

JAMES E. HARRIS

Curriculum Vitae

Professional Address:

Saint Norbert College
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Education

- 1996-2001 Doctor of Philosophy
University of Illinois at Urbana-Champaign, Urbana, Illinois
College of Business,
Department of Business Administration
Primary Discipline: Marketing
Minor Emphasis: Social Psychology
- 1992-1993 Master of Business Administration with Honors
University of Notre Dame, Notre Dame, Indiana
Mendoza School of Business
Concentration: Marketing
- 1987-1991 Bachelor of Science in Business Administration
Villanova University, Villanova, Pennsylvania
Villanova School of Business
Major: Management Concentration: International Business

Professional Research Experience

- 2008- Assistant Professor of Business Administration (Tenured)
Saint Norbert College, De Pere, WI
- 2004-2008 Assistant Professor of Business Administration
Saint Norbert College, De Pere, WI
- 2001-2004 Assistant Professor of Marketing
Faculty of Economics and Business, Nova University of Lisbon
- 1999-2000 Research Assistant, Dr. Jeffrey Schmidt
University of Illinois, Department of Business Administration
- 1997-1999 Research Assistant, Dr. Madhu Viswanathan
University of Illinois, Department of Business Administration

Practitioner Experience

1995-1996	Marketing Research Analyst BABN Technologies, Fort Washington, PA, and Montreal, PQ
1993-1994	Marketing & Communication Manager Impact GSA, Devon, PA
1989-1990	Market Research Interviewer Anchor Network, Ardmore PA

Academic Honors and Awards

2009	Best Paper Award, Consumer Behavior Track, MMA Spring Conference
2007	Applied for and received SNC <i>Faculty Development Award</i>
2005	Inducted member of Sigma Beta Delta Academic Honor Society
2002	Instruction voted a “Best Feature” of the MBA program of Nova University of Lisbon by its graduating students
2001	Inducted member of Phi Kappa Phi Academic Honor Society
2000	Predoctoral Fellow, University of Illinois
1998-2000	Stellner Fellow, University of Illinois
1999	Nominated Discussant, Haring Symposium, Indiana University
1999	Doctoral Fellow, Marketing & Society Doctoral Consortium, University of Notre Dame
1996-1998	J.M. Jones Fellow, University of Illinois

Peer Reviewed Publications and Presentations

Grassl, Wolfgang and James Harris (2010), “Market Mavens: Model Building and Scale Development for Measuring Consumer Expert Knowledge” *Proceedings of the Spring Management Marketing Association*, Chicago, IL.

Harris, James, Kevin Kramer, and Tyler Janisch (2007), “Daybreak Foods, Inc.: Can an Environmental Problem Become a Green Marketing Opportunity?” *Proceedings of the Atlantic Marketing Association*, New Orleans, LA, ed. Jerry Wilson.

Viswanathan, Madhu, José Antonio Rosa, and James Harris (2005), “Decision Making and Coping by Functionally Illiterate Consumers and Some Implications for Marketing Management,” *Journal of Marketing*.

Gardner, David M., James Harris, and Junyong Kim (1999), “The Fraudulent Consumer,” *Proceedings of the Marketing and Public Policy Conference*, 9, (Eds.) Gundlach, Wilkie & Murphy, Chicago, IL: American Marketing Association.

Viswanathan, Madhu, and James Harris (2000), “Illiteracy and Innumeracy Among Consumers: The Dark Side of Information Processing,” Paper presented at *The Asia Pacific Conference of the Association of Consumer Research*, Gold Coast, March.

Peer Reviewed Publications and Presentations (continued)

- Viswanathan, Madhu, and James Harris (1998), "Functional Illiteracy: The Dark Side of Information Processing," *Paper presented at a Special Topic Session at the Annual Conference of the Association for Consumer Research*, Montreal, Quebec.
- Harris, James, Elizabeth S. Moore, and Carol M. Motley (1997), "Are You What You Wear? Children's Use of Consumption Stereotypes in Forming Impressions of Others," *Paper presented at the Marketing Science Conference*, Berkeley, California.

Published Book Reviews

- Harris, James (2014, forthcoming) "The Routledge Companion to Digital Consumption," *Journal of Consumer Marketing*
- Harris, James (2013) "Brand Turnaround," *Journal of Product and Brand Management*, Vol. 22 (5/6), p. 428.
- Harris, James (2012) "Customer Centricity: What It Is, What It Isn't, and Why It Matters," *Journal of Consumer Marketing*, Vol. 29 (5), pp. 392-393.

