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## Education

PhD, University of North Texas, 1995.  
Area of Study: Marketing  
Dissertation/Thesis Title: The Effect of Information Technology on Productivity in the Retail Sector

MBA, University of Montana, 1991.  
Area of Study: General Business

BS, University of Montana, 1990.  
Area of Study: Decision Information Systems

## Administrative Roles

Director, (2012 - Present).

## RESEARCH, SCHOLARSHIP, AND CREATIVE WORKS

### Publications

#### Juried

Journal Article

Accepted

Urbonavicius, S., Janonyte, A., Reardon, S., reardon (in press). The Influence of Body Objectification and Health Locus of Control on Using Gym Services by Women. *Journal of Business, Marketing and Decision Sciences*.  
<http://www.iabpad.com/journals/international-journal-of-business-marketing-and-decision-sciences/>

Reardon, S., Jonviciute, V., Urbonavicius, S., Reardon, J. (in press). Expressions of the Need for Uniqueness and Conformity in Personal and Professional Contexts. *Review of Higher Education and Self Learning*.

Lalovic, G., Reardon, S., Vida, I., Reardon, J. (in press). Consumer Decision Model of Intellectual Property Theft in Emerging Markets. *Organizations and Markets in Emerging Economies*.

In Preparation; Not Yet Submitted

Dikcius, V., Pikturniene, I., Seimiene, E., Pakalniskiene, v., Kavaliauske, M., Reardon, J. Who Convinces Whom? Parent and Child Perceptions of Children's Engagement in Parental Purchase Decisions. *Taylor and Francis*.  
<https://www.tandfonline.com/eprint/TH9fcDPQekMaC6gJ6Fhs/full>

Published

- McCorkle, D. E., Reardon, J., Radon, A., Abraha, D. (2019). A Global Consumer Decision Model of Intellectual Property Theft. *Journal of Research in Interactive Marketing*, 13(4), 509-528.. DOI: <https://doi.org/10.1108/IMR-03-2015-0080>
- Dikcius, V., Pikturniene, I., Pakalniskiene, V., Reardon, J., Seimiene, E. (2019). Adolescents' engagement in parental purchase decisions of durable goods: scale development and validation. *Westburn Publishers Ltd*, 60(26), 35-60. <https://www.ingentaconnect.com/contentone/westburn/jcb/2019/00000018/00000001/art00004>. DOI: <https://doi.org/10.1362/147539219X15633616548506>
- Reardon, J., Vianelli, D., Miller, C. (2017). The Effect of COO on Retail Buyers' Propensity to Trial New Products. *International Marketing Review*, 34(2), 311-329.
- Conner, S., Reardon, J., Miller, C., Salciuviene, L., Auruskeviciene, V. (2017). Cultural Antecedents to the Normative, Affective, and Cognitive Effects of Domestic versus Foreign Purchase Behavior. *Journal of Business Economics and Management*, 18(1), 100-115. <http://www.tandfonline.com/doi/abs/10.3846/16111699.2016.1220975>
- Reardon, S., Jonaviciute, v., Urbonavicius, S., Reardon, J. (2016). EXPRESSIONS OF THE NEED FOR UNIQUENESS AND CONFORMITY IN PERSONAL AND PROFESSIONAL CONTEXTS. *REVIEW OF HIGHER EDUCATION AND SELF-LEARNING*, 9(27).
- Aramendia-Muneta, M. E., Reardon, J. (2016). The influence of Ethnocentricity in Purchase Behavior and Ethnocentric Attitudes. *International Journal of Business Anthropology, Cambridge Scholars Publishing*, 2(6). <http://www.cambridgescholars.com/international-journal-of-business-anthropology-2>
- Urbonavicius, S., Vytautas, D., Reardon, J. (2016). CREDIBILITY OF A SALESPERSON IN RETAILING: JUDGMENTS ON THE BASIS OF THEIR DEMOGRAPHIC PARAMETERS. *Marketing and Management of Innovations*(2), 48-58. <http://mmi.fem.sumdu.edu.ua/en/journals/2016/2/49-58>
- Škudienė, V., McCorkle, D. E., Reardon, J., Čertokas, Š. (2015). The Effect Of E-Shops' Service Quality on Lithuanian Consumers' Purchase Intentions. *International Journal of Business, Marketing and Decision Sciences*, 8(1), 43-59. <http://www.iabpad.com/journals/international-journal-of-business-marketing-and-decision-sciences/>
- Vianelli, D., Reardon, J., Guercini, S. (2015). Asymmetric Relationships among Consumer Ethnocentrism, National Identificatin, and Cosmopolitanism. *Micro & Macro Marketing*(2), 181-198.. DOI: DOI: 10.1431/80825
- Škudienė, V., McCorkle, D. E., Reardon, J., Vaitiekunaite, D. (2014). Customer Perceived Value Influence on Manufacturer and Private Label Brand Repurchase Intentions. *Journal of International Business Management & Research*, 5(15).
- McCorkle, D. E., Miller, C., Reardon, J. (2014). Modeling Global Consumer Retail Channel Choice: Bricks or Clicks. *International Journal of Accounting Information Science and Leadership*, 7(20).
- Škudienė, V., Everhart, D., Reardon, J., Šlepikaitė, K. (2013). Front-Line Employees' Recognition and Empowerment Effect on Retail Bank Customers' Perceived Value.

