

VITA

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CURRENT UNIVERSITY OF TEXAS POSITIONS AND AFFILIATIONS

Professor of Marketing

Professor of Business, Government and Society

Joseph H. Blades Professorship in Risk Management and Insurance

Faculty Fellow, University of Texas Humanities Institute

Tower Fellow Faculty Member

PRIOR FELLOWSHIPS AND PROFESSORSHIPS

Shelby H. Carter, Jr. and Patricia Carter Regents Professorship in Global Business Marketing

Marlene and Morton Meyerson Centennial Professor in Business

IC² Judd Neff Centennial Research Scholar

IC² Nadya Kozmetsky Centennial Research Scholar

Zale Corporation Centennial Teaching Fellowship

in Retail Merchandising

Foley's-Sanger Harris Centennial Fellowship
in Retail Merchandising

EDUCATION

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|------|---|
| 2002 | Juris Doctorate (JD), The University of Texas at Austin
Mediation certification (40 hours training) |
| 1975 | Doctor of Philosophy in Business Administration (PhD), University of Florida
Major Field: Marketing Minor Fields: Sociology, Economics |
| 1972 | Master of Arts in Business Administration (MA), University of Florida
Major Field: Marketing Minor Field: Sociology |
| 1971 | Bachelor of Science in Business Administration (BSBA), University of Florida
Major Field: Marketing |

AWARDS AND HONORS

Selected Teaching Recognition

Marketing Department Nominee, Fawn and Vijay Mahajan Outstanding
Executive Education Teaching Award, Spring 2004, Spring 2003

Recipient, CBA Foundation Lifetime Excellence in Education, Spring 1999

Marketing Department Nominee, University of Texas Cooperative Society Outstanding
Lifetime Research Award, Spring 1999

Marketing Department Nominee, CBA Foundation Award for Excellence
in Education, Spring 1996, 1995, 1992

Marketing Department Nominee, CBA Foundation Award for Innovation
in Teaching, Spring 1994, 1991, 1990, 1989, 1979, 2017

Recipient, CBA Foundation Advisory Council Award for
Teaching Innovation, Spring 1993

Recipient, Hank and Mary Harkins Award for
Effective Teaching in Large Undergraduate Class, Spring 1991

Research Awards and Professional Recognition

Best 2018 *North American Actuarial Journal* Article Award, from the Society of Actuaries for the article: Brockett, Patrick, Linda Golden, and Charles Yang, (2018), "Potential 'Savings' of Medicare: The Analysis of Medicare Advantage and Accountable Care Organizations,"

June 25, 2019, Society of Actuaries organized a 90 minute special session devoted entirely to "Potential 'Savings' of Medicare: The Analysis of Medicare Advantage and Accountable Care Organizations," *North American Actuarial Journal*, 22:3, 458-472, DOI: 10.1080/10920277.2018.1436445.at their Annual Health Insurance Conference in Phoenix (paper with Patrick Brockett and Charles Yang).

2018- AMS Cutco/Vector Distinguished Marketing Educator Award, Academy of Marketing Science, May.

2018-Elected to the Board of Governors of the Academy of Marketing Science.

Research Award 2017: Spencer L. Kimball Prize for the best paper from the National Association of Insurance Commissioners for Ai, Jing, Patrick L. Brockett, Linda Golden and Utai Pitaktong (2015) "How to Set Rates if You Must: An Efficiency-Based Methodology for Setting Promulgated Insurance Rates with an Application to Title Insurance" *Journal of Insurance Regulation* 34(7) 167-205.

Research Award 2017: North American Actuarial Journal Best Article Award from the Society of Actuaries for Linda L. Golden, Patrick Brockett, Jing Ai and Bruce Kellison, (2016), "Empirical Evidence on the Use of Credit Scoring for Predicting Insurance Losses with Psycho-Social and Biochemical Explanations" *North American Actuarial Journal* 20(3) 233-251.

In 2017 the article entitled "The *Journal of Risk and Insurance*: Authors of Influence" by Steven W. Pottier, Jianren Xu, and Joshua D. Frederick (*Risk Management and Insurance Review*, December 2017, Vol. 20, No. 3, 339-362, DOI: 10.1111/rmir.12089) looked at authors who have published in the top tier *Journal of Risk and Insurance* from 1989 to 2010 based on the number of citations to these articles from 1989 to 2014. I ranked #18 in the world in terms of number of citations of articles published there, and #11 in the world among all JRI authors in the world in terms of the number of non-insurance journal citations received.

2016 elected as a Fellow of the Direct Selling Education Foundation, Direct Selling Association.

Ranked #4 in the world in terms of research impact in Risk Management (2013). The 2013 paper "The Most Prolific Contributing Authors to the Leading Risk Management and Insurance Journals: 1984-2013" by Jean Heck (available on the Social Science Research Network) identified the most prolific contributors to the three most elite journals in Risk Management and Insurance in the world. Over the ten year period 2004-2013 in terms of the number of appearances, I was ranked #14 in the world. When the author multiplied the number of appearances by the impact factor of the journal in which the articles appeared to get a measure of impact on the field, I ranked #4 in the world in research impact over the recent 10 year history. My research in this area integrates marketing concepts with risk management issues (as can be seen from the titles and content of the cross-functional publications).

Research Award 2012 ARIA Actuarial Journal Award given by the American Risk and Insurance Association in August, 2012, for the most outstanding contribution to risk management published in any actuarial journal in North America. Award received for the journal article: "The Effectiveness of using a basis hedging strategy to mitigate the financial consequences of weather-related risks," by Linda L. Golden, Charles C. Yang, and Hong Zou in the *North American Actuarial Journal* 2010, 14(2), 157-172.

Research Award 2009 Allied Academies Distinguished Research Award for Colin Gilligan and Linda Golden, "Re-Branding Social Good: Social Profit as a New Conceptual Framework," Allied Academies Conference, Marketing Section, April 9, 2009.

Research Award 2008 American Risk and Insurance Association (ARIA) Award for Outstanding Research Contribution to Casualty Actuarial Science in 2007 as the journal article of greatest value to the profession: Patrick L. Brockett and Linda L. Golden, "Biological and Psychobehavioral Correlates of Risk Taking, Credit Scores, and Automobile Insurance Losses: Toward an Explication of Why Credit Scoring Works," *Journal of Risk and Insurance*, Volume 74, Number 1, March 2007, 23-63.

Research Award 2003 "Best Paper Award" for Linda L. Golden and Cameron C. McMillan, "Sex Role Self-Concept and Product Perceptions in Today's Marketing: A Pilot Study to Explain Sex and Sex Role Influence on Product Perceptions," *Proceedings of the Enterprise 2003 Hawaii International Faculty-Student Conference*, June, 2003.

Research Award 2003 American Risk and Insurance Association (ARIA) Award for Outstanding Research Contribution to Casualty Actuarial Science—Given by the Casualty Actuarial Society for the North American ARIA journal article published in 2002 of greatest value to the casualty actuarial profession, received for: Patrick L. Brockett, Richard A., Derrig, Linda L. Golden, Arnold Levine and Mark I. Alpert, “Fraud Classification Using Principal Component Analysis of RIDITs,” *Journal of Risk and Insurance*, Volume 69, Number 3, 2002, 341-372.

Research Award 2003 Robert I. Mehr Award from the American Risk and Insurance Association for the best journal article with a ten year lasting contribution to risk management: Patrick L. Brockett, William W. Cooper, Linda L. Golden, and Utai Pitaktong, "A Neural Network Method for Obtaining an Early Warning of Insurer Insolvency," *Journal of Risk and Insurance*, September 1994, 402-424.

PROFESSIONAL AND HONORARY MEMBERSHIPS

Fellow, Direct Selling Education Foundation
 Fellow, Royal Statistical Society
 American Marketing Association
 Society for Consumer Psychology
 Society for Marketing Advances
 Association for Consumer Research
 American Statistical Association
 American Risk and Insurance Association
 Academy of Marketing Science
 National Association of Boards of Directors
Phi Kappa Phi, Scholastic Honorary Society

PUBLICATIONS

Journal Articles and Proceedings

Manika, Danae, Linda L. Golden and Patrick L. Brockett (Accepted August, 2020), “The Importance of Personally Relevant Knowledge for Pandemic Risk Prevention Behavior: A Multi-method Analysis and Two Country Validation,” *Health Marketing Quarterly*.

Golden, Linda L, Patrick L. Brockett, Montserrat Guillén, and Danae Manika (Accepted 2019) “aPRIDIT Unsupervised Classification with Asymmetric Valuation of Variable Discriminatory Worth” In Press (volume and issue not yet assigned), *Multivariate Behavioral Research*, Will appear at doi.org/10.1080/00273171.2019.1665979.

Brockett, Patrick L., Linda L. Golden, Charles C. Yang and David Young (Accepted 2019), “Medicaid Managed Care: Efficiency, Medical Loss Ratio, and Quality of Care,” In Press (volume and issue not yet assigned), *North American Actuarial Journal*, DOI: 10.1080/10920277.2019.1678044.

Del Barrio-Garcia, S., Munoz-Leiva, F. and Golden, L. (In Press for December, 2020), “A Review of Comparative Advertising Research 1975-2018: Thematic and Citation Analyses,” *Journal of Business Research*, Vol. 121, 73-84.

- Golden, Linda and Robert A Peterson (2020), "Understanding Entrepreneurial Marketing through Customer Orientation of Hispanic and Black Business Owners," Published in *Proceedings of the Atlantic Marketing Association Fall 2019 Conference*, 258-263.
- Peterson R.A., Ferrell O.C., Ferrell L., Crittenden V., Golden L.L. (2020), "Special Session on Research Opportunities in Direct Selling: An Abstract," *Marketing Opportunities and Challenges in a Changing Global Marketplace*, Wu S., Pantoja F., Krey N. (eds) AMSAC 2019. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham. https://doi.org/10.1007/978-3-030-39165-2_38
- Petrovci D., Salhi R., Golden L.L. (2020) "The Effectiveness of Anti-Smoking Fear Appeals: An Abstract," *Marketing Opportunities and Challenges in a Changing Global Marketplace*, Wu S., Pantoja F., Krey N. (eds) AMSAC 2019. Developments in Marketing Science: Academy of Marketing Science World Marketing Congress, Springer, Cham, 457-458. https://doi.org/10.1007/978-3-030-42545-6_148
- Brockett, Patrick L., Linda L. Golden, Stephan Zaparolli and Jack M. Lum (2019), "Kidnap and Ransom Insurance: A Strategically Useful, Often Undiscussed, Marketplace Tool for International Operations," *Risk Management and Insurance Review*, Vol. 22, Number 4, 421-40.
- Petrovici, Dan, Linda Golden and Dariya Orazbek (2019), "Direct and Indirect Brand Comparisons, Message Framing and Gender Effects in Advertising," *Journal of Marketing Development and Competitiveness*, Vol. 13, Number 5, 671-672.
- Golden, Linda L. and Charles C. Yang (2019), "Efficiency Analysis of Health Insurers' Scale of Operations and Group Affiliation with a Perspective toward Health Insurers' Mergers and Acquisitions Effects," *North American Actuarial Journal*, Vol. 23, Number 4, 626-645. Available at <https://doi.org/10.1080/10920277.2019.1626252>
- Petrovici, Dan, Linda Golden., Dariya Orazbek (2019) The Relative Effectiveness of Direct and Indirect Comparative Advertising, Message Framing, and Gender on Advertising Response, *Proceedings of the Academy of Marketing Science Annual Conference*, Vancouver, Canada. May 29-31.
- Brockett, Patrick L., Linda L. Golden and Charles C. Yang (2018), "Potential "Savings" of Medicare: The Analysis of Medicare Advantage and Accountable Care Organizations, *North American Actuarial Journal*, 22:3, 458-472, DOI: 10.1080/10920277.2018.1436445. (In 2019 this won the **North American Actuarial Journal Best Article Award** published in 2018 article from the Society of Actuaries. On June 25, 2019 the Society of Actuaries organized a 90 minute special session devoted entirely to this paper at their Annual Health Insurance Conference.)
- Kirchner T., Golden L., Brockett P. (2018) "Efficiency of Resource Usage in Arts Management/Marketing: An Application to the Symphony Orchestra Sector: an Abstract". In: Rossi P., Krey N. (eds) *Marketing Transformation: Marketing Practice in an Ever Changing World*. AMSWMC 2017. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, competitive.