Invited Academic Presentations

- Harris, James and Michael Audette (2009), "Exploratory Consumer Study: Strategic Opinion Leadership Regarding Style & Taste," initial research presented at *Celebrating Student and Faculty/Staff Collaborations*
- Harris, James (2008-11) "What is Marketing?: Linking the Conceptual Ties between Scholar, Practitioner, and Layperson,") Presented to family members of students at 2008 *Junior-Knights & Days*.
- "Summary of Research Program," (2002) Organizational Masters Program, *Instituto Superior de Psicologia Aplicada*, Lisbon, Portugal.
- "The Fraudulent Consumer," (2000) Marketing Seminar Series, University of Illinois at Urbana-Champaign.
- "Illiteracy and Innumeracy Among Consumers: The Dark Side of Information Processing," (1999) Marketing Seminar Series, University of Illinois at Urbana-Champaign.
- "Social Class Cues and Consumption," (1999) Marketing Seminar Series, University of Illinois at Urbana-Champaign.
- "Social Class Cues and Consumption," (1999) Advertising Seminar, University of Illinois at Urbana-Champaign.

Invited Academic Presentations (continued)

“An Empirical Investigation of Peripheral Cues on the Internet,” (1998) faculty nominated discussant, for Bruce Robertson’s, PhD student, University of Cincinnati, dissertation proposal draft, 28th Annual Haring Symposium hosted by the University of Indiana, Donald H. Granbois and Devon DelVecchio served as Faculty Advisor and Chair respectfully Bloomington, Indiana.

“Social Class’s Influence on Consumer Behavior,” (1997) Marketing Seminar Series, University of Illinois at Urbana-Champaign.

Other Presentations and Internal Documents

Harris, James, (2009) “EBI Assessment Report: Student Perception Versus that of Peer and Aspirant Business Schools,” *Assessment News*, Dr. Robert A. Rutter, editor, Office of Institutional Effectiveness, Saint Norbert College.

Harris, James, (2006) “Initial Proposal for Formal Adoption of the Treatment of Ethical Topics in the Business Administration Curriculum,” Presented at discipline’s faculty meeting.

“EBI Assessment Comparison: Initial Thoughts,” (2007) Business Administration Faculty, SNC.

Research Interests

Consumer Behavior: Social Psychological and Sociological Perspectives
Social Status and Consumer Decision-making, Consumer Socialization,
Effects of Social Class on Consumer Behavior, States of Relative Advantage and Disadvantage on
Consumer Activities.

Membership in Academic Organizations

American Marketing Association
Association for Consumer Research
Marketing Management Association
Sigma Beta Delta Honor Society
Phi Kappa Phi Honor Society
Society for Consumer Psychology
Society for Personality and Social Psychology

Conferences, Symposiums and Reviewing

2012 (August)	American Marketing Association, Summer Educators’ Conference, Chicago, IL
2011 (forthcoming)	<i>Ad hoc Reviewer, Journal of Business Research</i> , special issue on “Market Development for Subsistence Marketplaces”
2011 (April)	Marketing Management Association, Chicago, IL
2010 (April)	Track Chair, <i>Consumer Behavior</i> , Marketing Management Association, Chicago, IL
2009 (April)	Marketing Management Association, Chicago, IL
2009 (February)	<i>Ad hoc Reviewer, La Londe Conference Marketing Communications and Consumer Behavior</i> , France.

Conferences, Symposiums and Reviewing (continued)