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- Clinebell, S. K., Škudienė, V., Trijonyte, R., Reardon, J. (2013). Impact of Leadership Styles on Employee Organizational Commitment. *Journal of Service Science*, 6(1), 139-151.
- Miller, C., Škudienė, V., Reardon, J. (2013). Managing Customer Loyalty in the Entertainment Industry in a Transitional Economy. *Review of Management Innovation & Creativity*, 6(18), 114-129.
- Auruškevičienė, V., Satova, J., Reardon, J. (2013). Success Factors of E-Commerce in Transitional Economies. *Journal of International Business Management & Research*(4 (Spring)), 9-25.
- Lalovic, G., Reardon, S., Vida, I., Reardon, J. (2013). Consumer Decision Model of Intellectual Property Theft in Emerging Markets. *Organizations and Markets in Emerging Economies*, 3(1), 58-74.
- Auruskeviciene, V., Vianelli, D., Reardon, J. (2012). Comparison of Consumer Ethnocentrism Behavioural Patterns in Transitional Economies. *Transformations in Business and Economics*, 11(2), 20-35.
- Kreckova, Z., Odehnalova, J., Reardon, J. (2012). Consumer Ethnocentricity within the Environment of Economic Crisis. *Engineering Economics*, 23(3), 271-281.
- Skudiene, V., Everhart, D., Kaminska, M., Reardon, J. (2012). Cross-Gender Conflict Management Styles and Employee Attitudinal Outcomes: The Mediating Role of Empowerment and Trust. *Journal of Knowledge & Human Resource Management*, 4(6).
- Reardon, J., Miller, C. (2012). The Effect of Response Scale Type on Cross-Cultural Construct Measures: An Empirical Example Using Hall's Concept of Context. *International Marketing Review*, 29(1), 24-53.
- McCorkle, D., Reardon, J., Dalenberg, D., Pryor, A., Wicks, J. (2012). Purchase or Pirate: A Model of Consumer Intellectual Property Theft. *Journal Of Marketing Theory and Practice*, 20(1), 73-86.
- Salciuviene, L., Auruskeviciene, V., Reardon, J. (2011). Antecedents of Performance of Multi-Level Channels in Transitional Economies. *Baltic Journal of Management*, 6(1), 89-104.
- Skudiene, V., Auruakeviiien, V., Reardon, J. (2011). The Effect of Emotional Intelligence on Project Outcomes. *Transformations in Business and Economics*, 10(2), 125-137.
- Rybina, L., Reardon, J., Humphries, J. (2010). Patriotism, Cosmopolitanism, Consumer Ethnocentrism, and Purchase Behavior in Kazakhstan. *Organizations and Markets in Emerging Economies*, 1(2), 92-107.
- Payan, J., McCorkle, D., Reardon, J. (2010). The Effect of Culture on the Academic Honesty of Marketing and Business Students. *Journal Of Marketing Education*, 32(3), 275-291.
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- Payan, J., Obadia, C., Reardon, J., Vida, I. (2010). Survival and Dissolution of Exporter Relationships with Importers: A Longitudinal Analysis. *Industrial Marketing Management*, 39(7), 1198-1206.
- Miller, C. E., Reardon, J., Salciuviene, L., Auruskeviciene, V., Lee, K. (2009). Need for Cognition as a Moderator of Affective and Cognitive Elements in Online Attitude toward the Brand Formation. *Journal Of Business And Economics Research*, 7(2), 65-72.
- Dmitrovic, T., Vida, I., Reardon, J. (2009). Purchase Behavior in Favor of Domestic Products in the West Balkans. *International Business Review*, 18(5), 523-535.
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- Reardon, J., Payan, J., Miller, C., Alexander, J. (2008). Optimal Class Length in Marketing Undergraduate Classes: An Examination of Preference, Instructor Evaluations, and Student Performance. *Journal of Marketing Education*, 30(1 April), 12-20.
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- Reardon, J., Miller, C., Vida, I., Kim, I. (2005). The Effects of Ethnocentrism and Economic Development on the Formation of Brand and Ad Attitudes in Transitional Economies. *European Journal Of Marketing*, 39(7/8), 737-754.
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- Miller, C., Reardon, J., McCorkle, D. (2003). Incentives for Industrial Sales Personal: An Empirical Examination of Compensation Attributes. *International Journal Of Business Disciplines (IJBD)*, 14, 42-50.
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- Miller, C. E., Reardon, J., McCorkle, D. E. (2003). Incentives for Industrial Sales Personnel: An Empirical Examination of Compensation Attributes. *International Journal Of Business Disciplines (IJBD)*, 14(2), 42-49.
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- Reardon, J., Kling, N. D., McCorkle, D. E., Miller, C. (2002). The Formation of Regional Trade Blocs: A Theoretical Perspective Using Game Theory. *American Business Review*, 20(1), 91-99.
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- McCorkle, D. E., Alexander, J. F., Reardon, J. (2001). Integrating Business Technology and Marketing Education: Enhancing the Diffusion Process Through Technology Champions. *Journal Of Marketing Education*, 23(1), 16-24.
- Reardon, J., Kling, N., Amirebayeva, S., McCorkle, D. (2001). A Multidisciplinary Approach to Multistop/Multipurpose Shopping Behavior and Retail Location. *Marketing Management*, 11(2), 41-49.
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- Miller, C., Reardon, J., McCorkle, D. (1999). The Effects of Competition on Retail Structure: An Examination of Intratype, Intertype, and Intercategory Competition. *Journal Of Marketing*, 63, 107-120.
- Miller, C. E., Reardon, J., McCorkle, D. E. (1999). The Effects of Competition on Retail Structure: An Examination of Intratype, Intertype and Intercategory Competition. *Journal Of Marketing*, 63(4), 107-120.
- McCorkle, D. E., Reardon, J. F., Alexander, J. F., Kling, N. D., Harris, R. C., Iyer, V. V. (1999). Undergraduate Marketing Students, Group Projects and Teamwork: the Good, the Bad and the Ugly? *Journal Of Marketing Education*, 21(2), 106-117.
- Reardon, J., Dalenberg, D., Wicks, J., Lee, J. (1999). Are Families Rational in Their Make or Buy Decisions? *Journal Of Business And Economic Studies*, 5(1), 17-32.
- Reardon, J., Dalenberg, D., Wicks, J., Lee, J. (1999). Production and Consumption of Goods and Servicing Within the Household and the Effects on Marketing Strategies. *Journal Of Business And Economic Perspectives*, 25(2), 71-84.
- Reardon, J., Vida, I. (1998). Measuring Retail Productivity. *International Review Of Retail, Distribution And Consumer Research*, 8(4), 399-414.
- Reardon, J., Hasty, R. (1998). A Game Theoretic Approach to International Retailer-Vendor Relations. *International Journal Of Business Disciplines (IJBD)*, 8(2), 39-50.
- Chowdhury, J., Reardon, J., Srivastava, R. (1998). Alternative Modes of Measuring Store Image: An Empirical Assessment of Structured Versus Unstructured Measures. *Journal Of Marketing Theory & Practice*, 6, 72-86.
- Reardon, J., Hasty, R., McGowen, K. (1997). Value Systems and Acculturation: Differences in Hispanic Values. *Journal Of Retailing And Consumer Services*, 4(3), 153-158.