- Linda L. Golden and Robert Peterson (2018), "'G-to-G Marketing' from Crisis to Resolution: Marketing for When the Government Must Target the Government" (with Robert Peterson) *Proceedings of the 21st World Congress*, Academy of Marketing Science, Porto, Portugal June 26-29, competitive, 477-478.
- Linda L. Golden et al (2018) "Special Session: An Abstract on "Marketing Techniques to Assist Public Sectors in Engaging Customers to Meet Societal and Individual Disasters Crisis Need and Beyond" *Proceedings of the 21st World Congress*, Academy of Marketing Science, Porto, Portugal June 26-29, competitive, 475-576.
- Rajiv Garg, Patrick Brockett, Linda Golden, Yuxin Zhang (2018), "Rapid Assessment of Customer Marketplace in Disaster Settings Through Machine Learning, Geospatial Information and Social Media Text Mining" " *Proceedings of the 21st World Congress*, Academy of Marketing Science, Porto, Portugal June 26-29, invited, 479-480.
- Manika, Danae, Patricia Stout, Linda L. Golden and Michael Mackert (2017), "How Does Objective and Subjective Human Papillomavirus Knowledge Affect Information Seeking Intentions and Source Preferences?" *Health Marketing Quarterly*, Vol 4, 247-267.
- Ai, Jing, Patrick L. Brockett, Linda Golden and Wei Zhu (2017), "Health State Transitions and Longevity Effects on Retiree's Optimal Annuitization," *Journal of Risk and Insurance* 84(S1), 319-343.
- Babin, Barry J., Catherine Bentham-Frethey, Linda L. Golden, and David J. Ortinau, (2017), "Research Method Topics and Issues that Reduce the Value of Reported Empirical Insights in the Marketing Literatures: An Abstract," *Proceedings of the Academy of Marketing Science World Marketing Congress*, Nina Krey and Patricia Rossi (ed.), Pages 257-258.
- Kirchner, Theresa, Linda Golden, and Patrick Brockett (2017), "Measuring Efficiency of Not-For-Profit Marketing, Development, and Operations Resource Usage in the Performing Arts Sector: An Abstract," *Proceedings of the Academy of Marketing Science World Marketing Congress*, Nina Krey and Patricia Rossi (ed.), Pages 315-316.
- Manika, Danae, Linda L. Golden, and Patrick L. Brockett (2017), "H1N1 Prevention Behaviors in Australia: Implications from an Extended Health Belief Model," In *The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World*, Pages 285-286
- Kirchner, Theresa, Linda L. Golden, and Patrick Brockett (2017) "Measuring the Efficiency of Nonprofit Marketing, Development and Operations Resource Usage in Producing Social Benefit: An Application to the Performing Arts Sector," *Proceedings of the 14th International Conference on Arts and Culture Management (AIMAC)*, Peking University, Beijing, China June 25-28, 2017, 1-6.
- Manika D., Golden L.L. (2016) Advances in Prior Knowledge Conceptualizations: Investigating the Impact on Health Behavior. In: Plangger K. (eds) *Thriving in a New World Economy. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham
- Golden, Linda, Patrick Brockett, Jing Ai and Bruce Kellison, (2016), "Empirical Evidence on the Use of Credit Scoring for Predicting Insurance Losses with Psycho-Social and Biochemical Explanations" *North American Actuarial Journal* 20(3) 233-251--Won the **2017 North American Actuarial Journal Best Article Award of 2016** from the Society of Actuaries.

- Ai, Jing, Patrick L. Brockett, Linda Golden and Utai Pitaktong (2015) "How to Set Rates if You Must: An Efficiency-Based Methodology for Setting Promulgated Insurance Rates with an Application to Title Insurance" *Journal of Insurance Regulation* 34(7) 167-205--**Won the 2017 Kimball Prize from the National Association of Insurance Commissioners** as the number one article published that year having clarity of presentation and practical application.
- Smith, Scott M., Catherine A. Roster, Linda L. Golden, Gerald S. Albaum (2016), "A multi-group analysis of online survey respondent data quality: Comparing a regular USA consumer panel to MTurk samples" *Journal of Business Research*, Volume 69, Issue 8, Pages 3139-3148.
- del Barrio Garcia, Salvador, Linda Golden, Patrick Brockett and Juan Miguel Alcantara Pilar (2016) "Comparative versus non-comparative advertising effectiveness on social networking sites. A cross-cultural analysis," *Proceedings of the XXVIII Congreso de Marketing 2016*, Congreso AEMARK 2016 p745-750.
- Golden, Linda L., Patrick L. Brockett, Danae Manika, and Theresa Kirchner (2016) "Information Theoretic Approach to Assessing Asymmetrically shared Relationships Between Variables" *Proceeding of the 19th AMS World Marketing Congress*, Barry Babin and Patricia Rossi Editors, 213-217.
- Ai, Jing, Patrick L. Brockett, Linda Golden and Utai Pitaktong (2015) "How to Set Rates if You Must: An Efficiency-Based Methodology for Setting Promulgated Insurance Rates with an Application to Title Insurance" *Journal of Insurance Regulation* 34(7) 167-205.
- Ai, Jing, Patrick Brockett, Linda Golden and Wei Zhu, "Health Care Expenditure Shocks and Optimal Annuitization Considerations of Longevity Risk (2015)," Extended Abstract *Proceedings of the World Risk and Insurance Economics Congress*, Munich, Germany, August 2015.
- Albaum, Gerald, Patrick Brockett, Linda Golden, Scott M. Smith, James Wiley, Vallen Han, and Catherine Roster (2015), "Internet-Based Surveys: Methodological Issues," *Proceedings of the 2010 Academy of Marketing Science (AMS Annual Conference)*, Pages 289-289.
- Golden, Linda, Patrick Brockett, and Michael Kwinn, Jr. (2015), "Using DEA to Determine the Optimal Efficiency Mix of Combined Category and Brand Specific Advertising," Abstract in the *13th Annual International Conference on Marketing*, Athens, Greece, June 29-July 2.
- Escheverri, Elsie and Linda L. Golden (2014), "An Investigation of the Relationship between Hispanic Retailers' Human and Social Capital, Migration and Gender," in *Marketing Challenges in a Turbulent Business Environment, Proceedings of the 17th Academy of Marketing Science (AMS) World Marketing Congress, Lima, Peru*, Mark D. Groza and Charles B. Ragland (Eds.) 305.
- Linda L. Golden, Patrick Brockett, John Betak, Mark Alpert, and Montserrat Guillen (2014) "PRIDIT is a Useful Technique for Detecting Consumer Fraud When No Training Sample is Available" in *Marketing Challenges in a Turbulent Business Environment, Proceedings of the 17th Academy of Marketing Science (AMS) World Marketing Congress, Lima, Peru*, Mark D. Groza and Charles B. Ragland (Eds.) 305.
- Golden, Linda L. and Patrick L. Brockett (2013), "Detecting Fraud in Accounting and Marketing," *Journal of Accounting and Marketing*, Vol 2(3), 1-2, doi: 10.4172/2168-9601.1000e122.
- Ai, Jing, Patrick Brockett, Linda Golden and Montserrat Guillen (2013), "A Robust Unsupervised Method for Fraud Rate Estimation," *The Journal of Risk and Insurance*, Volume 80, Number 1, 121-143.

- Golden, Linda L., William W. Cooper and Patrick L. Brockett (2012), "Application Driven Theory: Rigorously Combining Applied and Basic Research Relevant to Accounting and Marketing." *Journal of Accounting and Marketing*, Vol 1(1), 1-2, 1:e103. doi: 10.4172/jamk.1000e103.
- Golden, Linda L., Patrick L. Brockett, John F. Betak, Karen H. Smith, and William W. Cooper, (2012), "Efficiency Metrics for Nonprofit Marketing Fundraising and Service Provision: A DEA Analysis" *Journal of Management and Marketing Research*, Volume 10 (May), 1-25.
- Brockett, Patrick L., Linda L. Golden and Anji Song (2012) "Managing Risks in Mobile Commerce," *International Journal of Electronic Business*, Volume10, No.2, pp.167-184.
- Ai, Jing, Patrick Brockett, William Cooper and Linda Golden (2012), "Enterprise Risk Management through Strategic Allocation of Capital," *The Journal of Risk and Insurance*, Volume 79, Number 1, 29-55.
- Manika, Danae and Linda L. Golden (2011), "Self-Efficacy, Threat, Knowledge and Information Receptivity: Exploring Pandemic Prevention Behaviors to Enhance Societal Welfare," *Academy of Health Care Management Journal*, Volume 7, Number 1, 31-44.
- Brockett, Patrick L., William W. Cooper, Linda L. Golden, and Barnett R. Parker (2011), "Efficiency in Fundraising and in Distributions to Cause-Related Social Profit Enterprises" *Socio-Economic Planning Sciences*, Volume 45 (1), March 2011, 1-9.
- Ai, Jing, Patrick L. Brockett and Linda L. Golden (2010), "A Strategic Allocation of Capital Approach to Enterprise Risk Management," *Proceedings of the 6th Conference in Actuarial Science and Finance*, University of the Aegean, Samos, Greece, June.
- Golden, Linda L., Charles Yang and Hong Zou (2010), "The Effectiveness of Using a Basis Risk Derivative Hedging Strategy to Mitigate the Financial Consequences of Weather-related Risk," *North American Actuarial Journal*, Volume 14 (2), 57-175. (Note: This article received the **ARIA Actuarial Journal Award** given by the American Risk and Insurance Association in August, 2012, for the most outstanding contribution to risk management published in any actuarial journal in North America in 2010.)
- Ai, Jing, Patrick Brockett, Linda L. Golden, Utai Pitaktong and Charles Yang (2010), "An Efficiency-based Methodology for Setting Promulgated Insurance Rates" Published in the *Proceedings of the World Risk and Insurance Economics Congress (WRIEC) 2010 Singapore Meeting*, July 27 2010.
- Ai, Jing, Patrick Brockett, Linda L. Golden, and William W. Cooper (2010), "Enterprise Risk Management Through Strategic Allocation of Capital" Published in the *Proceedings of the World Risk and Insurance Economics Congress (WRIEC) 2010 Singapore Meeting*, July 27 2010.
- Brockett, Patrick L., Linda L. Golden, Ming Wen and Chuanhou Yang (2009), "Pricing Weather Derivatives Using the Indifference Approach," *North American Actuarial Journal*, Volume 13, Number 3, 303-315.
- Gilligan, Colin and Linda L. Golden (2009), "Rebranding Social Good: A Social Profit Approach," *Academy of Marketing Studies Journal*, Volume 13, Number 2, 97-117. (Abstract published in the *Proceedings of the Allied Academies National Conference, Marketing Section*, April, 2009.)
- Ai, Jing, Patrick L. Brockett, and Linda L. Golden (2009), "Assessing Consumer Fraud Risk in Insurance Claims: An Unsupervised Learning Technique Using Discrete and Continuous Predictor Variables," *North American Actuarial Journal*, Volume 13, Number 4, 438-458.