2009 (February)	<i>Ad hoc Reviewer</i> , American Marketing Association, Winter Educators' Conference, Tampa, FL
2008 (April)	Marketing Management Association, Chicago, IL
2008 (February)	<i>Ad hoc Reviewer</i> , Society for Consumer Psychology, New Orleans, LA
2007 (September)	Atlantic Marketing Association, New Orleans, LA
2007 (August)	AACSB Assessment Seminar: <i>Reviving, surviving, and even thriving through assessment</i> , Philadelphia, PA
2007 (August)	<i>Ad hoc Reviewer</i> American Marketing Association, Summer Educators' Conference, Washington, D.C.
2007 (March)	Marketing Management Association, Chicago, IL
2007 (June)	<i>Ad hoc Reviewer</i> , La Londe Conference, France
2007 (February)	<i>Ad hoc Reviewer</i> , American Marketing Association, Winter Educators' Conference, San Diego, CA
2007 (February)	<i>Ad hoc Reviewer</i> , Society for Consumer Psychology, Las Vegas, NV
2006 (August)	American Marketing Association, Summer Educators' Conference, Chicago, IL
2005 (June)	<i>Ad hoc Reviewer</i> , La Londe Conference, France
2001 (May)	Seymour Sudman Symposium on Survey Research, University of Illinois, Monticello, Illinois
2000 (October)	Association for Consumer Research Conference, Salt Lake City, Utah
2000 (May)	Paul D. Converse Marketing Symposium, University of Illinois, Monticello, Illinois
1999 (February)	American Marketing Association's Winter Educators' Conference, St. Petersburg, Florida
1999 (October)	Association for Consumer Research Conference, Columbus, Ohio
1999 (May)	Marketing & Public Policy Conference, Notre Dame, Indiana
1999 (February)	Society for Consumer Psychology, St. Petersburg, Florida
1998 (June)	Midwest Marketing Camp, University of Iowa, Iowa City, Iowa
1998 (April)	Haring Symposium, Indiana University, Bloomington, Indiana
1997 (October)	Association for Consumer Research Conference, Denver, Colorado
1997 (September)	University of Illinois Pricing Camp, Urbana, Illinois
1997 (April)	Marketing Science Conference, Berkley, California
1996 (October)	Association for Consumer Research Conference, Tucson, Arizona

Teaching Interest

Principles of Marketing, Consumer Behavior, Marketing Communication & Promotion, Marketing Research, International Marketing, New Media & Technology Marketing, Strategic Marketing.

Teaching Experience

2004 -	Assistant Professor of Business Administration
	Marketing Concepts and Issues
	Promotion Management
	Internship Seminar on Organizational Theory
	Salesforce Management
	Marketing Management & Strategy
	Consumer Behavior

Teaching Experience (continued)

2004 (Summer)	Visiting Professor Principles of Marketing University of Illinois at Urbana-Champaign
2001 – 2004	Assistant Professor of Marketing E-commerce (MBA) Marketing Communications (Undergraduate & MBA) Marketing Research (MBA) Strategic Marketing – (core curriculum MBA) Faculty of Economics, Nova University of Lisbon (UNL-FE)
1998-2001	Teaching Assistant Coordinator, Principles of Marketing University of Illinois at Urbana-Champaign, Department of Business Administration.
1997-1999	Department Representative and Evaluator for long-distance learning program entitled Guided Individual Study, Principles of Marketing, University of Illinois at Urbana-Champaign, Department of Business Administration.
1997-1998	Instructor, Principles of Marketing University of Illinois at Urbana-Champaign, Department of Business Administration.
1996-1997	Teaching Assistant, Principles of Marketing University of Illinois at Urbana-Champaign, Department of Business Administration.

Teaching Evaluations (Saint Norbert College, 5-pt. scale)

Semester	Course	Class GPA*	Respond. Rate	Instructor, Course
2012, Fall	Promotions	2.76	74%	3.8, 3.5
2012, Fall	Marketing Core	2.82	93%	4.6, 4.6
2012, Fall	Marketing Core	2.82	97%	4.2, 4.2
2012, Spring	Internship	N/A**	83%	4.6, 4.4
2012, Spring	Sales Mgmt.	2.81	65%	4.1, 3.8
2012, Spring	Marketing Core	2.81	100%	4.1, 4.0
2012, Fall	Marketing Mgmt.	2.96	79%	4.2, 3.9
2012, Fall	Marketing Core ***	2.86	97%	3.6, 3.7
2012, Fall	Marketing Core	2.70	95%	4.0, 4.2
2011, Spring	Internship	N/A	100%	4.2, 4.2
2011, Spring	Consumer Behav.	2.83	81%	3.5, 3.7
2011, Spring	Marketing Concepts	2.73	92%	4.1, 4.1

Teaching Evaluations (SNC, continued)