- Reardon, J., Miller, C., Hasty, R., Waguespack, B. (1996). A Comparison of Alternative Theories of Services Marketing. *Journal Of Marketing Theory & Practice*, 4(4), 61-71.
- Massad, V., Reardon, J. (1996). Channel Surfing, Brand Loyalty, and Risk Aversion: Modeling Consumer Switching Behaviors. *International Journal Of Advertising*, 15, 250-261.
- Reardon, J., Hasty, R. (1996). International Vendor Relations: A Perspective Using Game Theory. *International Journal Of Retail & Distribution Management*, 24(1), 15-23.
- Reardon, J., Hasty, R., Coe, B. (1996). The Effect of Information Technology On Productivity In Retailing. *Journal Of Retailing*, 72(4), 445-461.
- Miller, C., Reardon, J. (1995). The Structure of Markets, Competition, and Retailing: Effects of Intra-type Competition. *Journal Of Marketing Management*, 5(2), 35-46.
- Reardon, J., Miller, C., Coe, B. (1995). Applied Scale Development: Measurement of Store Image. *Journal Of Applied Business Research*, 11(4), 85-93.
- Miller, C., Reardon, J., Srivastava, R., Hu, S.-W. (1995). Special Economic Zones of the People's Republic of China: An Examination of Entry Strategies by Taiwanese Investors. *International Journal Of Management*, 12(2), 247-54.
- Miller, C., Reardon, J. (1995). Market Pricing For Publicly Owned Goods: A Proposed Model and Methodology. *Journal Of Business And Economic Perspectives*, 21(1), 45-52.
- Miller, C., Reardon, J. (1994). Increasing Montana's Non-Resident Hunting Fees. *Montana Business Quarterly*, 31(4), 15-17.

#### Conference (Abstract) Proceeding

##### Published

- Brannon, D., Reardon, J., Radon, A. (2019). *Attention Capture and Transference from Complimentary Products to Focal Products*. Austin TX: American Marketing Association Winter Educators Conference.
- Salciuviene, I., Chip, m., Reardon, J., Lee, K., Mikoliunas, T., Miller, K. (2017). *Media Involvement and Consumer Attitude Formation towards Digital Advertising*. Oxford: 50th Academy of Marketing Conference.
- McCorkle, D. E., Reardon, J. (2017). *The Added Value of Certifications: A Case Utilizing Hootsuite Certification for Managing Social Media* (vol. 11). INTED2017 Proceedings 11th International Technology, Education and Development Conference. <https://iited.org/inted/publications>. DOI: 10.21125/inted.2017
- Reardon, J., Vianelli, D., Auruskeviciene, V., Vida, I. (2017). *Assessing Consumer Preferences for Foreign and Domestic Product Before and during an Economic Crises: A Longitudinal Examination*. Chicago: American Marketing Association.

#### Conference (Full Paper) Proceeding

##### Accepted

Vianelli, D., Reardon, J., Auruakeviiien, V. (in press). *The Effects of Consumer Ethnocentrism, National Identity, and Cosmopolitanism on Purchase Behavior in Transitional Economies*. Eurasia Business and Economics Society Conference.

Škudien, V., Everhart, D., Kaminska, M., Reardon, J. (in press). *Cross-Gender Conflict Management Styles and Employee Attitudinal Outcomes: The Mediating Role of Empowerment and Trust*. Intellectbase International Consortium Conference.

#### Published

McCorkle, D. E., Reardon, J., Miller, C., Auruškevičienė, V. (2018). *Underlying Causes of the Geographic Choice Decision of U.S. Business Students to Study Abroad*. Valencia: Proceedings of INTED Conference.

McCorkle, D. E., Reardon, J., Miller, C., Auruškevičienė, V. (2018). *The Effect of Student Perceived Benefits and Obstacles on Determining Geographic Region for Study Abroad*. Santa Fe, New Mexico: 2018 MEA Marketing Educators' Conference.

Salciuvienė, L., Miller, C., Reardon, J., Mikoliunas, T., Lee, K., Miller, K. E. (2017). *Media Involvement and Consumer Attitude Formation towards Digital Advertising* (vol. 2017). Hull University Business School: Proceedings of the Academy of Marketing.

Rybina, L., Reardon, J., Garkavenko, V. (2017). In Timothy Lee (Ed.), *The Impact of Consumer Ethnocentrism and its Antecedents on Airline Preference among Kazakhstani Travelers* (1st ed., vol. 1). Beppu Japan: Global Congress of the Special Interest Tourism & Hospitality. <http://itc2017.tosok.org>

Dikcius, V., Armenakyan, A., Pikturniene, I., Seimiene, E., Kavaliauske, M., Katkuvienė, K., Reardon, J. (2016). *Children's Influence on their Parents' Purchase Decision: Systematic Analysis of Researches Between 1985-2014* (vol. 21). International Scientific Conference Economics and Management.

Reardon, S., Jonaviciute, v., Urbonavicius, S., Reardon, J. (2015). *EXPRESSIONS OF THE NEED FOR UNIQUENESS AND CONFORMITY IN PERSONAL AND PROFESSIONAL CONTEXTS*. Intellectbase Academic Conference 2015.

Abraha, D., Radon, A., Sundstrom, M., Reardon, J. (2015). *The effect of cosmopolitanism, national identity and ethnocentrism on Swedish purchase behavior*. Orlando, FL: AABRI Conference.

Škudienė, V., McCorkle, D. E., Reardon, J., Čertokas, Š. (2015). *The Effect of E-Shops' Service Quality on Lithuanian Consumers' Purchase Intentions*. Proceedings of the International Academy of Business and Public Administration Disciplines (IABPAD) Conference.

Auruškevičienė, V., Radon, A., Abraha, D., Reardon, J., Vida, I. (2015). *Consumer Decision Model of Intellectual Property Theft in Eurasia Markets*. Lisbon, Portugal: 15th EBES Conference.

Reardon, J., Vianelli, D., Auruškevičienė, V., Vida, I. (2014). *The Effect of Economic Crisis on Consumer Preferences of Foreign and Domestic Goods: A Cross-cultural, Longitudinal Study of US, Italy and Lithuania*. Valencia, Spain: 43rd Annual EMAC Conference.

McCorkle, D. E., Miller, C., Reardon, J. (2013). *Modeling Global Consumer Retail*



*Channel Choice: Bricks or Clicks*. Intellectbase Academic Conference 2013.

Reardon, J., McCorkle, D. E., Auruškevičienė, V. (2013). *An Exploratory Study of Online Versus Traditional Educational Delivery Methods Using Social Contract Theory*. Portland, OR: Marketing Educators' Association Conference.

Skudienė, V., McCorkle, D. E., Reardon, J., Vaitiekunaite, D. (2013). *Customer Perceived Value Influence on manufacturer and Private Label Brands Repurchase Intentions*. Las Vegas, NV: Intellectbase International Consortium.

Vianelli, D., Marzano, C., Reardon, J. (2013). *Il processo d'acquisto dei retailer: proposta di un modello d'analisi per i prodotti made in Italy nel mercato Americano*. Milan, Italy: Dall'innovazione tecnologica al mercato.