- Stanaland, Andrea and Linda L. Golden (2009), "Consumer Receptivity to Social Marketing Information: The Role of Self-Rated Knowledge and Knowledge Accuracy," *Academy of Marketing Studies Journal*, Volume 13, Number 2, 25-34.
- Ai, Jing, Patrick L. Brockett, William W. Cooper, and Linda L. Golden (2009), "On the Development of A Fraud Estimation Method," *Proceedings of the Asia-Pacific Risk and Insurance Association (APRIA) Annual Meeting*, July.
- Ai, Jing, Patrick L. Brockett, William W. Cooper, and Linda L. Golden (2009), "An Optimization Approach to Enterprise Risk Management," *Proceedings of the Asia-Pacific Risk and Insurance Association (APRIA) Annual Meeting*, July.
- Brockett, Patrick L., William W. Cooper, Linda L. Golden, Subal C. Kumbhakar, Michael J. Kwin, Jr., Brian Layton, and Barnett R. Parker (2008), "Estimating Elasticities with Frontier and Other Regressions in Evaluating Two Advertising Strategies for U.S. Army Recruiting," *Socio-Economic Planning Sciences*. Volume 42, 1-17.
- Brockett, Patrick L., Linda L. Golden, Montserrat Guillen, Jens Perch Nielsen, Jan Parner, and Ana Maria Perez-Marin (2008), "Survival Analysis of A Household Portfolio of Insurance Policies: How Much Time Do You Have to Stop Total Customer Defection?" *Journal of Risk and Insurance*, Volume 75, Number 3, 713-737.
- Golden, Linda L., Mulong Wang and Chuanhou Yang (2007), "Handling Weather Related Risks through the Financial Markets: Considerations of Credit Risk, Basis Risk and Hedging," *Journal of Risk and Insurance*, Volume 74, Number 2, 319-346.
- Brockett, Patrick L. and Linda L. Golden (2007), "Biological and Psychobehavioral Correlates of Risk Taking, Credit Scores, and Automobile Insurance Losses: Toward and Explication of Why Credit Scoring Works," *Journal of Risk and Insurance*, Volume 74, Number 1, 23-63. **AWARD**: 2008 American Risk and Insurance Association (ARIA) Award for Most Outstanding Research Contribution to Casualty Actuarial Science in 2007.
- Brockett, Patrick L., Linda L. Golden, Jaeho Jang and Chuanhou Yang (2006), "A Comparison of Neural Network, Statistical Methods, and Variable Choice for Life Insurers' Financial Distress Prediction," *Journal of Risk and Insurance* Volume 73, Number 3, 397-419.
- Golden, Linda L., Patrick L. Brockett and Sandra H. Dunn (2005), "Biological and Psychological Influences on Risk Taking," *Proceedings of the World Risk and Insurance Economics Conference*, Salt Lake City, August.
- Brockett, Patrick L., William W. Cooper, Linda L. Golden, John J. Rousseau and Yuying Wang (2005), "Financial Intermediary versus Production Approach to Efficiency of Marketing Distribution Systems and Organizational Structure of Insurance Companies," *Journal of Risk and Insurance*, Volume 72, Number 3, 393-412.
- Brockett, Patrick L., William W. Cooper, Honghui Deng, Linda L. Golden and T.W. Ruefli (2004), "Using DEA to Identify and Manage Congestion," *Journal of Productivity Analysis* Volume 22, Number 3, 207-226.
- Brockett, Patrick L., William W. Cooper, Linda L. Golden, John J. Rousseau and Yuying Wang (2004), "Evaluating Solvency and Efficiency Performances and Different Forms of Organization and Marketing in U.S. Property - Liability Insurance Companies," *European Journal of Operational Research*, Volume 154, 492-514.

- Golden, Linda L. and Cameron C. McMillan (2003), Sex Role Self-Concept and Product Perceptions in Today's Marketing: A Pilot Study to Explain Sex and Sex Role Influence on Product Perceptions," *Proceedings of the Enterprise 2003 Hawaii International Faculty-Student Conference*, June. **AWARD**: Conference "Best Paper".
- Brockett, Patrick L., William W. Cooper, Honghui Deng, Linda L. Golden, Major Michael J. Kwinn and David Thomas (2002), "An Analysis of the Efficiency of Joint Service Advertising versus Service Specific Advertising for Recruiting Success," *Military Operations Research Journal*, Volume 7, Number 4, 57-76.
- Brockett, Patrick L., Richard A., Derrig, Linda L. Golden, Arnold Levine and Mark I. Alpert (2002), "Fraud Classification Using Principal Component Analysis of RIDITs," *Journal of Risk and Insurance*, Volume 69, Number 3, 341-372. **AWARD**: "The 2003 ARIA Research Prize" for most valuable contribution to the casualty actuarial science literature in North America.
- Brockett, Patrick L., Linda L. Golden, Shikhar Sarin and James Gerberman (2001), "The Identification of Target Firms and Functional Areas for Strategic Benchmarking," *The Engineering Economist*, Volume 46, Number 4, 274-299.
- Golden, Linda L. and Andrea Stanaland (2000), "Consumer Receptivity to Social Marketing Information: The Role of Self-Rated Knowledge and Knowledge Accuracy," *Proceedings of the ANZMAC 2000 Conference*, Gold Coast, Queensland, Australia.
- Brockett, P. L., W. W. Cooper, L. L. Golden, J. J. Rousseau, and Y. Yang (1998), "DEA Evaluations of the Efficiency of Organizational Forms and Distribution Systems in the U.S. Property and Liability Insurance Industry," *International Journal of Systems Science*, Volume 29, Number 11, 1235-1247.
- West, Patricia M., Patrick L. Brockett, and Linda L. Golden (1997), "A Comparative Analysis of Neural Networks and Statistical Methods for Predicting Consumer Choice," *Marketing Science*, Volume 16, Number 4, 370-391.
- Brockett, Patrick L., Linda L. Golden, and Kwang H. Paick (1997), "Constructing a Unimodal Bayesian Prior Distribution from Incompletely Assessed Information," *Advances in Econometrics: Applying Maximum Entropy to Econometric Problems*, Volume 12, Thomas Fomby (ed.), JAI Press, 201-216.
- Brockett, Patrick L., W.W. Cooper, Linda L. Golden, and X. Xia (1997), "A Case Study in Applying Neural Networks to Predicting Insolvency for Property and Casualty Insurers," *Journal of the Operational Research Society*, Volume 48, 1153-1162.
- Brockett, Patrick L., Linda L. Golden, and Shan Li (1996), "An Application of Rank Statistics to DEA and OECD Country Productivity," *Proceedings of the 1996 Annual Meeting of the Northeast Decision Sciences Institute*, Shaw Chen (ed.), Madison: Omnipress, 575-577.
- Golden, Linda L., Vern C. Vincent, Gilberto de los Santos, and Judy K. Frels (1996), "Ecological Information Receptivity of Hispanic and Anglo Americans," *Advances in Consumer Research*, Kim P. Corfman and John G. Lynch, Jr. (eds.), Provo: Association for Consumer Research, 189-195.
- Brockett, Patrick L., Linda L. Golden, and Harry L. Panjer (1996), "Flexible Purchase Frequency Modeling," *Journal of Marketing Research*, February, 94-107.

- Brockett, Patrick L., William W. Cooper, Linda L. Golden, and Utai Pitaktong (1994), "A Neural Network Method for Obtaining an Early Warning of Insurer Insolvency," *Journal of Risk and Insurance*, September, 402-424. **AWARD**: 2004 Robert I. Mehr Award from the American Risk and Insurance Association for the journal article with a ten year lasting contribution to risk management.
- Golden, Linda L. and Andrea K. Suder (1994), "Disease Demarketing: The College AIDS Challenge," *Health Marketing Quarterly*, Volume 11, Number 3/4, 105-123.
- Golden, Linda L. and Mark I. Alpert (1993), "A Neural Network Investigation of the Relationship between Likelihood of Purchasing and Country-Product Image," Proceedings of the Fourth Symposium on Cross-Cultural Consumer and Business Studies, Gerald S. Albaum, et al. (eds.), 237-240.
- Albaum, Gerald, Ruiming Liu, and Linda Golden (1993), "Exploring Country-of-Origin Perceptions by Multidimensional Scaling," *European Advances in Consumer Research*, Volume 1, Provo: Association for Consumer Research.
- Brockett, Patrick L. and Linda L. Golden (1992), "A Comment on 'Using Rank Values as an Interval Scale' by Dowling and Medgley," *Psychology and Marketing*, Volume 9, Number 3, 255-261.
- Golden, Linda L., Patrick L. Brockett, Gerald Albaum, and Juan Zatarain (1992), "The Golden Numerical Comparative Scale Format for Economical Multiobject/Multiattribute Comparison Questionnaires," *Journal of Official Statistics*, Volume 8, Number 1, 77-86.
- Golden, Linda L. and Mayur Sirdesai (1992), "Chernoff Faces: A Useful Technique for Comparative Image Analysis and Representation," *Diversity in Consumer Behavior, Advances in Consumer Research*, Volume 19, John F. Sherry, Jr., and Brian Sternthal (eds.), 123-128.
- Golden, Linda L. and Wilton Thomas Anderson (1992), "Aids Prevention: Myths, Misinformation and Health Policy Perceptions," *Journal of Health and Social Policy*, Volume 3, Number 2, 37-50.
- Anderson, Wilton Thomas, Linda L. Golden, U. N. Umesh, and William A. Weeks (1992), "Timestyles: Role Factor Influences on the Convergence and Divergence of Couples' Complementary and Substitute Activity Patterns," *Psychology and Marketing*, Volume 9, Number 2, 101-122.
- Albaum, Gerald and Linda L. Golden (1991), "Alternative Measurement Formats for Multiple Comparisons Across Multiple Image Objects," *Journal of Global Marketing*, Volume 4, Number 3, 89-121.
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Other Publications

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UNPUBLISHED ACADEMIC CONFERENCE PRESENTATIONS

- Golden, Linda L. (2020), "Special Session on Direct Selling—Research Relevance," Associate of Collegiate Marketing Educators in Conjunction with the Federation of Business Disciplines, March 12, San Antonio.
- Zhang, Yuxin, Rajiv Garg, Patrick L. Brockett and Linda Golden (2019), "Predicting Cryptocurrency Movement: Analysis of Blockchain Transaction Graphs," Institute for Operations Research and the Management Sciences (INFORMS) Meeting, Seattle, WA, October 22.