2010, Fall	Marketing Mgmt.	2.86	83%	4.1, 4.1
2010, Fall	Marketing Core	2.74	76	4.4, 4.4
2010, Fall	Marketing Core	2.74	86	4.4, 4.2
2010, Spring	Internship	3.33	100%	5.0, 4.5
2010, Spring	Marketing Core	2.71	96	4.1, 4.1
2010, Spring	Sales Mgmt.	2.81	92	4.2, 4.1
2009, Fall	Not administered (institution-wide technical issues)			
2009, Spring	Consumer Behav.	2.76	73	4.4, 4.3
2009, Spring	Marketing Core	2.70	78	4.3, 4.1
2009, Spring	Marketing Core	2.70	86	4.1, 4.1
2008, Fall	Promotions	2.68	88	4.6, 4.4
2008, Fall	Marketing Core	2.70	84	4.7, 4.6
2008, Fall	Marketing Core	2.70	81	4.3, 4.1
2008, Spring	Marketing Core	2.83	86	4.4, 4.3
2008, Spring	Internship	3.20	100	3.4, 3.4
2008, Spring	Sales Mgmt.	2.72	80	4.0, 4.1
2007, Fall	Marketing Core	2.79	90	4.7, 4.6
2007, Fall	Marketing Core	2.79	86	4.6, 4.4
2007, Fall	Marketing Mgmt.	2.94	78	4.3, 4.2
2007, Spring	Marketing Core	2.78	79	4.5, 4.3
2007, Spring	Marketing Core	2.78	100	4.3, 4.3
2007, Spring	Promotions	2.83	81	4.5, 4.5
2006, Fall	Marketing Core	2.86	91	4.4, 4.3
2006, Fall	Marketing Core	2.86	96	4.2, 4.2
2006, Fall	Consumer Behav.	2.88	90	4.2, 4.4
2006, Spring	Marketing Core	2.88	100	4.5, 4.4
2006, Spring	Sales Mgmt.	2.88	76	4.3, 4.2
2006, Spring	Internship	3.40	80	4.5, 4.3
2005, Fall	Marketing Core	2.80	100	4.3, 4.1
2005, Fall	Marketing Core	2.80	81	4.4, 4.4
2005, Fall	Marketing Mgmt.	2.90	90	4.5, 4.6
2005, Spring	Marketing Core	2.92	71	4.2, 4.3
2005, Spring	Promotions	3.07	91	4.2, 4.2
2005, Spring	Internship	3.17	78	5.0, 4.7
2004, Fall	Marketing Core	2.78	56	3.7, 3.8
2004, Fall	Marketing Core	2.78	89	2.7, 3.2
2004, Fall	Sales Mgmt.	3.08	84	3.3, 3.5

*If a class was taught twice in a term, then overall grade point averages represent a pooled distribution of both sections.

**Due to a campus policy change BUAD 494/ACCT 494-Internship is now graded in a Satisfactory/Unsatisfactory manner.

*** Wolfgang Grassl's sabbatical created enrolments of 37 and 36 respectively. Normal core class sizes enroll between 25-30 students.

Teaching Evaluations (Other Institutions)

Semester	Institution	Title	Course	Instructor, Course
2004, Summer	Univ. of Ill.	Visit. Prof.	Principles of Marketing	4.1, 4.1
2004, Undergrad	UNL-FE	Asst. Prof.	Marketing Comm.	4.4, 4.3
2004, MBA Term 4	UNL-FE	Asst. Prof.	Marketing Comm.	3.8, 3.6
2004, MBA Term 3	UNL-FE	Asst. Prof.	E-commerce	3.7, 3.7
2004, MBA Term 2	UNL-FE	Asst. Prof.	MBA Core, Mktg	3.5, 3.5
2003, Undergrad	UNL-FE	Asst. Prof.	Marketing Comm.	4.2, 4.1
2003, MBA Term 3	UNL-FE	Asst. Prof.	Marketing Research	2.8, 3.0
2003, MBA Term 4	UNL-FE	Asst. Prof.	Marketing Comm.	3.2, 3.3
2002, MBA Term 2	UNL-FE	Asst. Prof.	Marketing Comm.	4.4, 5.0
2001, Undergrad	UNL-FE	Asst. Prof.	Marketing Comm.	3.8, 3.7
1999, Summer	Univ. of Ill.	Instructor	Principles of Marketing	4.0, 4.0
1999, Summer	Univ. of Ill.	Instructor	Principles of Marketing	3.7, 3.9
1997, Summer	Univ. of Ill.	Instructor	Principles of Marketing	3.8, 4.2
1997, Summer	Univ. of Ill.	Instructor	Principles of Marketing	3.8
1998, Fall	Univ. of Ill.	TA	Principles of Marketing	3.8, 4.0
1998, Fall	Univ. of Ill.	TA	Principles of Marketing	4.0, 4.3
1997, Spring	Univ. of Ill.	TA	Principles of Marketing	3.9, 3.5
1997, Spring	Univ. of Ill.	TA	Principles of Marketing	3.7, 3.7
1996, Fall	Univ. of Ill.	TA	Principles of Marketing	3.7
1996, Fall	Univ. of Ill.	TA	Principles of Marketing	3.2