McCorkle, D. E., Miller, C., Reardon, J. (2013). *Modeling Global Consumer Retail Channel Choice*. Las Vegas, NV: Intellectbase International Consortium Conference.

Škudienė, V., Everhart, D., Reardon, J., Šlepikaitė, K. *Front-Line Employees' Recognition and Empowerment Effect on Retail Bank Customers' Perceived Value*. Paris International Academic Conference/Baltic Cruise Conference.

McCorkle, D. E., Auruakeviiien, V., Vytautas, J., Reardon, J. (2013). *The Antecedent Effects of SMS Marketing on Consumer Intentions*. Proceedings of the Academy of Business and Public Administration Disciplines.

McCorkle, D. E., Auruškevičienė, V., Reardon, J., Skudienė, V. (2012). *Faculty Adaptation to Foreign Student Learning Styles and Expectations*. Long Beach, CA: 33rd Annual Proceedings of the Marketing Educators Conference.

Miller, C., Skudienė, V., Reardon, J. (2012). *Managing Customer Loyalty in the Entertainment Industry in a Transitional Economy*. Las Vegas, NV: Intellectbase International Consortium Conference.

Reardon, J., McCorkle, D. E., Auruakeviiien, V. (2012). *Online Courses: Innovative Education Channel or 21st Century Correspondence Course* (pp. 5588-5593). INTED 2012 Proceedings 6th International Technology, Education and Development Conference.

Auruškevičienė, V., Satova, J., Reardon, J. (2012). *Success Factors of E-Commerce in Transitional Economies*. Las Vegas, NV: Intellectbase International Consortium Conference.

McCorkle, D. E., Auruškevičienė, V., Vytautas, J., Reardon, J. (2012). *The Antecedent Effects of SMS Marketing on Consumer Intentions* (1st ed., vol. 6, pp. 88-105). Orlando, FL: International Academy of Business and Public Administration Disciplines Conference.

Payan, J., Reardon, J. (2011). *The Effect of Culture, Product Self-Image Congruence, and Brand Attitudes on the Propensity to be Brand Loyal*. 15th Biennial World Congress of the Academy of Marketing Science.

Reardon, J., Miller, C., Vida, I., Salciuviene, L., Auruškevičienė, V. (2011). *The Effect of Culture on Antecedents to the Foreign and Domestic Purchase Choices: A Global Perspective*. Cancun, Mexico: American Marketing Association (AMA) Global SIG Conference.

- Reardon, J., Auruskeviciene, V., Skudiene, V. (2010). *Adaptation of Foreign Visiting Faculty to Local Student Learning Styles and Expectations*. Madrid, Spain: International Conference of Education, Research and Innovation.
- Vianelli, D., Reardon, J., Guercini, S. (2010). *Consumer Ethnocentrism, National Identity and Cosmopolitanism in Italy: A study on purchase behavior of domestic versus foreign-made products*. Venice Italy: 9th International Marketing Trends Conference.
- Reardon, J., Miller, C., Auruskeviciene, V. (2010). *Measurement and Validation of Hall's Construct of Context: Extending the Cross-Cultural Measurement Paradigm*. Porto, Portugal: Annual European International Business Academy Conference.
- Reardon, J., Payan, J., Auruskeviciene, V. (2010). *The Effect of Culture, Product Self-Image Congruence, and Brand Attitudes on the Propensity to be Brand Loyal*. Porto, Portugal: Annual European International Business Academy Conference.
- Reardon, J., Skudiene, V., Auruskeviciene, V. (2010). *The Effect of Entrepreneurs' Emotional Intelligence on Project Outcomes*. Vilnius, Lithuania: Innovation Driven Entrepreneurship - BMRA 2010.
- Reardon, J., McCorkle, D., McCorkle, Y. (2010). *The Effect of Uncertainty Avoidance on Consumer E-Commerce Adoption: An Exploratory Examination*. Orlando, FL: Academy of Business and Public Administration Disciplines.
- Auruskeviciene, V., Reardon, J. (2010). *The Impact of Attitudes on Mobile Marketing and Behavioral Outcomes in a Transitional Economy*. Budapest, Hungary: European Marketing Academy Regional Conference-Marketing Theory Challenges in Emerging Societies.
- Urbonavicius, S., Gineikeine, J., Reardon, J. (2010). *The Role of Country Animosity, Ethnocentrism and Nostalgia on Consumer Judgements in the Context of Transformations*. Budapest, Hungary: European Marketing Academy Regional Conference.
- Miller, C., Reardon, J., Salciuviene, L., Auruskeviciene, V., Lee, K. (2009). *Need for Cognition as a Moderator of Affective and Cognitive Elements in Online Attitude toward the Brand Formation*. Prague, Czech: European Applied Business Research Conference.
- Obadia, C., Reardon, J. (2009). *SME's Performance in International Export Channels: Relying on relationships as a Competitive Advantage*. Tel Aviv, Israel: Entrepreneurship Without Borders: FoSentHE Conference.
- Reardon, J., McCorkle, D., Auruskeviciene, V., Skudiene, V. (2009). *The Effect of Culture on Consumer E-Commerce Adoption*. Kauai, Hawaii: Western Decision Sciences Institute.
- Reardon, J., Miller, C., Vida, I., Obadia, C. (2009). *The Effects of Culture on Antecedents to Domestic or Foreign Purchase Choice*. Valencia Spain: 2009 EIBA Conference.
- Payan, J., Reardon, J., McCorkle, D. (2009). *The Effects of Culture on Undesirable Undergraduate Student Behaviors*. Puerto Vallarta, Mexico: Cross-Cultural Research Conference.
- McCorkle, D., Auruskeviciene, V., Skudiene, V., Reardon, J., Vida, I. (2008). *Consumer Choice and Intellectual Property Theft: An Exploratory Examination*. Chicago, IL:

Marketing Management Association.

