference*, (with Paul Sauer).
- "Cross-Cultural Differences in Skepticism Toward Advertising: The Case of Russians Vs. Americans," (1997) *Sixth Symposium on Cross-Cultural Consumer and Business Studies*, ed. Scott Smith, 377-381 (with Eric Spangenberg and Jerman Rose).
- "Developing a Scale to Assess Consumer Skepticism Toward Advertising," *Marketing Today and for the 21st Century*, Proceedings of the 24th EMAC Conference (ed. Michelle Bergadaa) Imprimerie Basuyau: Paris, France, May 1995. 1905-1913. (with Eric Spangenberg).
- "An Exploration of the Nature and Causes of Consumer Skepticism Toward Advertising," abstracted in *Proceedings of 1995 Marketing and Public Policy Conference* (with Eric Spangenberg).
- "Getting People to Give More: A Telephone Funds-Soliciting Strategy Based on the Self-Erasing Nature of Errors of Prediction," *American Marketing Association Winter Educators Proceedings* 1992 (with Eric Spangenberg and April Atwood), 339-345.

- "A Comment on Country-of-Origin Research," in Michael Roschild (ed.), *Advances in Consumer Research*, Vol. XIX, Association for Consumer Research, 1992.
- "A Brownie by Any Other Name Would Taste as Sweet: A Field Test of the Effect of Brand Name Meaningfulness," *American Marketing Association Winter Educators Proceedings* 1992, 134-139.
- "Feelings about Feeling State Research," in Jerry Gorn and Rick Pollay (eds.) *Advances in Consumer Research*, Vol. XVII, 1990.
- "Exploring the Effects of Country of Origin Labels," in Thom Srull (ed.) *Advances in Consumer Research*, Vol. XVI, 1989. (with Eric Spangenberg).
- "The Formation of Reference Prices," in Thom Srull (ed.) *Advances in Consumer Research*, Vol. XVI, 1989. (with Robert Jacobson).
- "When Do Consumers Infer Quality From Price?" in M. Houston (ed) *Advances in Consumer Research*, Vol. XV, 1987.
- "Meaningfulness, Uncertainty, and the Repetition-Affect Relationship: A Replication," in J. Saegert (ed.) *Division of Consumer Psychology*, APA Proceedings, August, 1987.
- "The Effect of Music on Attention to Audio Ads," in K. Nalhotra (ed.) *Developments in Marketing Science*, Vol. IX, 1986 (with April Atwood).
- "Getting Involved with ELM," in Michael Houston and Rich Lutz (eds.) *American Marketing Association Winter Educators Conference*, Proceedings, 1985.
- "The Elaboration Likelihood Model: Limitations and Implications for Marketing," in Elizabeth C. Hirschman and Morris B. Holbrook (eds.), *Advances in Consumer Research*, Vol. XII, 1984 (with Mary Jo Bitner).
- "Beliefs in Quality Difference and Brand Choice," in Elizabeth C. Hirschman and Morris B. Holbrook (eds.), *Advances in Consumer Research*, Vol. XII, 1984 (with John Wheatley).
- "Store Atmosphere: Peripheral Cue of Product Evaluation," in Dave Stewart (ed.), *Division of Consumer Psychology*, APA Proceedings, 1984 (with Mary Jo Bitner).
- "Meaningfulness and the Repetition-Affect Relationship," in Dave Stewart (ed.), *Division of Consumer Psychology*, APA Proceedings, 1984.
- "Price Effects on Choice and Perceptions Under Varying Conditions of Experience, Information, and Beliefs in Quality Differences," in Tom Kinnear (ed.), *Advances in Consumer Research*, Vol. XI, 1983 (with John Wheatley).

- “Predicting Behavior with Intention: A Comparison of Conditional Versus Direct Measures,” in Andrew Mitchel (ed.), *Advances in Consumer Research*, Vol. IX, 1982, (with Paul Miniard and Tom Page).
- “Ego Involvement and Consumer Involvement,” in J. Gorn and M. Goldberg (eds.), *Division of Consumer Psychology*, APA Proceedings, 1981 (with A. Greenwald and C. Leavitt).
- “Directions for the Consumer Involvement Construct,” in K. Monroe (ed.), *Advances in Consumer Research*, Vol. VIII, Association of Consumer Research, 1981 (with A. Greenwald and C. Leavitt).
- “Cognitive Responses to Personal Selling,” in P.H. Reingen and A.G. Woodside (eds.), *Theoretical and Empirical Research in Buyer-Seller Interactions*, American Marketing Association, 1981 (with A. Sawyer).
- “Studying Buyer/Seller Interaction in the Laboratory: An Investigation of the Effects of Expertise,” in N. Naidu and W. Johnston (eds.), *Proceedings: Professional Sales Executives Annual Conference*, 1981.
- “Generating Product Modification Ideas: A Comparison of Techniques,” in L.P. Feldman (eds.), *Proceedings: Product Development and Management Association*, Vol. IV, 1981.
- “Generating Product Modification Ideas: A Modification of the Dual Questioning Technique,” in J. Olson (eds.), *Advances in Consumer Research*, Association for Consumer Research, 1980, 767-771.
- “Can Seller/Customer Interaction and Influence be Studied in the Laboratory?” in J. Olson (eds.), *Advances in Consumer Research*, Vol. VII, Association for Consumer Research, 1980, 393-399 (with A. Sawyer and T. Deutscher).