- Brockett, Patrick, Linda Golden and Charles Yang, “The Impact of Cost-Related Factors on Medicare Advantage Health Outcomes,” World Risk and Insurance Economics Congress, (WRIEC), August, virtual.
- Zhang, Yuxin, Rajiv Garg, Patrick Brockett, Linda Golden (2018), “Rapid Estimation of Disaster Relief Fund Distribution: Iterative Learning with Diverse Geospatial Data Inputs,” The POMS 29th Annual Conference, Houston, Texas May 4-7, 2018. Available at SSRN 3254748.
- Golden, Linda L (2018) “Moving transdisciplinarity to the forefront in business and marketing” 2018 ATLAS Transdisciplinary-Transnational-Transcultural (T3) International Conference, Babeş-Bolyai University of Cluj-Napoca, Romania. . June 3-6, 2018, invited presentation
- Golden, Linda L Robert A. Peterson, and Kacy Kim (2018) “Black and Hispanic Entrepreneurship: Customer Orientation and Perceived Business Performance” ATINER 16th Annual International Conference on Marketing 2-5 July 2018, Athens, Greece, refereed
- Golden, Linda L and Salvador Del Barrio Garcia (2016), “A Cross-cultural Analysis of How Comparative Advertising Works in Online Media Delivery” 19th AMS World Marketing Congress, Paris, France, July 19-22, 2016, invited presentation.
- Golden, Linda L, Charles Yang, and Min-Ming Wen (2018), “Blessing or Curse from Health Insurers' Mergers and Acquisitions? The Analysis of Group Affiliation, Scale of Operations, and Economic Efficiency” American Risk and Insurance Association Annual Meeting, Chicago, Ill., August 2018, refereed.
- Golden, Linda L, Charles Yang, Patrick Brockett (2017) “Potential Savings of Medicare: The Analysis of Medicare Advantage and Accountable Care Organizations (ACOs)” American Risk and Insurance Association Annual Conference, August 6-9, 2017, Toronto, Canada
- Brockett, Patrick, Linda L Golden, Rajiv Garg, Yuxin Zhang (2017) “Early Damage Estimation Using Archival Data and Iterative Learning from Temporally Separated Actual Loss Data Advances In Predictive Analytics conference, November 30,2017 University of Waterloo, Waterloo, Ontario, Canada (Invited)
- Brockett, Patrick, Linda L Golden, Jing Ai, and Wei Zhu (2016) “The Effect of Longevity Changes and Possible Future Health State Transitions on the Optimal Level of Annuity for Retirees” Invited, Department of Finance, University of Hawaii at Manoa, Honolulu, Hawaii April 18, 2016.
- Golden, Linda L, Patrick Brockett, Jing Ai, and Wei Zhu (2016) “The Impact of Financial Literacy on Long-term Care Insurance and Annuity Decision-making: Product Innovation Implications” (a paper written by Jing Ai, Patrick Brockett, Linda Golden and Wei Zhu), 12th Annual Longevity Risk and Capital Markets Solutions Symposium, 2016, Chicago, Illinois, September 29-30, 2016, refereed
- Golden, Linda L (2015), “Enhancing Data Quality in Internet Survey Research,” Doctoral Consortium Faculty Presentation, Society for Marketing Advances, San Antonio, Texas, November 3, 2015, invited.
- Ai, Jing, Patrick Brockett, Linda Golden and Wei Zhu (2015), “Understanding Longevity Risk Annuity Decision Making: An Interdisciplinary Investigation of Financial and Nonfinancial Triggers of Annuity Demand (2015),” 11th Annual Longevity Risk and Capital Markets Solutions Symposium, September, 5-10, 2015, Lyon, France, refereed.

- Ai, Jing, Patrick Brockett, Linda Golden and Wei Zhu (2015), "Health Care Expenditure Shocks and Optimal Annuitization Considerations of Longevity Risk (2015)," World Risk and Insurance Economics Congress, Munich, Germany August 2 – 6, 2015, refereed.
- Smith, Scott, Catherine Rossiter, Linda L. Golden, and Gerald S. Albaum (2015), "Do Bad Respondents Equal Poor Data Quality? Comparing a Regular Online United States Consumer Panel with a M-Turk Panel," Academy of Marketing Science World Congress, Bari, Italy July 14-18, invited.
- Golden, Linda L., "Social Profit as a new Business Paradigm" AACSB Teaching Effectiveness Seminar, March 4-11, 2015, Tampa, Florida.
- Golden, Linda L., Danae Manika, and Heather Schultz (2015), "Measuring an Enterprise's Progress Toward Social Profit Goals: Suggesting Useful Metrics," American Marketing Association Winter Educators' Conference, San Antonio, Texas, February, refereed.
- Ai, Jing, Patrick L. Brockett, Linda L. Golden and Wei Zhu " (2014), "All Things Considered: An Integrated Framework for Multidimensional Longevity Risk Concerns," 10th Annual Longevity Risk and Capital Markets Solutions Symposium, Universidad Diego Portales, Santiago, Chile, September, refereed.
- Manika, Danae. Patricia A. Stout, Linda L Golden, and M. Mackert, (2013), "Knowledge Types and Risk Perceptions: Driving Information-seeking and Risk prevention Behaviors," International Communications Association Conference. London, UK, June, refereed.
- Smith, Scott, Linda L Golden and Jeff Larson, (2013),"Are Respondents Paying Attention? Modeling and Benchmarking Online Respondent Data Quality," European Marketing Academy Conference, Istanbul, Turkey, June, refereed.
- Golden, Linda L., (2012) "The Shape of the Insurance Marketplace in 2020" Keynote Address, 47th Actuarial Research Conference (Society of Actuaries), University of Manitoba, Winnipeg, Manitoba, Canada, August, invited.
- Golden, Linda L., and Danae Manika (2012) "Advances In Prior Knowledge Conceptualizations: Investigating The Impact On Health Behavior", Academy of Marketing Science World Congress, Atlanta, USA August, refereed.
- Ai, Jing, Patrick L. Brockett, Linda L. Golden and Bruce Kellison (2012), "Predicting Individuals' Insured Losses: Psychology, Responsibility, and Quantitative Correlates," Asia Pacific Risk and Insurance Association annual meeting, Seoul, Korea, July, refereed.
- Ai, Jing, Patrick L. Brockett, Linda L. Golden and Utai Pitaktong (2012),"How to Set Rates If You Must: An Efficiency-based Methodology for Setting Promulgated Insurance Rates" 7th Conference in Actuarial Science and Finance, University of the Aegean, Samos, Greece, May 28-June 3, refereed.
- Golden, Linda L., Patrick Brockett, Ilya Dayter, and Danae Manika (2012), "Health care developments in m-commerce and associated issues for risk management," presented at the McCombs School of Business Health Care Research Symposium at The University of Texas at Austin, Austin, TX, April.

- Ai, Jing, Patrick L. Brockett, Linda L. Golden and Bruce Kellison (2012), "Use of Credit Scores in Insurance Classification and Pricing," Western Risk and Insurance Association (WRIA) annual meeting, Kona, Hawaii, January, refereed.
- Ai, Jing, Patrick L. Brockett, Linda L. Golden and Bruce Kellison (2011), "Behavioral Aspects of Credit Scoring," INFORMS Annual Meeting, Charlotte, North Carolina, November.
- Ai, Jing, Patrick L. Brockett, Linda L. Golden and Bruce Kellison (2011), "Usage of Credit Scores in Insurance Classification and Pricing," presented at the American Risk and Insurance Association Annual Meeting, San Diego, August 2011, refereed.
- Golden, L.L., Manika, D. & Brockett, P. (2011), "Developing Effective Public Prevention Messages: The Case of the H1N1 flu presented at the McCombs School of Business Inaugural Health Care Research Symposium, at The University of Texas, at Austin.
- Manika, Danae, Linda L. Golden and Patrick L. Brockett (2011), "The Cross-cultural Impact of Prior Knowledge and Information Receptivity: It Is Not How Much You Know but How Much You Think You Know!" presented at the Sixth Annual International Symposium on Economic Theory, Policy and Applications, Athens, July, refereed.
- Brockett, Patrick L., Linda L. Golden, Danae Manika and Anji Song (2011), "Developments in Mobile Commerce: Economic Opportunities, Risk Analysis and Risk Management," presented at the Sixth Annual International Symposium on Economic Theory, Policy and Applications, Athens, Greece, refereed.
- Golden, Linda L., Jeff Larson, Scott Smith (2011), "Data Quality and Sample Integrity in Internet Research," presented at The 15th Biennial World Marketing Conference, Academy of Marketing Science, Reims, Champaign, France, refereed.
- Manika, Danae, Linda L. Golden and Patrick L. Brockett (2011), Implications from the Health Belief Model for Disease Prevention Behaviors in Australia," presented at The 15th Biennial World Marketing Conference, Academy of Marketing Science, Reims, Champaign, France, refereed.
- Manika, Danae, Linda L. Golden and G. Perry, (2010), "Health Belief Model Implications For Motivating H1N1 Prevention Behaviors" presented at the Center for Women's and Gender Studies Health Research Cluster Student Conference, Austin, TX.
- Jing Ai, Patrick L. Brockett, Linda L. Golden, Utai Pitaktong and Charles Yang (2010), "Using DEA to Assist the Regulator in Setting Promulgated Insurance Rates," INFORMS Annual Meeting, Austin, November.
- Jing Ai, Patrick L. Brockett, Linda L. Golden, Utai Pitaktong and Charles Yang (2010), "An Efficiency-based Methodology for Setting Promulgated Insurance Rates," presented at the World Risk and Insurance Economics Congress (WRIEC) 2010 Singapore Meeting, July, refereed.
- Jing Ai, Patrick L. Brockett, William W. Cooper and Linda L. Golden (2010), "Enterprise Risk Management through Strategic Allocation of Capital," presented at the World Risk and Insurance Economics Congress (WRIEC) 2010 Singapore Meeting, July, refereed.
- Ai, Jing, Patrick L. Brockett and Linda L. Golden (2010), "A Strategic Allocation of Capital Approach to Enterprise Risk Management," presented at the Sixth Annual Conference in Actuarial Science and Finance, University of the Aegean, Samos, Greece, June, refereed.