- Salciuviene, L., Auruskeviciene, V., Reardon, J. (2008). *Development Factors of the Competitive Advantages in the Subsidiaries of MNCs*. Vilnius, Lithuania: International Business Development: Globalization, Opportunities, and Challenges.
- Obadia, C., Vida, I., Reardon, J. (2008). *Revisiting Importers' Roles in Export Performance Models*. Tallinn, Estonia: 2008 EIBA Conference.
- Reardon, J., Auruskeviciene, V., Salciuviene, L., McCorkle, D. (2008). *The Effect of Culture on Consumer Intellectual Property Theft: An Exploratory Analysis*. Madrid, Spain: Global Business and Technology Association's Tenth Annual International Conference.
- Payan, J., Reardon, J., McCorkle, D., Weverbergh, M. (2008). *The Effects of Culture on Cheating: An Exploratory Examination*. Salt Lake City, UT: 32nd Annual Proceedings of the Marketing Educators Conference.
- McCorkle, D., Payan, J., Reardon, J., Kling, N. (2007). *Creative Thinking Skills: An Exploratory Empirical Analysis*. Verona, Italy: AMS World Marketing Conferenc.
- Reardon, J., Payan, J., Miller, C. (2007). *Optimal Class Length in Marketing Classes*. San Antonio, TX: Marketing Educators Conference.
- McCorkle, D., Payan, J., Kling, N., Reardon, J. (2006). *Role of Creativity in Marketing Education*. San Francisco, CA: Marketing Educators Conference.
- Reardon, J., Miller, C., Foubert, B., Vida, I., Kling, N. (2006). *The Effectiveness of Personal vs. Social Consequence Anti-Smoking Messages: An Exploratory Analysis*. Institute for Business and Finance Research: Global Conference on Business and Finance.
- Miller, C., Reardon, J. (2005). *Attitudes Toward Advertising: An Examination of Transformations During Initial Stages of Economic Development*. Salem, MA: Atlantic Marketing Conference.
- Reardon, J., Miller, C. (2005). *Attitudes Toward Advertising: An Examination of Transformations During Initial Stages of Economic Development*. Atlantic Marketing Association.
- Reardon, J., Vida, I., Dmitrovic, T. (2005). *Consumer Domestic Purchase Behavior in Newly Transitioning Post War Economics*. Munster, Germany: AMS World Marketing Conference.
- Reardon, J., Miller, C., Kling, N., McCorkle, D. (2005). *The Effects of Testing Frequency on Performance in Marketing Classes*. La Jolla, CA: Marketing Educators Conference.
- Reardon, J., Vida, I., Miller, C. (2005). *An examination of brand and add attitudes formation in two emerging economics*. (pp. 120-123). Ahmedabad, India: International Conference on Marketing Paradigms for Emerging Economies.
- Reardon, J., Vida, I. (2004). *An examination of domestic purchasing behavior in a high growth transitional economy* (pp. 200-205). Marketing Management Association.
- Reardon, J., Miller, C., Kling, N., Vida, I., Rybina, L. (2004). *Hemispheric Asymmetries and Cognitive Processing: A Critical Evaluation of the SOP Scale*. Las Vegas, NV:

Marketing Educators Conference.

- Reardon, J., Broekhuizen, T. L.J., Haes, J. D., McCorkle, D. (2004). *The E-Commerce Purchase Decision: Why Consumers Buy Through the Internet*. New Orleans, LA: Direct Marketing Educators' Conference.
- Reardon, J., Vida, I., Alexander, J. (2003). *Factors underlying domestic purchase behavior in transitional economics*. European Applied Business Research Conference.
- Vida, I., Reardon, J. (2002). *An Investigation of Cultural Openness and Consumer Ethnocentricity in Four Central European Countries*. Marketing Management Association.
- Reardon, J., Miller, C., Amirebayeva, S. (2002). *The Correlation of Informaiton Processing and Personality Styles: An Exploratory Analysis* (vol. 2). European Applied Business Research Conference.
- Reardon, J., Miller, C., McCorkle, D. (2001). *Dot Com Versus Dot Bomb: Why Professor Self Owes Me a Bottle of Cognac*. Atlantic Marketing Conference.
- Reardon, J., Miller, C. (2001). *Incentives for Industrial Salespeople: Does Anything Besides Cash Work?*. Atlantic Marketing Conference.
- Allen, C., Hasty, R., Reardon, J. (2000). *Retail Salesperson Productivity: A Closer Look*. Atlantic Marketing Conference.
- Reardon, J., Miller, C., Kling, N. (1999). *Cooperation and Regional Trading Blocs: An Examination Using an Expanded Prisoners*. Western Decision Sciences Institute Annual Conference.
- Reardon, J., Lee, J. (1999). *Modeling Consumer Distribution Channel Switching Behavior: The Case of Direct vs. Traditional Channels*. AMS World Marketing Congress.
- Reardon, J., Miller, C., Harris, B. (1998). *Applying the Principles of Business to Universities: An Expanded View of Students as Customers*. Marketing: A Sharper Focus.
- Miller, C., Reardon, J. (1997). *Effect of Pictures and Words as Cognitive Cues on Information Processing in Print Ads: Some Propositions*. Enhancing Marketing Knowledge Development in Marketing.
- Vida, I., Reardon, J. (1997). *The Emerging Markets of the Baltic States: Can Cultural Openness Predict Ethnocentricity?*. Midwest Marketing Association.
- Reardon, J., Massad, V. (1996). *A Comparison of Alternative Explanations of Consumer Switching Behaviors* (pp. 152-158). Atlantic Marketing Conference.
- Reardon, J., Coe, B., Miller, C. (1996). *Exploration of Expansion and Associated Timing Strategies for International Market Entry: A Proposed Model and Methodology* (vol. 19). Developments in Marketing Science.
- Zhang, L., Burgess, B., Reardon, J., Erramilli, M. (1996). *Government Intervention in International Service Trade: Industry Perspectives* (pp. 337-344). Atlantic Marketing Conference.

- Reardon, J., Miller, C. (1996). *Relating Marketing Knowledge to Customer Needs*. Western Decision Sciences Institute Annual Conference.
- Reardon, J., Miller, C. (1996). *The Effects of Consumer Labor Shifts on Retail Productivity*. Southwestern Marketing Association.
- Miller, C., Reardon, J. (1996). *The Effects of Linguistic Styles on Cognitive Processes: Alphabetic vs Morphemic Processing* (pp. 364-369). Atlantic Marketing Conference.
- Reardon, J., Wilson, P., Srivastava, R. (1995). *A Comparison of Productivity: Services Versus Goods Retailers*. Midwest Marketing Association.
- Wilson, P., Reardon, J., Srivastava, R., Massad, V. (1995). *An Examination of the Effect of Compensation Plan Selection on Retail Salesperson Productivity* (vol. 18). Academy of Marketing Science.
- Miller, C., Reardon, J. (1995). *Factors Affecting Cognitive Assessment of Attitude Toward the Ad*. Atlantic Marketing Conference.
- Reardon, J., Hasty, R., Miller, C., Waguespack, B. (1995). *Strategic Differences Between Product and Service Retailers: An Alternative Perspective*. Atlantic Marketing Conference.
- Miller, C., Speece, M., Reardon, J., Lee, S. (1994). *A Country-of-Origin Survey on Calculators in Korea*. Southwestern Marketing Association.
- Reardon, J. (1994). *Generalization and Application of a Reduced INDSALES Scale to the Retail Environment: A Structural Equation Approach* (vol. 17). Academy of Marketing Science.
- Reardon, J., Hasty, R. (1994). *Prisoners Dilemma: Improving Retailer-International Vendor Relations*. Academy of Marketing Science/American Collegiate Retailing Association.
- Reardon, J., Srivastava, R. (1994). *Using Cross-National Rates of Diffusion For Segmenting Countries*. Academy of Business Administration International Conference.
- Mehta, S., Reardon, J., Srivastava, R. (1993). *The Determinants of Innovativeness: A Structural Equation Approach*. Atlantic Marketing Association.