Collegial Service

SNC Faculty Personnel Committee, 2011-2014 (Co-Chair 2012-2013)

SNC Stewardship Committee, 2010-2013

SNC Enrollment Committee, 2010-2012

President of Sigma Beta Delta & Induction Ceremony Coordinator, 2010-
Assessment Coordinator for the Business Administration Discipline, 2006-

Appointed member of SNC Curriculum Committee, 2007-2008

Marketing Faculty Judge (1 of 2) for *Dana Van Den Heuvel Marketing Award*, 2007-2009

Faculty Judge for the ShopKo Scholarship Award, 2008

Vice President of Sigma Beta Delta induction ceremony, 2006-2010

Elected member of Saint Norbert College's *Harassment Committee*, 2006-2008

Created initial draft of revised Business Administration Discipline Mission Statement (Completed
by Dr. Eliot Elfner)

Composed initial proposal for formal adoption of the treatment of ethical topics in the Business
Administration curriculum. Presented at discipline's faculty meeting, 2006

Collegial Service

Invited expert evaluator of student advertising campaigns at Lombardi Middle School, Green Bay, WI, 2006

Invited reviewer for Ingram, LaForge, Avila, Schwepker, & Williams (2007): *Sales Management: Analysis and Decision Making*, 6e, Thomson Southwest Publishing, 2006

Assisted in the design of Saint Norbert College's Concentration in Marketing, 2005

Selected member of Saint Norbert College's *Student Life Advisory Committee*, 2005-2006

Elected member of Saint Norbert College's *Business and Finance Committee*, 2005-2006

Round Table Discussant with guest faculty members (University of Stockholm), Portugal, 2002

Fulbright Scholarship Judge, Portugal, 2002

Interviewee for *Publicó*, largest circulated newspaper in Portugal, 2002

"Road Show" field presenter for undergraduate recruitment at UNL-FE, 2001-2003

Active member of the Univ. Nova de Lisboa, Faculty of Economics Scientific Council, 2001-2003

Moderator, Industrial Distribution Management Student Case Competition, 2000.

Volunteer, Society for Consumer Psychology Conference, 1999.

Volunteer Tutor, Urbana Adult Education Center, Illinois, 1997-1999.

Volunteer Tutor, Mayor's Council on Illiteracy, Philadelphia, Pennsylvania, 1990-1991.

Thesis Committee Work

Inside Evaluator for Master Candidate Liliana Maria Parreira Guerreiro, *Dan Cake: Creation and Implementation of a Marketing Strategy, a Case Study*, Candidate passed public examination with highest level on October 21, 2002

Inside Evaluator for Master Candidate Ana Maria Saudade e Silva Lopes Sampaio, *Optimus, a Case Studies (A): The Entry, and (B) One Year After*, Candidate passed public examination with highest level on July 21, 2003

Business Community Involvement

Day Break Foods, Lake Mills WI, *Independent Marketing Services Contractor*, Summer, 2006

Dissertation

Social Status and Product Perceptions: A Social Identity Perspective on Information Processing and Product Evaluation

Dissertation Committee

Dr. Madhu Viswanathan (Chairperson), Professor of Business Administration and Diane and Steven N. Miller Endowed Professor, University of Illinois

Dr. David Gardner, Professor *Emeritus*, Dept. of Business Administration, University of Illinois

Dr. Sharon Shavitt, Walter H. Stellner Professor of Marketing, University of Illinois

Dr. Brian Wansink, John S. Dyson Professor of Marketing, Dept. of Applied Econ and Mgmt., Cornell University

References available upon request