- Golden, Linda L., Patrick L. Brockett and Danae Manika, (2010) “H1N1 Prevention Behavior: An Internet Survey of Knowledge and Prevention across Seven Countries,” presented at the Innovations in Health Care Delivery Systems Symposium, McCombs School, University of Texas at Austin, April.
- Manika, Danae, Linda L. Golden and Patrick L. Brockett (2010), “Health Belief Model Implications for Motivating H1N1 Prevention Behaviors,” presented at Health Literacy: Communicating with Underserved Populations Research Conference, sponsored by Center for Health Promotion Research, University of Texas, Austin, Texas, March.
- Golden, L.L., Manika, D. & Brockett, P. (2010), “The Impact of Prior Knowledge and Perceptions on H1N1 health Care Prevention Attitudes and Reported Behaviors: A Study of Seven Countries” presented at the McCombs School of Business Inaugural Health Care Research Symposium at the University of Texas at Austin.
- Branoff, Etti and Linda L. Golden (2010), “Re-branding ERM: Enterprise, Risk and Opportunity Management (EROM), presented at the Western Risk and Insurance Association (WRIA) Annual Meeting, Napa Valley, California, January, refereed.
- Golden, Linda L., and Jill Griffin (2009) “Current Topics in Marketing,” Presentation to the Property Casualty Insurers Association of America Joint Marketing and Underwriting Seminar, Austin, Texas, April 6, 2009, invited.
- Ai, Jing, Patrick L. Brockett, William W. Cooper, and Linda L. Golden (2009), “An Optimization Approach to Risk Management,” presented at the Financial Management Association (FMA) Annual Conference, Reno, Nevada, October, refereed.
- Ai, Jing, Patrick L. Brockett, Linda L. Golden and Montserrat Guillen (2009), “Consumer Fraud Estimation,” presented at the American Risk and Insurance (ARIA) Annual Conference, Providence, Rhode Island, August, refereed.
- Golden, Linda L. and Patrick L. Brockett (2009), “Trials, Tribulations and Trust: Addressing Issues in Internet Surveys,” presented at the Academy of Marketing Science World Congress, Oslo, Norway, July, invited to refereed special topics session.
- Gilligan, Colin and Linda L. Golden (2009), “Rebranding Social Good: A Social Profit Approach,” presented at the Allied Academies Annual Conference, Marketing Section, New Orleans, March, refereed (abstract published), **AWARD: Distinguished Research Award.**
- Brockett, Patrick L. and Linda L. Golden (2009), “Biological and Psychobehavioral Correlates of Risk-taking,” *Casualty Actuarial Society (CAS) Best Journal Article ARIA Prize Winner* Presentation at the CAS Annual Meeting, New Orleans, Louisiana, February, invited.
- Ai, Jing, Patrick L. Brockett, Linda L. Golden, and Montserrat Guillen (2008), “On the Development of a Fraud Rate Estimation Model,” presented at the INFORMS (Institute for Operations Research and Management Science) Annual Meeting, Washington, D.C., October, refereed.
- Brockett, Patrick L. and Linda L. Golden (2008), “Weather Derivatives for Mitigating Weather Related Risks,” presented at the 5th Conference in Actuarial Science and Finance, University of the Aegean, Samos, Greece, September, invited.

- Brockett, Patrick L. and Linda L. Golden (2008), "Addressing Credit and Basis Risk Arising from Hedging Weather-related Risk with Weather Derivatives," ASTIN 2008 Symposium of the International Actuarial Institute, Manchester, England, July, invited.
- Ai, Jing, Patrick L. Brockett and Linda L. Golden (2007), "Active Fraud Detection," presented at the INFORMS Annual Meeting, Seattle, WA, November, refereed.
- Brockett, Patrick L., Richard Derrig, Linda L. Golden, Arnold Levine, Mark I. Alpert (2004), "Fraud Classification Using Principal Component Analysis of RIDITS," Casualty Actuarial Society Annual Conference, May, invited.
- Anderson, Ronald, Patrick L. Brockett, Linda L. Golden (2003), "Risky Business: Targeting the Chronically Uninformed in Risk Communication Campaigns," Western Decision Sciences Institute Annual Conference, April, refereed (abstract published).
- Golden, Linda L. (2003), "Innovations in Customer Relationship Management Education," presented at the American Marketing Association Winter Educators' Conference, Orlando, Florida, March, invited.
- Brockett, Patrick L. Richard Derrig, Linda L. Golden, Arnold Levine (2002), "Assessing Fraud with Unsupervised Learning," presented to the Conference on "Insurance Claim Fraud: Developing the Models and Mining the Data," sponsored by the Insurance Fraud Bureau of Massachusetts and the Coalition Against Insurance Fraud and the Insurance Research Council, Newport, Rhode Island, November, invited.
- Golden, Linda L. and Kimberlee Kovach (2002), "Public Perceptions of Mediation: Truth or Consequences?" American Bar Association Annual Conference, Dispute Resolution Section, April, Seattle, Washington.
- Golden, Linda L. and Patrick L. Brockett (2002), "Mediation as a Cost Containment Mechanism in Insurance: Public Perceptions and Insurer Benefits," presented to the Western Risk and Insurance Association Annual Meeting, January, refereed.
- Brockett, Patrick L., Linda L. Golden, Yuying Wang, William C. Cooper, John Rousseau (2001), "Evaluating the U.S. Property-Liability Insurance Companies from a Financial Intermediary and Marketing Distribution System Perspective," presented to the Western Risk and Insurance Association Annual Meeting, January, refereed.
- Brockett, Patrick L., Richard Derek, Linda L. Golden, Arnold Levine and Mark I. Alpert (2001), "A Model for Fraud Detection," presented to the Western Risk and Insurance Association Annual Meeting, January, refereed.
- Brockett, Patrick L., Richard Derek, Linda L. Golden, Arnold Levine and Mark I. Alpert (2000), "Fraud Classification Using Principal Component Analysis of RIDITS," presented at the American Risk and Insurance Association Annual Meeting, August, refereed.
- Brockett, Patrick L., W. W. Cooper, L. L. Golden, J. J. Rousseau, and Yuying Wang (1999), "DEA Evaluation of Efficiency of Organizational Forms, Marketing Distribution Systems and the Impacts of Solvency Requirement in the U.S. Property-Liability Insurance Industry," presented at the Fifth International Conference of the Decision Sciences Institute, July, invited.

- Brockett, Patrick L., L. L. Golden, J. J. Rousseau, and Yuying Wang (1997) "An Evaluation of the Efficiency of Different Marketing Distribution Systems in the Insurance Industry", presented at Western Risk and Insurance Association Annual Meeting, January, refereed.
- Golden, Linda L., Patrick L. Brockett, Utai Pitaktong, and William C. Cooper (1993), "A Neural Network Method for Obtaining an Early Warning of Insurer Insolvency," presented at the American Risk and Insurance Association National Conference, August, refereed.
- Golden, Linda L., Patrick L. Brockett, and Paul Aird (1991), "The Evolution of and Current Issues in the Pollution Liability Insurance Market," presented at the American Risk and Insurance Association National Conference, August, refereed.
- Brockett, Patrick L., Linda L. Golden, and Harry H. Panjer (1991), "Event Frequency Modeling: The Unification of the Compound and Mixed Poisson Distributions with a Specific Application to Purchase Event Frequency," presented at the TIMS XXX-SOBRAPO XXIII Joint International Meeting, July, invited.
- Golden, Linda L. (1990), "Public Policy Issues Regarding AIDS Costs: Public Opinion Can Influence Insurers' Outcomes," presented at the American Risk and Insurance Association National Conference, August, refereed.
- Golden, Linda L. and Mary R. Zimmer (1985), "Comparative Analysis of Retail Store Patronage as a Function of Store Image Components," presented at the Southwest Marketing Association Conference, March, invited.
- Golden, Linda L. (1985), "Measuring the Stimulus: Issues and Methods," presented at the American Marketing Association Winter Educators' Conference, February, invited.
- Golden, Linda L. (1984), "Recent Developments in Attribution Theory Research," presented at the Southern Marketing Association Conference, November, invited.
- Alpert, Mark I. and Linda L. Golden (1976), "Comparison of Perspectives in Transportation Systems Designs: Civic Leaders vs. Average Respondents," presented at the Eighth National American Institute for Decision Sciences Conference, November, invited.
- Settle, Robert B. and Linda L. Golden (1974), "Attribution and Action When a Product Fails," presented at the Association for Consumer Research Conference, invited.
- Settle, Robert B. and Linda L. Golden (1973), "Overchoice in the Marketplace," presented at the Southwest Social Science Association Conference, March, refereed.
- Faricy, John H. and Linda L. Golden (1972), "Heteromethodological Analysis of Attitudinal, Behavioral and Demographic Survey Data," presented at the Southern Marketing Association Conference, November, refereed.

SELECTED UNIVERSITY LECTURES

- Golden, Linda L., "The MTurk Explosion: A Valuable Crowd Sourcing Research Resource to be Used with Eyes Open," University of Texas, Austin Marketing Department Research Seminar, October, 2015.

- Golden, Linda L., "Beware the Wolf in Sheep's Clothing! But Wait, It is a Sheep in Wolf's Clothing, Or Is It? Internet Survey Data Quality Issues," University of New Mexico Research Seminar Series, September 2015.
- Golden, Linda L., "Current Issues in Consumer Behavior Research," University of Granada, Granada, Spain, April, 2015.
- Golden, Linda L., "Current Topics and Developments of Internet Research," University of Granada, Granada, Spain, March, 2014.
- Brockett, Patrick L. and Linda L. Golden, "Academic Research: A Discussion on Producing Quality Research and Journal Processes," University of Granada, Granada, Spain, March, 2014.
- Brockett, Patrick L., Linda L Golden, and Anji Song, "Current Developments in Mobile Commerce", presented at the University of Granada, Granada, Spain, March, 2012.
- "Internet Survey Research: Triumphs, Trials and Tribulations: Applications to Swine Flu," McCombs School of Business Faculty Research Presentation, November 10, 2009.
- "Current Research Issues in Consumer Behavior," lecture series delivered to Escuela de Empresas Masters Students, University of Granada, Granada, Spain, March, 2009.
- "Sociopsychological and Biological Influences on Risk Taking: A Consumer Finance Perspective" invited seminar presentation at the University of New Mexico School of Business, Albuquerque, New Mexico, November 7, 2008.
- "Going Beyond Customer Loyalty," Distinguished Speaker Lecture delivered to the Marketing Department at Tsinghua University, May 23, 2005, Beijing, People's Republic of China.
- "Marketing Mediation and Related Issues," Lecture delivered to the Texas Mediator Credentialing Association Annual Conference, November 19, 2005, Texas Bar Association, Austin, Texas.
- "Marketing and Motivating For-Social-Profit Behavior from a Worldwide Perspective," Lecture delivered to the Colleges and Economics and Business at the University of Barcelona, March, 2005.
- "Building Customer Loyalty and Associated Research Questions," Lecture delivered in the MBA Program at Peking University, May 23, 2005, Beijing, People's Republic of China.
- "Survey Implications: Increasing the Demand for Mediation," Lecture delivered to the Texas Association of Attorney Mediators Annual Conference, May 11, 2002, San Antonio, Texas.
- "Mediation: Facts and Fiction," Lecture delivered to The University of Texas-Austin Hispanic Faculty Staff Association, May 6, 2002, Austin, Texas.
- "Evaluating Public Perceptions of Mediation: A Marketing Perspective," Lecture delivered to the Texas Association of Mediators, March 20, 2002.
- "Texans' Attitudes and Perceptions toward Mediation: Empirical Results," Guest lecture to mediation class at The University of Texas School of Law, Fall, 2002 and 2001.
- "Perception and Persuasion: Implications for the Legal Environment," Guest lecture to The University of Texas School of Law Criminal Defense Clinic, Spring, 2001.