#### Instructor's Manual

##### Published

- McCorkle, D., Reardon, J., Alexander, J., Kling, N. (1999). *Undergraduate Marketing Students, Group Projects and Teamwork: The Good, the Bad, the Ugly* (2nd ed., vol. 21, pp. 106-117). Journal Of Marketing Education.

#### Poster Presentation

##### Published

- McCorkle, Y., McCorkle, D. E., Reardon, J. (2013). *The Benefits of a Country Culture Project in an International Business Course*. Seville, Spain: ICERI 2013 Conference.

Software

Published

McCorkle, D., Alexander, J., Reardon, J. (2001). *Integrating Business Technology and Marketing Education: Enhancing the Diffusion Process Through Technology Champions* (1st ed., vol. 23, pp. 16-24). *Journal Of Marketing Education*.

Working Paper

Working Paper

Payan, J. M., Magnusson, P., Reardon, J. *The Effect of Culture and Product Self-Image Congruence on the Propensity to be Brand Loyal*. *European Business Review*.

**Non-juried**

Journal Article

Published

Reardon, J. (1998). Review of The Emerging Market of China's Computer. *Journal Of The Academy Of Marketing Science*, 26(2), 161-2.

Reardon, J., Erramilli, M., D'Souza, D. (1996). International Expansion of Service Firms: Analysis of Problems and Solutions. *Journal Of Professional Services Marketing*, 15(1), 3-46.

Book

Published

Hasty, R., Reardon, J. (1998). *Gerencia De Ventas--Al Detail* (pp. 644). New York, NY: Irwin-McGraw Hill.

Hasty, R., Reardon, J. (1997). *Retail Management* (pp. 633). New York, NY: McGraw-Hill.

Conference (Full Paper) Proceeding

Published

Reardon, J., Dalenberg, D., McCorkle, D., Wicks, J. (2006). *Consumer Retail Channel Choice: An Exploratory Analysis*. Budapest, Hungary: EIRASS.

Reardon, J., Miller, C., Foubert, B., Vida, I. (2006). *The Effectiveness of Antismoking Message Valence and Intensity Across Different Cultures: An Exploratory Analysis*. London, UK: Arts/Heritage Marketing and Nonprofit Special Interest Groups of the Academy of Marketing.

Reardon, J., Kling, N., Amirebayeva, S. (2000). *Multi-Stop, Multipurpose Trips, and Retail Location Planning*. Applied Business Research Conference.

Instructor's Manual

Published

Reardon, J., Hasty, R. (1997). *Instructor's Manual of Accompany Retail Management*. New York, NY: McGraw Hill.

## Professional Presentations

### Invited

#### Non-juried

Reardon, J., Professional Conference, "Education Quality through Cooperation," Skovde, Sweden. (2013).

Reardon, J., "Marketing in Uncertain Times," Invited Conference of Professional Marketers, Minsk, Belarus. (2010).

### Not Invited

#### Juried

Reardon, J. (Author & Presenter), Miller, C. (Author), McCorkle, D. E. (Author), Auruskeviciene, V. (Author), Marketing Educators Conference, "The Effect of Student Perceived Benefits and Obstacles on Determining Geographic Region for Study Abroad," Marketing Educators' Association, Santa Fe NM. (April 19, 2018).

Reardon, J. (Author & Presenter), Miller, C. (Author), McCorkle, D. E. (Author), Auruskeviciene, V. (Author), INTED, "Underlying Causes of the Geographic Choice Decision of Us Business Students to Study Abroad," INTED, Valencia Spain. (March 2018).

Reardon, J., Auruškevičiene, V. (Presenter), Janusaite, M., Skudiene, V., Amercian Marketing Association WinterEducators Conference, "The Influence of the Media Channel on the Perceived Innovativeness and Willingness to Pay for a Product: An Exploratory Study," AMA, New Orleans. (February 2018).

Reardon, J. (Author & Presenter), McCorkle, D. E. (Author), Auruskeviciene, V. (Author), Vida, I. (Author), American Marketing Association Summer Educators Conference, "Consumer Decision Model of Intellectual Property Theft: A Global Perspective," AMA, Chicago. (August 14, 2015).

Reardon, J. (Coordinator/Organizer), McCorkle, D. E. (Moderator), Conner, S. (Panelist), Miller, C. (Panelist), Lupton, R. (Panelist), Marketing Educators' Association, "Internationalization of College Business Programs Successes and Challenges," San Jose, CA. (April 25, 2014).

McCorkle, D. E. (Author & Presenter), Reardon, J. (Author), Direct/Interactive Marketing Research Summit, "Using Twitter in the Marketing Classroom to Develop Social Media Marketing and Personal Branding Skills," DMA - Marketing Edge, Chicago. (October 2013).

McCorkle, D. E. (Author & Presenter), Reardon, J. (Author), Direct/Interactive Marketing Research Summit, "Benefits and Problems with Developing Social Media/Networking Skills in Marketing Students," DMA - Marketing Edge, Las Vegas, Nevada. (October 2012).

McCorkle, D. E. (Author & Presenter), Reardon, J. (Author), Direct/Interactive Marketing

Research Summit, "Experiential and Real-World: Social Media in the Marketing Classroom," DMA - Marketing Edge, Boston, Massachusetts. (October 2011).

Reardon, J., McCorkle, D. E., McCorkle, Y., Academy of Business and Public Administration Disciplines, "The Effect of Uncertainty Avoidance on Consumer E-Commerce Adoption: An Exploratory Examination," Academy of Business and Public Administration Disciplines, Orlando, Florida. (2010).

Payan, J., Reardon, J., McCorkle, D. E., "The Effects of Culture on Undesirable Undergraduate Student Behaviors," Cross-Cultural Research, Puerto Vallarta, Mexico. (2009).