### ***Other Publications***

- A Guide to Principles of Marketing*, Kendall/Hunt Publishing: Dubuque, Iowa. 1990 (with April Atwood).
- Test Bank to Accompany Marketing*, Richard Irwin, Inc.: Homewood, IL. 1989 (with Erica Michaels and Steven Hartley).

### **PAPER PRESENTATIONS (1990-present)**

- "Designing Sustainability into the Classroom", Marketing Educators Association 2010 Conference, Seattle WA, April 2010 (with April Atwood, Mark Augustyniewicz, Chauncey Burke, Dave Leonhardi, and Wendy Wilhelm).
- "Sustainable Business as Marketing Strategy", 2008 2<sup>nd</sup> International Conference on Business and Sustainability—"Designing Sustainability" Portland OR, October 15-17, 2008 (with April Atwood and Chauncey Burke).
- "The Effects of Contextual Affective Advertising Cues on Information Search and Brand Choice," La Londe Seminar, 30<sup>th</sup> International Research Seminar in Marketing, La Londe les Maures, France, 2003 (with Alan Sawyer).
- "Ad Skepticism: The consequences of Disbelief," La Londe Seminar, 30<sup>th</sup> International Research Seminar in Marketing, La Londe les Maures, France, 2003 (with Eric Spangenberg).
- "Should Marketing Professors Walk the Talk?" Marketing Educators Association Conference, San Diego CA, 2002.
- "Postmodernism: Implications for Entrepreneurs," USASBE/SBIDA Conference, Orlando FL, 2001.
- "Skeptics, Do They Believe Anything?" Association for Consumer Research Conference, Columbus OH, 1999 (with Eric Spangenberg).
- "Project Group Formation Issues," Western Marketing Educators Conference, Palm Springs CA, 1999.
- "Cross-Cultural Differences in Skepticism Toward Advertising: The Case of Russians Vs. Americans," Sixth Symposium on Cross-Cultural Consumer and Business Studies, ed. Scott Smith, 377-381 (with Eric Spangenberg and Jerman Rose), Honolulu HA, 1997.
- "Student Retention Efforts at Seattle U," Western Marketing Educators Conference, Phoenix AZ, 1997.
- "Brand Loyalty Made Easy: A Behavior-Preference Model," Western Marketing Educators Conference, Phoenix AZ 1997.
- "Developing and Administrating Study-Abroad Courses in Marketing," Western Marketing Educators Conference, Monterrey CA, 1996.
- "Developing a Measure of Consumer Skepticism Toward Advertising," European Marketing Association Conference, Paris, 1995.
- "Investigating the Nature and Causes of Consumer Skepticism Toward Advertising," Marketing and Public Policy Conference, Atlanta GA, 1995.



"Toward the Development of a Measure of Consumer Skepticism Toward Advertising,"  
Marketing and Public Policy Conference, Washington D.C., 1994.

"Getting People to Give More: A Telephone Funds-Soliciting Strategy Based on the Self-Erasing Nature of Errors of Prediction," American Marketing Association Winter Educators Conference, Phoenix AZ, 1992.

"A Brownie by Any Other Name Would Taste as Sweet: A Field Test of the Effect of Brand Name Meaningfulness," American Marketing Association Winter Educators Conference, Phoenix AZ, 1992.

"The Baby is Sick/The Baby is Well: A Test of Environmental Advertising Appeals," American Advertising Association Conference, Montreal, 1992.

"Comment on Country-of-Origin Research," Association for Consumer Research, Vancouver, 1991.

#### **CONSULTING EXPERIENCE (1990-present)**

Fenwick & West LLP: Expert opinion on brand infringement via product shape (National Products, Inc. v. Arkon Resources, Inc.).