ACADEMIC RESEARCH AND DEVELOPMENT GRANTS

- Principal Investigator, Texas General Land Office, 2017-2018 Research and Modeling for USA Federal Allocation Related to Damages from Hurricane Harvey. The results of this research were used to request disaster funding for the State of Texas for Hurricane Harvey damages and are included in the public report released by the Commissioner of the Texas General Land Office with McCombs named as supplying experts and me as PI. I was/am responsible for selecting and leading the team of experts gathered for this effort (involving Artificial Intelligence Unsupervised Learning Predictions, business and infrastructure damage and finance, risk management, marketing and actuarial science experts, among others).
- Principal Investigator, Catalan Government, Spain, for the Study of Consumer Decision-making, 2007, 2004-2005. Presentations were delivered in the School of Economics at the University of Barcelona.
- Co-Principal Investigator, Actuarial Education and Research Foundation (AERF) Grant, with Patrick L. Brockett Co-PI, for the study of risk taking behavior, 2004-2007.
- Principal Investigator, Wortham Development Grant: "Public Opinion of Mediation as an Alternative to Trial in Texas," Summer 2001.
- Principal Investigator, University of Texas Research Institute Grant, 1995-96, 1984-92, 1979.
- Principal Investigator, College of Business Administration URI Matching Grant, 1995-96, 1984-99.
- Principal Investigator, University of Texas College and Graduate School of Business, Dean's Basic Faculty Research Support Grant, Summer 1993, 1992, 1988, 1986, 1985.
- Principal Investigator, Center for International Business Studies (CIBER) Global Course Development Grant, Summer 1991.
- Principal Investigator, RGK Foundation Grant, awarded to study marketing of AIDS prevention information, Summer 1989.
- Principal Investigator, LBJ School Policy Research Award, grant to assist in the study of policy issues regarding AIDS, Summer 1988.
- Principal Investigator, University of Texas College of Business Administration Academic Development Grant, Summer 1987, 1983.
- Principal Investigator, "Computer Assisted Instruction in Retail Strategy," IBM PROJECT QUEST Grant, 1986-87.
- Principal Investigator, "Interdisciplinary Computer Assisted Application of Information Theoretic Structure Analysis," IBM PROJECT QUEST Grant, August 1986.
- Principal Investigator, Department of Marketing Administration URI Matching Grant, 1984-85.
- Principal Investigator, "Retail Service Image Measurement and Methodology," academic research funded by an Austin restaurant, Fall 1983.
- Principal Investigator, "Retail Patronage: Overall Image, Store Image Attributes and Affect," New York University Retail Management Institute Grant, with Mary R. Zimmer, 1983.
- Principal Investigator, Institute for Constructive Capitalism Research Grant, The University of Texas, Summer 1982.

- Principal Investigator, Institute for Constructive Capitalism Research Grant, The University of Texas Graduate School of Business, with W. Thomas Anderson, Jr., 1981-82, 1979-80, 1978-79.
- Principal Investigator, Foley's-Sanger Harris Centennial Fellowship Retail Curriculum Development Support Grant, Summer 1981.
- Co-Principal Investigator, Texas Board of Legal Specialization Grant, Robert A. Peterson Co –PI), 1979.
- Principal Investigator, University of Texas Research Institute Grant, with W. Thomas Anderson, Jr., 1976-77, 1975-76.
- Principal Investigator, University of Texas College of Business Administration Academic Development Grant, with Robert T. Green, Summer 1976.
- Principal Investigator, Co-principle Investigator, United States Department of Transportation Grant, DOT OS 30093, with Mark I. Alpert, 1975-77.
- Principal Investigator, "Product Image Transitions and Sex Role Identification," CBA Dean's Selected Basic Research Support Grant, with Neil Allison, Ph.D. candidate, 1974-75.

COURSE TEACHING BACKGROUND

Curriculum and New Course Innovations

- | | |
|---------|---|
| 2018-19 | Redeveloped "Reputational Risk and Crisis Management" (Undergraduate) and developed a new MBA course on the same topic for Fall, 2019 |
| 2017-18 | Redevelopment of Integrated Marketing Communications for Fall, 2018 |
| 2016-17 | Developed "Reputational Risk and Crisis Management" for Fall, 2017 |
| 2014-15 | Redevelopment of Consumer Behavior (MKT 372) |
| 2013-14 | Redevelopment of Marketing for Social Profit (UGS 302-- student across majors). |
| 2012-13 | Revision of Integrated Marketing Communications (MKT 372) |
| 2008-09 | Develop "Marketing for Social Profit" for UGS 302 course, a new signature course
Developed MBA level Marketing Management and Strategy course for IC2
Korean Electric Power Company (KEPCO) Visiting Scholars |
| 2007-08 | Re-developed undergraduate Marketing Principles, MKT 337 |
| 2007-08 | Developed MKT 366P, Problems in Marketing, to connect undergraduate students with local non-profit needs through work with the Austin Area Urban League and their work with the High School Redesign interests of the Bill and Melinda Gates Foundation |
| 2007-08 | Developed MKT 372, Marketing for Social Profit, new undergraduate course |
| 2006-07 | Developed section of MBA Integrated Marketing Communications (MKT 382) |
| 2006-07 | Re-developed undergraduate Marketing Communications, MKT 372 |

- 2004-05 Developed structured MKT 379 course taught as overload one semester a year
Customer Relationship Management in the Legal Environment which exposes McCombs' undergraduate students to legal issues and practices relevant to business and utilizes their marketing skills to teach Customer Relationship Management to students in the Law School Advocacy Clinic. Interdisciplinary course development with a law professor.
- 2003-04 Developed MKT 337, Principles of Marketing, for large section format
- 2002-03 Developed MKT 372, Customer Relationship Management, new undergraduate course, with emphasis on cross-disciplinary issues, especially professional services during legal advocacy
- 2001-02 Developed MKT 382, Customer Relationship Management: Loyalty and Winback, new MBA course to curriculum
- 1996-97 Developed BA353K, Undergraduate Internship Course in Marketing, new to curriculum
- 1993-94 Developed MKT 382, Environmental Issues in Marketing Strategy, new course to the MBA curriculum
- 1993-94 Developed Ph.D Seminar in Entrepreneurial Studies for ITESM Joint Program
- 1992-93 Co-developed Ph.D. Consumer Research Seminar for ITESM Joint Program
- 1992-93 Developed Principles of Marketing course for Thammasat University English Language BBA (Bangkok, Thailand), joint program with UT-Austin
- 1991-92 Developed Ph.D. Marketing Seminar, ITESM Program, cross-disciplinary course
- 1991-92 Developed MKT 382, Buyer Behavior in Global Markets, new course to the MBA curriculum
- 1986-87 Developed MKT 382, Marketing for Small Business, new course to the MBA curriculum
- 1982-83 Expanded the retail curriculum by developing a second course in retailing, Advanced Retail Strategy (MKT 372), focusing on retail entrepreneurship, strategic retail planning, and retail business plan development
- 1981-82 Developed mass section, multimedia format for Marketing 370K, Retail Merchandising
- 1980-81 Developed Retail Merchandising course, Marketing 370K, to be offered on a continuing basis as an introductory course in the retail area
- 1975-76 Developed mass section, multimedia format for Marketing 338, Promotional Strategy

Other Courses Developed and Taught

Graduate and Undergraduate Consumer Behavior
 MBA Marketing Practicum
 Graduate and Undergraduate Marketing Communications
 Marketing Research
 Sales Management
 Personal Selling
 Ph.D. Current Topics in Research Seminar
 Principles of Marketing (small section format)

SELECTED PROFESSIONAL SERVICE AND REVIEWING ACTIVITIES

Past or Current Reviewer or Editorial Advisory Boards

Journal of Accounting and Marketing
European Journal of Management & Business Economics
Journal of Marketing
Journal of Retailing
Journal of Interactive Advertising
Journal of International Business and Entrepreneurship
Health Marketing Quarterly
Journal of Hospital Marketing and Public Relations
Journal of Professional Services Marketing
Services Marketing Quarterly
Marketing Higher Education (Honorary)

Selected Reviewer Journals

Journal of Advertising
Journal of Business Research
Journal of Consumer Research
Journal of Marketing Research
Journal of the Academy of Marketing Science
Journal of Risk and Insurance
Psychological Reports
Psychology and Marketing

Selected Other Recent Professional Service Activities and Offices

Direct Selling Educational Foundation Research Task Force, 2020-to date.
 Board of Governors, Academy of Marketing Science, 2018-to date.
 Chair, Selection Committee, Academy of Marketing Science, Marketing Professor of the Year, 2019, 2020, 2021.
 Member, Officer Nominating Committee, Academy of Marketing Science, 2020.
 Board of Directors, American Marketing Association Public Policy Special Interest Group, 2003-06.
 Past President and Executive Board Member, American Statistical Association, Austin Chapter, 2006.

President and Executive Board Member, American Statistical Association, Austin Chapter, 2005.
 Vice President and Executive Board Member, American Statistical Association, Austin Chapter, 2004.
 Austin American Marketing Association High Tech Series Panel Moderator, April and December, 2003.
 Chair, Competitively Reviewed Special Topics Session, “Modernizing the Marketing Curriculum: A Panel Session,” American Marketing Association Winter Educators’ Conference, February, 2002.

NON-PROFIT BOARD OF DIRECTOR SERVICE

Member, University Cooperative Society Allocations Committee, 2010-2013.
 Member, University Cooperative Society Special Requests Committee, 2010-2012.
 Chair, University Cooperative Society Board Chair Evaluation Committee, 2010-12.
 Board of Directors, Relief Nursery of Central Texas (RNCT), 2008-2011
 Chair, University Cooperative Society Rebate Committee, 2011.
 Board of Directors, University of Texas Cooperative Society, 2008-11 appointment.
 Chair, Board/Chair Evaluation Committee, University of Texas Cooperative Society, 2009-10.
 Member, Rebate Committee, University of Texas Cooperative, 2009-10.
 Member, Management Compensation/Evaluation Committee, 2009-10.
 Member, For-Profit Corporation Advisory Committee, University of Texas Cooperative Society, 2009-10, 2008-09.
 Member, RNCT Strategic Planning Committee, 2008-09.
 Chair, Rebate Committee, University of Texas Cooperative Society, 2008-09.
 Member, Allocations Committee, University of Texas Cooperative Society, 2008-09.
 Member, Special Requests Committee, University of Texas Cooperative Society, 2008-09.
 Member, Board/Chair Evaluation Committee, University of Texas Cooperative Society, 2008-09.