Reardon, J., McCorkle, D. E., Auruskeviciene, V., Skudiene, V., Western Decision Sciences Institute Annual Conference, "The Effect of Culture on Consumer E-Commerce Adoption," Western Decision Sciences Institute Annual Conference, Kauai, Hawaii. (2009).

Reardon, J., Auruskeviciene, V., Salciuviene, L., McCorkle, D. E., Skudiene, V., Global Business and Technology Association's Tenth Annual International Conference, "The Effect of Culture on Consumer Intellectual Property Theft: An Exploratory Analysis," Madrid, Spain. (2008).

Payan, J., Reardon, J., McCorkle, D. E., Weverbergh, M., Marketing Educators' Association (MEA), "The Effects of Culture on Cheating: An Exploratory Examination," Marketing Educators' Association, Salt Lake City, Utah. (2008).

McCorkle, D. E., Auruskeviciene, V., Skudiene, V., Reardon, J., Vida, I., Marketing Management Association, "Consumer Choice and Intellectual Property Theft: An Exploratory Examination," Marketing Management Association, Chicago, Illinois. (2008).

McCorkle, D. E., Payan, J., Reardon, J., Kling, N., Academy of Marketing Science, 2007 World Marketing Congress Proceedings, "Creativity And Marketing Students: An Empirical Analysis," Verona, Italy. (July 2007).

Reardon, J., Dallenburg, D., McCorkle, D. E., Wicks, J., Annual Proceedings of EIRASS, "Consumer Retail Channel Choice: An Exploratory Analysis," Annual Proceedings of EIRASS, Budapest, Hungary. (July 2006).

McCorkle, D. E., Payan, J., Kling, N. D., Reardon, J., Marketing Educators Association, "'Marketing Creativity in the Classroom'," Marketing Educators Association, San Francisco, California. (April 2006).

Reardon, J., Miller, C., McCorkle, D., Srivastava, R., "Educational Quality: Measuring Outputs of Education of AACSB and Baldrige," Atlantic Marketing Association, Salem, Massachusetts. (September 2005).

Reardon, J., Broekhuizen, T. L.J., De Haes, J., McCorkle, D., "The E-Commerce Purchase Decision: Why Consumers Buy Through the Internet," Direct Marketing Educators Foundation, New Orleans, Louisiana. (October 2004).

Reardon, J., Miller, C., Kling, N., Vida, I., Rybina, L., "Hemispheric Asymmetries and Cognitive Processing: A Critical Evaluation of the SOP Scale," Marketing Educators Association, Las Vegas, Nevada. (February 2004).

Reardon, J., Kling, N., Amirebayeva, S., "Multi-Stop, Multipurpose Trips, and Retail



- Location Planning," Applied Business Research Conference, Puerto Vallarta, Mexico. (2000).
- McCorkle, D. E., Schaefer, A., Reardon, J., Rohr, T., "Perceived Risk and the Web: A Consumer Perspective," Robert B. Clarke Direct Marketing Educator's Conference, New Orleans, Louisiana. (October 2000).
- Reardon, J., McCorkle, D., Hasty, R., "Direct Response Television Shopping Behavior: The Effects of Perceived Risk and Transaction Costs," Robert B. Clarke Direct Marketing Educator's Conference, Toronto, California. (1999).
- McCorkle, D., Hasty, R., "Direct Response Television Shopping Behavior: The Effects of Perceived Risk and Transaction Costs," Robert B. Clarke Direct Marketing Educator's Conference, Chicago, Illinois. (1999).
- Kling, N., Boose, J., Reardon, J., "The Use of Video Conferencing Technology in the Marketing Classroom: Issues to Consider when Video Conferencing with Domestic and International Experts," Western Marketing Educators Conference, Reno, Nevada. (1999).
- Reardon, J., Hasty, R., "A Game Theoretic Approach to International Channel Relations," Academy of Marketing Science/American Collegiate Retailing Association, New York, New York. (1998).
- Kling, N., Miller, C., Reardon, J., "Using the Internet in the Classroom," International Business Schools Computing Association, Denver, Colorado. (1998).
- Allen, C., Hasty, R., Reardon, J., "An Examination of the Antecedents of Retail Salesperson Productivity," Academy of Marketing Science/American Collegiate Retailing Association, St. Louis, Missouri. (1997).
- Reardon, J., Lee, J., "Modeling Distribution Channel Switching by Consumers," Direct Marketing Educators Foundation, Chicago, Illinois. (1997).
- Schrader, J., Reardon, J., "Multi-Stop, Multipurpose Trips, and Retail Location Planning," Academy of Marketing Science, St. Louis, Missouri. (1997).
- Reardon, J., Hasty, R., "International Retailer-Vendor Relations: Strategies for Success," Canadian/European Institute of Retailing and Services Studies, Telfs/Buchen, Austria. (June 1996).
- Reardon, J., Dalenberg, D., Fitzgerald, J., Wicks, J., "An Empirical Analysis of Alternative Contingent Valuation Methods," Western Social Sciences, Albuquerque, New Mexico. (April 1994).
- Reardon, J., Miller, C., "A Demand Based Approach to Pricing Natural Resources: A Case Study of Big Game Hunting Licenses," Western Social Sciences, Corpus Christi, Texas. (April 1993).
- Reardon, J., Wicks, J., "Validity of Alternative Contingent Valuation Method Approaches: A Preliminary Report," Western Social Sciences, Corpus Christi, Texas. (April 1993).
- Reardon, J., Wicks, J., "Validity of the Alternative Contingent Valuation Method Approaches," Western Social Sciences, Reno, Nevada. (April 1992).
- Reardon, J., Wicks, J., Swenson, M., "How Much is Leisure Worth? An Empirical

Evaluation," Western Social Sciences, Denver, Colorado. (April 1991).

#### Non-juried

Reardon, J. (Discussant), Academy of Business and Public Administration Disciplines. (2010).

Reardon, J. (Presenter), "Peak Awards Presenter," American Marketing Association. (2007).

Reardon, J. (Discussant), Atlantic Marketing Association. (2002).

Reardon, J. (Discussant), Direct Marketing Educational Foundation. (2001).

Reardon, J. (Discussant), Atlantic Marketing Association. (1998).

Reardon, J. (Discussant), Midwest Marketing Association (MMA). (1997).

Reardon, J., "Retailing," Midsouth Marketing Educators Conference, Gulfport, Mississippi. (1997).

Reardon, J., "Statistics seminar for faculty, staff and administration," Pacific Lutheran University. (1997).