Foster Pepper, PLLC: Expert opinion on deceptive/misleading direct-mail advertising (State of Washington v The Mandatory Poster Agency, Inc.).

Emord & Associates, P.C.: Expert opinion regarding targeting of children (5-hour Energy).

Byrnes and Keller: Expert witness in deceptive advertising case (Expedia v. Priceline).

Ryan, Swanson, and Cleveland: Expert witness in deceptive advertising and misuse of brand case (Philips v. BCTechnical).

Byrnes and Keller: Expert witness regarding misleading marketing from Seattle Sonics.

University of Oregon School of Journalism: Guerrilla marketing workshop.

Keating, Bucklin & McCormick: Expert witness regarding brand equity damage case.

Genespan: Survey research advice.

Foundation for International Services: Educational equivalency opinions.

Pioneer Human Services: Market analysis and strategic marketing planning.

Byrnes and Keller: Expert witness regarding unfair marketing practices.

Jones, Day, Reavis & Pogue/ Heller, Ehrman, White, & McAuliffe: Expert witness consultation regarding cigarette advertising.

DeFunis and Ballint: Expert witness consultation regarding personal injury.

MKB Distributors: Brand Image and Positioning survey research and strategic marketing advising.

Informal consultation with Washington State Attorney General in preparation for potential litigation versus Mobil Oil regarding deceptive advertising for environmental degradability of Hefty Trash Bags, regarding Ford advertising of SUVs, regarding warnings on Western Union cash drafts, and on disclaimers for Chinese artifacts.

### **PROFESSIONAL SERVICE (1990-present)**

Director of Collegiate Relations, Puget Sound Marketing Association, 1995-1998.

Track Chair, "Environmentalism and Marketing Ethics," American Marketing Association Summer Educators Conference, 1993.

Ad hoc reviewer ongoing for *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Journal of the Academy Marketing Science*, and *Journal of Advertising*.

Reviewer annually for papers submitted to the following conferences: Association for Consumer Research, American Marketing Association Summer and Winter Educators, American Advertising Association, Marketing and Public Policy, American Psychology Association Division 23.

Editorial Review Board, *Drake Management Review*, May, 2010-present

### **HONORS AND AWARDS**

2011 George Albers Professorship  
2010 Albers Summer Research Grant  
2008 Seattle University Summer Research Fellow  
2007 Albers Summer Research Grant  
2005 Albers Summer Research Grant  
2004 Seattle University Summer Research Fellow  
2003 Albers Summer Research Grant  
2002 Seattle University Summer Research Fellow  
2001 Albers Summer Research Grant  
2000 Herbert B. Jones PEI Summer Research Grant  
2000 Albers Summer Research Grant  
1998 Seattle University Summer Research Fellow  
1996 Seattle University Summer Research Fellow

1993 Albers Summer Research Grant  
1991 ASBE Summer Research Grant  
1990 Seattle University Summer Research Fellow  
1987 AMA Faculty Advisor Research Fellow  
1985 MSI Packaged Good Research Proposal Competition Winner  
1983 ACR Robert Ferber Award Winner ( Best Consumer Behavior Dissertation Article)  
1980 AMA Doctoral Consortium Fellow  
1971 Graduate with Highest Distinction, Purdue University  
1970 Phi Beta Kappa

### **UNIVERSITY/SCHOOL/DEPARTMENT SERVICE (1990-1998)**

Albers CAPCOM 1996-1999  
Albers Research Committee, ad hoc reviewer, 1996, 1997  
Albers Grievance Committee, 1996-97; chair (1999-present)  
Faculty Senate, 1990-1996  
Faculty handbook revision senate committee, 1990-91  
Romance policy senate committee, 1993  
Bookstore policy senate committee, 1994  
Undergraduate revision committee, 1992-94  
Research Committee, 1990-92, 94-95  
Marketing program director, 1990-1998  
SU Rank and Tenure Committee, 2007-2011  
Albers Strategic Planning Committees, 2002, 2008, 2010  
Management and Marketing Department Chair, 2003-present  
Albers Brand Guru, 2007-2010  
SU Sustainability Committee, co-chair; Academics sub-committee, Chair, 2011-2013  
Albers Scholarship Impact Task Force, Chair, 2010-2011  
Albers Scholarship Review Committee (ad hoc), Chair, 2011-12  
Albers Ethics Committee, 2012  
Center for Environmental Justice and Sustainability, Steering Committee, 2012-  
Marketing Faculty Recruiting Chair, several

### **PROFESSIONAL ASSOCIATIONS**

American Marketing Association  
Association for Consumer Research  
American Advertising Association  
Society for Consumer Research

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October 2015