SELECTED UNIVERSITY OF TEXAS SERVICE

UT System and State-wide University Related Committees

UT System Faculty Advisory Council Member, 2008-10 (alternate), 2006-08.
 Faculty Governance Committee, UT System Faculty Advisory Council, 2007-08.
 Health Policies Committee, UT System Faculty Advisory Council, 2006-07.
 Texas Council of Faculty Senates, 2005-07.
 Research and Promotional Development Work Group Member for Governor’s Task Force on Obesity, 2003-2004.

Chair of University-Wide Committees and Organizations

Chair, UT Committee on Parking and Transportation (C9 Committee) 2018-19.
 Chair, UT President's Task Force on Academic Integrity (Academic Honesty/Dishonesty), 2011-2012
 Chair, Allocations Committee, University of Texas Cooperative Society, 2010-12
 Chair, University Cooperative Society Board Chair Evaluation Committee, 2010-12
 Chair, University Faculty Grievance Committee, 2009-10, Vice-Chair, 2008-09.
 Chair, Faculty Women's Organization (FWO) Steering Committee, 2008-10.
 Co-chair (with Paul Woodruff) Curriculum Sub-committee of the University Presidential Task Force on Enrollment, 2009-10, 2008-09.
 Chair, University of Texas-Austin Faculty Council, 2006-07.
 Chair, Committee of Council for Academic Freedom and Responsibility (CCAFR), 2004-2005.
 University Grievance Hearing Panel Chair, Summer 1983.
 Budget Review Chair, University Intercollegiate Athletics Council for Women, 1979-80.
 Chair of *Ad Hoc* Committee to Advise the University President on the Office of the Students' Attorney, 1975-76.

University-Wide Non-chair Committee Memberships and Service

Graduate Assembly, 2006-09, (re-elected) 2003-06 (elected by McCombs School), 2017-present.
 Steering Committee, The University of Texas Public Policy Center for Dispute Resolution, 2002-present.
 Graduate Assembly Administrative Committee, 2003-08, 2017-present.
 Faculty Council (elected member), 2016-18.
 Member, University Committee on Committees, 2003-06, 2014-2017.
 Member, University Faculty Rules and Governance Committees, 2016-2018.
 University Hearing Officer (for student ethics violations), 2013-2017.
 Steering Committee, Faculty Women's Organization, 2006-present.
 Bridging Disciplines Program Leadership and Ethics Strand, 2003-0004, 2006-09, 2011-present.
 University Standing Committee 2016-2018.
 Center for European Studies Affiliate, 2011-15.
 Board of Directors, University Cooperative Society, 2010-13.
 Member, For-Profit Cooperative Society Advisory Committee, 2010-12.
 Member, University Cooperative Society Management Compensation/Eval Committee, 2010-12.
 Member, University Cooperative Society Rebate Committee, 2010-12.
 Center for Domestic Violence, affiliate, 2010-12.
 Faculty Mentor, Center for Women and Gender Studies, 2010-12.

Member, University Cooperative Society Allocations Committee, 2010-12.

Member, University Cooperative Society Special Requests Committee, 2010-12.

Faculty Council (elected by McCombs School faculty and UT at-large), AY 2010-11.

At-large Faculty Council member, elected University-wide, 2009-10.

Presidential Task Force on University Enrollment, 2008-10.

Bridging Disciplines Program (BDP), UT Connexus, Leadership and Ethics Strand, 2002-10.

University *ad hoc* Sustainability Committee, 2005-09.

Graduate Assembly Academic Committee, 2008-09.

Bridging Disciplines Program Connecting Experience Supervisor, 2007-09.

Faculty Mentor, Center for Women and Gender Studies, 2007-09.

University Grievance Committee, 2004-05, 2008-09 (Vice-Chair).

Participant in the University Career Explorations Center (CEC) Faculty Contacts Program, 2004-09.

University Bridging Disciplines Program (BDP) Leadership and Ethics Strand Admissions Review Committee, 2003-04, 2006-09, 2011-present.

University Faculty Council Member (elected by College for two distinct terms), 2007-09 (as Past Chair), 2006-07 (as Chair), 2005-06 (as Chair-elect), 2003-05, 1998-01.

Faculty Council Executive Committee, 2005-08.

Past Chair of the Faculty Council, 2007-08.

Graduate Assembly Agenda Executive Committee (representing Faculty Council), 2006-07.

Ad hoc University Committee to Establish Health Sciences/Public Health Portfolio Program, 2006-07.

University Leadership Council, 2006-07.

President's Policy and Advisory Council (PPAC), 2006-07.

University Selection Committee, Outstanding Graduate Teaching Award, Fall 2006.

Organizer, Joint Faculty Council-Faculty Senate meeting with A&M, 2005-06.

UT Cares Committee, as Faculty Council representative, 2005-06.

Chair-Elect of Faculty Council, 2005-06.

University Parking and Traffic Policy Committee, 2005-06.

University *ad hoc* Committee to Health Sciences/Public Health Portfolio Program, 2004-05.

Outstanding Graduate Advisor Award Selection Committee, 2004-05.

University *ad hoc* Committee to Study Services Learning, 2004.

Committee of Counsel for Academic Freedom and Responsibility, 2003-05.

Graduate School Continuing Fellowship Committee, 2001-04.

Selection Committee for the McCombs School Dean, Elected by McCombs School Faculty, 2001-02.
 IC² Faculty Mentor, September 1999-2002.
 University Calendar Committee, 1998-1999.
 Educational Policies Committee, 1996-98.
 Texas Poll Advisory Council, 1994-99.
Ad hoc Committee to Advise the President on a Director for a University Center, Summer 1994.
 University of Texas Faculty Welfare Committee, 1991-93.
Ad hoc Committee to Advise the Vice President on University Honors Programs, 1992-93.
 University of Texas AIDS Task Force, 1988.
 Texas Union Board of Directors, 1983-86.
 Texas Union Board of Directors Goals Subcommittee, Fall 1984.
 University of Texas Orientation Policies and Procedures Committee of the General Faculty, 1982-84.
 Board of Trustees, Southwest Texas Public Broadcasting Council, Spring 1980.
 University of Texas Intercollegiate Athletics Council for Women, 1978-80.
 Committee for the Selection of a Head Coach for The University of Texas Women's Swim Team,
 Spring 1978.
 Hearing Panel for the University Intercollegiate Athletics Council for Women, Summer 1978.

SELECTED McCOMBS SCHOOL OF BUSINESS SERVICE

Committee Chair

Co- Chair, Risk Management Certificate Program 2016
 Chair, Behavioral Laboratory Committee, 2003-04.
 Chair, College of Business Administration Honors Program Committee, 1991-92, 1977-78.
 Chair, College of Business Administration Faculty Appreciation Night, 1983-84.
 Chair, College of Business Administration Undergraduate Academic Programs Committee, 1982-83,
 1979-80.
 Chair, Honors Subcommittee of the College of Business Administration Undergraduate Academic
 Programs Committee, 1978-79.
 Chair, College of Business Administration Academic Development Grant Committee, 1976-77.

Committee Membership

McCombs School Risk Management Certificate Program Advisory Board, 2016-
 McCombs School Hall of Fame Selection Committee, 2005-2017.
 McCombs School Committee to Study Ethics in Undergraduate and MBA Programs, 2004-05.

MBA Programs Committee, 2003-04.

College of Business Administration Honors Program Committee, 2002-03, 1989-91, 1976-77 (Senior Class Advisor), 1975-76 (Junior Class Advisor).

College of Business Administration Undergraduate Academic Programs Committee, 2001-02, 1981-85, 1978-79.

Graduate School of Business Teaching Awards Selection Committee, 2000-01.

MBA Core Council, 2000-01.

Ad hoc MBA Grievance Committee, Spring 1999.

Dean's Resource Committee, 1995-99.

Graduate School of Business Capital Campaign Task Force, 1996-97.

ITESM Ph.D. Program Steering Committee, 1992-94.

Graduate School of Business MBA Policy Committee, 1992-93.

Graduate School of Business *ad hoc* Entrepreneurial Studies Committee, 1992-93.

Graduate School of Business *ad hoc* Teaching Portfolio Committee, 1992-93.

Steering Committee and various subcommittees member for "Women Entrepreneurs: A National Conference on Survival and Growth," Graduate School of Business and Austin Chamber of Commerce, May 1986.

Ronya Kozmetsky Centennial Lectureship Committee, 1983-86.

College of Business Administration Faculty Appreciation Night Committee, 1982-84.

College of Business Bureau of Business Research Faculty Advisory Committee, 1979-82.

Other College Service Activities

Current Research on Consumers Misbehaving: Consumer Fraud Estimation," Faculty Research Series Presentation to McCombs School undergraduate students, November 10, 2009.

"Neural Marketing, Biology and Consumer Choice," invited presentation to IB 395 by Dr. Jaime Alonso Gomez, McCombs School of Business, June 18, 2008.

"A Psychosocial and Biological Explication of Why Credit Scoring Works," Faculty Research Series Presentation to McCombs School undergraduate students, November 6, 2007.

Developed survey on ethics coverage in the classroom administered to College in January, 2006.

McCombs Plus Ethics Program Delivery Faculty, Spring 2003.

Participant in the Peer Mentor Program, University of Texas-Austin and University of Texas-Pan American, 1994-95.

"Marketing Research Data collection Issues," lecture delivered to marketing research at UT-Pan American University, Spring 1994.

Director, Institute for Environmental Management Strategies, October 1992-June 1993.

"International Marketing and Buyer Behavior," lecture to MBA IB class, Fall 1993.

- “Developing Global Buyer Behavior,” lecture delivered to participants in the conference, “Internationalizing Business Education,” sponsored by The University of Texas Center of International Business Education and Research (CIBER) and Texas A&M University, September 24, 1993.
- Moderator, International Moot Corp Competition, Spring 1993.
- Break-out Session Speaker on Institutional Uses of Teaching Portfolios, in "The Design and Evaluation of Effective Teaching, A Seminar for Faculty and Administrators," Co-sponsored by The James L. Bayless/Rauscher Pierce Refsness, Inc. Chair, The College of Business Administration, and The Center for Teaching Effectiveness, May 20, 1993.
- "Current Topics in Consumer Behavior Research," lecture delivered to IB 397, Ph.D. Seminar in International Business, Fall 1992.
- "Green Marketing," lecture delivered in MGT 385.40, "Natural Resources and Environmental Management," Fall 1992.
- Faculty Advisor, International Moot Corp Competition, Fall 1993 and 1991, Spring 1990 and 1989.
- “Small Business Marketing,” lecture delivered to the CBA Community Small Business Incubator for the Mind Workshop, Spring 1990.
- Faculty Reviewer, MBA Moot Corp Business Plan Proposals, Spring 1988, 1987.
- “Marketing: The Importance of Promotion,” lecture delivered to participants in the CBA LEAD Program, Summer 1985.
- “Marketing: Elements and Strategy,” lecture delivered to participants in the CBA LEAD Program, Summer 1985.
- Faculty Lecturer, CBA Parents’ Day, 1979, 1982, 1984.
- “Deciphering the Impacts of Lifestyle Changes on American Resources and Institutions,” lecture delivered to the CBA Foundation Advisory Council meeting, with W. Thomas Anderson, Jr., May 4, 1979.
- “Classroom Management,” lecture to BA 398T, January 1977.
- President, University of Texas Alpha Chapter of Beta Gamma Sigma, 1976-77.
- Secretary-Treasurer, University of Texas Alpha Chapter of Beta Gamma Sigma, 1975-76.

MARKETING DEPARTMENT SERVICE

Departmental Area Administrative Activities

- McCombs School Marketing Department Chair, June 1995-August 1999.
- Acting McCombs School Marketing Department Chair, Summer and Fall 1994.
- Graduate Advisor, June 1993-Summer 1995.
- Retail Area Coordinator, 1981-86.
- Administrator for Foley’s Barton Creek Executive Training Internship Program, 1983-86.

Committee Chair

Co-Chair, Post-Tenure Review Committee, Summer 2007-08, 2001-04.

Chair, Departmental CCI Post-retreat Departmental Action Committee, Spring 2004.

Chair, Marketing Department Three Year Assistant Professor Review Committee, 2003-04, 1991, 1987.

Chair, Department of Marketing Administration Faculty Recruiting Committee, 1998-99, 1985-86.

Co-chair, Strategic Planning Committee, Spring 1998.

Chair, Department of Marketing Undergraduate Curriculum Committee, 1983-85.

Chair, Department of Marketing Ph.D. Admissions and Continuance Committee, 1979-80.

Committee Memberships

Departmental Undergraduate Curriculum Committee, 2017-present.

Departmental PhD Admissions and Continuance Committee (DAC), 2019-present.

Executive Committee, Department of Marketing, 2006-08, 2010-12, 2014-2016, 2020-present.

Post Tenure Review Committees (various professors), 2006-2020.

Departmental Recruiting Committee, 2018-19.

Departmental Committee to Evaluate the Chair, 2013-14.

Department of Marketing Ph.D. Buyer Behavior Area Committee, 1987-2011

Strategic Planning Community Sub-committee, 2008-09.

Department of Marketing Administration Budget Council, Spring 2004, Fall 1986, Fall 1984, Fall 1983, Fall 1981, 1976-79.

Ad hoc Teaching and Research Awards Nomination Committee, Spring 2004.

Committee to Study Governance Form, Spring 2004.

Curriculum Revision Committee, 2000-01.

Department of Marketing Administration DAC (Ph.D. Admissions and Review Committee), 1992-95.

Department of Marketing Undergraduate Programs Review Committee, Spring and Summer 1991.

Department of Marketing Administration Ph.D. Comprehensive Exam Committee, 1986-88.

Department of Marketing Administration Visiting Committee, 1984-85.

Department of Marketing Committee for CBA Teaching and Research Award Nominations, Spring 1985.

Marketing Department Selection Committee for UT Continuing Fellowships, Spring 1984.

Department of Marketing Administration Faculty Recruiting Committee, 1982-84.

Marketing Department Committee for College Chair Nominee Selection, 1982-83.

Department of Marketing Ph.D. Admissions and Continuance Committee, 1981-82, 1978-79.

Ad Hoc Committee to Select the Marketing Department Nominee for the Amoco Foundation Teaching Excellence Award, Spring 1978.

Department of Marketing Administration Doctoral Candidate Grievance Procedures Committee, 1977.

Other Departmental Service Activities

Responsible for Marketing Department IRB approvals, 2013-present.

Minority Liaison Officer, 1992-95.

Guest Lecturer to MBA International Business Class on international marketing, Summer 1995, Summer 1994, Fall 1993.

Moderator and Co-coordinator, with Robert A. Peterson, "Marketing Tuesday," panel of chief executive officers on "The Future of Department Store Retailing," February 14, 1984.

Developed the Foley's Barton Creek Executive Training Student Internship Program, Fall 1982.

Initiated and coordinated a summer executive training internship with Joske's of San Antonio, Summer 1982.

Guest Lecturer on retailing in introductory Principles of Marketing Class (multimedia, 600 person enrollment), Fall 1987, Spring 1987, Spring and Summer 1986.

Faculty Co-sponsor of the National Third Place Winning Team in the General Motors Collegiate Marketing and Advertising Strategy Competition, with John Murphy, Department of Advertising, 1977-78.

SELECTED STUDENT ORGANIZATION SERVICE ACTIVITIES

Student Organizations Founded

UT Retail and Entrepreneurial Association, Fall 1981.

University of Texas Delta Mu Chapter of Phi Chi Theta, National Fraternity for Women in Business, September 2, 1975.

Student Organization Faculty Advisor

Women in Business Association (Founded 2002), 2002-09.

Minority Owned Business Consultants, 1993-94.

Phi Beta Chi (motivated founding), 1975-1990.

Advisory Council Member, University Entrepreneurial Association, 1984-86.

UT Retail and Entrepreneurial Association (motivated founding), 1981-87.

Phi Chi Theta, Fall 1984, Spring 1984, 1975-82.

SELECTED ACADEMIC SUPERVISORY ACTIVITIES

Doctoral Dissertation Chair or Co-chair

Name	Discipline	Graduation Date
Jing Ai (co-chair)	IROM	August 2008
Anthony Joseph Caprado (campus chair)	Marketing	December 1999
Maneesh Chandra (co-chair)	Marketing	May 1999
Jacobo Newman Praes	ITESM (Monterrey, Mexico)	Spring 1996

Doctoral Dissertation Committee Member

Yuxin Zhang	IROM	August 2020
Jung Hwa Choi	Advertising	August 2018
Lindsay Chilek	Advertising	August 2017
Davit Davtayan	Advertising	August 2017
Seunghwan Lee	Advertising	May 2013
Shuo-Li Chuang	IROM	May 2013
Danae Manika	Advertising	May 2011
Yinglu Deng	IROM	Summer 2011
Sarah Kamal	Advertising	Summer 2009
Hongmin Ahn	Advertising	Summer 2009
Tai Woong Yun	Advertising	Summer 2007
Karen Lee	Advertising	Summer 2007
Chester Lewis Wilson	IROM	May 2006
Anna V. Andriasova	Advertising	December 2006
Kihan Kim	Advertising	December 2006
Hyogyoo Kim	Advertising	May 2005
Se-Lin Lee	Advertising	May 2004
Kritika Kongsompong	Thammasat University, Thailand (Reader)	Summer 2004
Byung-Kwan Lee	Advertising	December 2004
Honghui Deng	MSIS	Summer 2003
Dan Laufer	International Business	May 2002
Fang Wu	Marketing	Summer 2001
Liza Stavchansky	Advertising	May 2000
Michael John Kwinn, Jr.	MSIS	December 2000
Li Zhou	Interdisciplinary	May 1999
Anthony Capraro	Marketing	May 1999
Maneesh Chandra	Marketing	May 1999
Enrique Bores-Rangel	ITESM	May 1998
Kang Yu	MSIS	May 1998
Thomas Burnham	Marketing	December 1998
Patricia Pavon	ITESM	May 1998
Wenling Chen	Advertising	May 1997
Scott Swan	Interdisciplinary	May 1997
Kishore Krshna	International Business	December 1997
Yuying Wang	Interdisciplinary	December 1997
Trina Ann Segó	Advertising	December 1996
Niranjan Raman	Advertising	May 1996

Yun Song	Interdisciplinary	May 1996
Xiaohua Xia	Interdisciplinary	May 1996
Carol Murphey Megehee	Marketing	May 1996
John Bradford McBride	International Business	December 1995
Shan Li	Interdisciplinary	May 1995
Hyongoh Cho	Advertising	Summer 1995
Changning Zhang	Advertising	May 1994
Utai Pitaktong	Interdisciplinary	May 1993
Tracey Ellen Gerthoffer	Pharmacy	May 1993
Jorge Ramon Pedroza	Advertising	August 1993
James Glenn Hutton	Marketing	August 1993
Ken Zailinski	Advertising	December 1991
James Gerberman	Interdisciplinary	December 1991
Sang Hoon Kim	Advertising	May 1990
Elizabeth C. Hansen	Pharmacy	December 1990
John Howard Williams	Marketing	December 1990
Karen Ami Johnson	Sociology	Summer 1989
Chol Lee	International Business	June 1988
Chong Sook Kim Lee	Advertising	Summer 1986
Pana Thongmeearkon	Advertising	December 1985
Mary Zimmer	Marketing	August 1985
Cathy Cobb	Advertising	May 1983
Peter Hastings Bloch	Marketing	May 1981
Marsha Lee Richins	Marketing	May 1979
Beverlyanne Shiely Robinson	Nursing	May 1977

Doctoral Program Committees

Name	Discipline	Years Serving
Chan-Yun Yoo	Advertising	Current
Lindsay Chalik	Advertising	2013-2015
Davit Davtyan	Advertising	2012-2015
Jing Ai	IROM	2004-2007
Kihan Kim	Advertising	2003-05
Harsha Gangadharbatla	Advertising	2003-05
Karen Lee	Advertising	2003-05
Hyogyoo Kim	Advertising	2001-04
Byung-Kwan Lee	Advertising	2001-04
Anna V. Andriasova	Advertising	2001-04
Hyojin Kim	Advertising	2000-03
Se-Lin Lee	Advertising	2000-02
Suckee Lee	Advertising	1993-95
Wenling Chen	Advertising	1993-95
Niranjan, Raman	Advertising	1992-94
Jonathon Cho	Advertising	1990-94
Young Seon Moon	Advertising	1989-91
Ken Zailinski	Advertising	1988-90

Sang Hoon Kim	Advertising	1987-89
Hae-Kap Lee	Advertising	1984-86
Jorge Ramon Pedroza	Advertising	1983-84
Mary Zimmer	Marketing	1982-84
Pana Thongmeearkon	Advertising	1981-83
Cathy Cobb	Advertising	1980-82
Linda Price	Marketing	1980-81
Carlos Martinez	Marketing	1979-80
Peter Hastings Bloch	Marketing	1978-79
Nancy M. Ridgway	Marketing	1978-80 (Member), 1977-78 (Chair)

MBA Professional Report Chair

Jim Vance	December 1990
Ronda Cohn	December 1987
Arlene Berry	August 1987
Michael J. Wolfe	August 1987
Suzanne Martha Asaff	May 1987
Cheryl A. Roberts	May 1987
Lynn Payne	December 1986
George Klopfer	December 1986
Joe Pixley	December 1986
Charlyn Anderson Cook	December 1983
Larry Wayne Smith	December 1978
Debra J. Richard	August 1978
Anne Sorell Talbot	May 1978
Nancy Lee Saunders	May 1978
Marshall Reed Adair	May 1978
Norman K. Pegram	August 1977
Lisa Scott	August 1977
Sally Lee White	May 1977
Nick Yanez	May 1976

MBA Professional Report Committee Member

James Michael Lynch	August 1977
Frederick John Woerner	August 1976
Jill Stephens McFarland	August 1976
Peter Hastings Bloch	May 1976
Carol Leigh Bloomer	December 1975

Master's Thesis Committee Member

Xinan Li (Mathematics)	May 2008
Vijay Jitendra (Engineering)	Summer 2004
Suman Sharma (Advertising)	May 1989
Aiko Yao (MA Advertising)	May 1988
Kendra Mundy Swanson (Advertising)	Spring 1986

Revised October, 2020