Reardon, J. (Discussant), "Reviewer, Discussant," Direct Marketing Association. (1996).

Hasty, R., Miller, C., Reardon, J., "The Effects of Intra-Type Competition on Retail Structure," Canadian/European Institute of Retailing and Services Studies, Telfs/Buchen, Austria. (1996).

## **CONTRACTS, FELLOWSHIPS, GRANTS AND SPONSORED RESEARCH**

### **Funded**

Reardon, J., "Faculty/Student Research Grant for Marketing Research Class," Sponsored by ACE Hardware, \$2,000.00. (2010).

Reardon, J., "Faculty/Student Research Grant for Marketing Research Class," Sponsored by Crabtree Brewing, \$1,000.00. (2009).

Reardon, J., "Faculty/Student Research Grant for Marketing Research Class," Sponsored by Greeley Tribune, \$4,500.00. (2009).

Reardon, J., "MCB Summer Research Grant," Sponsored by University of Northern Colorado, University of Northern Colorado, \$3,000.00. (2009).

Reardon, J., "Faculty/Student Research Grant for Marketing Research Class," Sponsored by City of Loveland, CO, \$4,500.00. (2008).

Reardon, J., "MCB Summer Research Grant," Sponsored by University of Northern Colorado, University of Northern Colorado, \$2,000.00. (2008).

Reardon, J., "Marketing Research," Sponsored by City of Lyons, \$4,500.00. (2006).

Reardon, J., "Faculty/Student Research Grant for Marketing Research Class," Sponsored by Union Colony Bank, \$3,000.00. (2005).

Reardon, J., "MCB Summer Research," Sponsored by MCB, University of Northern Colorado, \$4,500.00. (2004).

Reardon, J., "MCB Summer Research Grant," Sponsored by MCB, University of Northern Colorado, \$4,500.00. (2003).

Reardon, J., "Faculty/Student Research Grant," Sponsored by State Farm Insurance, University of Northern Colorado, \$1,200.00. (2002).

James, R., "Faculty/Student Research Grant for Marketing Research," Sponsored by Channel 3 TV, \$1,000.00. (2002).

James, R., "Faculty/Student Research Grant for Marketing Research Class," Sponsored by State Farm Insurance, \$0.00. (2002).

James, R., "Faculty/Student Research Grant for Marketing Research Class," Sponsored by A Woman's Place, University of Northern Colorado, \$800.00. (2001).

James, R., "Faculty/Student Research Grant for Marketing Research Class," Sponsored by The Mirror Newspaper, University of Northern Colorado, \$800.00. (2001).

James, R., "Faculty/Student Research Grant for Marketing Research Class," Sponsored by Cotney Peak Manufacturing, University of Northern Colorado, \$1,200.00. (2000).

James, R., "Faculty/Student Research Grant for Marketing Research Class," Sponsored by World Television--Los Angeles, CA, University of Northern Colorado, \$0.00. (2000).

James, R., "Monfort College of Business Summer Research Grant," Sponsored by University of Northern Colorado, University of Northern Colorado, \$0.00. (2000).

James, R., "COBA Faculty Travel Grant," Sponsored by University of Northern Colorado, University of Northern Colorado, \$0.00. (1999).

James, R., "Faculty/Student Research Grant for Marketing Research Class," Sponsored by Greeley/Weld Downtown Development Authority, University of Northern Colorado, \$0.00. (1999).

James, R., "Faculty/Student Research Grant for Marketing Research Class," Sponsored by The Greeley Tribune, University of Northern Colorado, \$0.00. (1999).

James, R., "Graduate Faculty Travel Grant," Sponsored by University of Northern Colorado, University of Northern Colorado, \$0.00. (1999).

James, R., "Retail Research Class Scholarship," Sponsored by UNC Foundation, UNCIC Board, University of Northern Colorado, \$0.00. (1999).

James, R., "COBA Summer Research Grant," Sponsored by University of Northern Colorado, University of Northern Colorado, \$0.00. (1998).

James, R., "Graduate Faculty Travel Grant," Sponsored by University of Northern Colorado, University of Northern Colorado, \$0.00. (1998).

James, R., "DMEF Professor's Institute fellowship granted to attend 1997 institute," Sponsored by Direct Marketing Educational Foundation, University of Northern Colorado, \$0.00. (1997).

James, R., "Graduate Faculty Travel Grant," Sponsored by University of Northern Colorado, University of Northern Colorado, \$0.00. (1997).

James, R., "DMEF/DMA 79th Annual Conference and Exhibition Registration," Sponsored by Direct Marketing Educational Foundation, University of Northern Colorado, \$0.00. (1996).

James, R., "Faculty Research Incentive Grant Office of Research Administration," Sponsored by University of Tennessee, University of Northern Colorado, \$0.00. (1996).

James, R., "Integrating Technology into the Classroom Learning Research Center," Sponsored by University of Tennessee, University of Northern Colorado, \$0.00. (1996).

#### **Under Review**

Reardon, J., "MCB Summer Research Grant," Sponsored by MCB, University of Northern Colorado, \$4,500.00. (2006).

Reardon, J., "Market Research," Sponsored by Union Colony Bank, \$3,000.00. (2005).

## **TEACHING**

### **Teaching Experience**

#### **University of Northern Colorado**

##### Courses Taught:

BA 251, International Business, 3 courses. 3.00 credit hours.

BA 415, International Experience/Study Abroad, 13 courses. 1.00 credit hours.

BAMG 495, Special Topics in Management, 1 course. 3.00 credit hours.

BAMK 260, Introduction to Marketing, 3 courses. 3.00 credit hours.

BAMK 360, Marketing, 3 courses. 3.00 credit hours.

BAMK 366, Retailing, 7 courses. 3.00 credit hours.

BAMK 368, Marketing Analysis and Research, 21 courses. 3.00 credit hours.

BAMK 422, Directed Studies, 6 courses. 1.00 credit hours.

BAMK 464, Global Marketing Strategies, 22 courses. 3.00 credit hours.

BAMK 470, Direct Marketing, 3 courses. 3.00 credit hours.

BAMK 492, Internship in Marketing, 6 courses. 1.00 credit hours.

BAMK 495, Special Topics in Marketing, 2 courses. 3.00 credit hours.

MBA 660, Marketing Management, 1 course. 3.00 credit hours.

## SERVICE

### University Service

Task Force Member, Undergraduate Curriculum Committee. (August 2015 - August 2017).

Conference-Related, Insights into the Sustainable Growth of Business Conference. (2009).

Committee Member, Tenure Appeals Committee. (2006 - 2007).

Committee Member, University Disciplinary Committee. (2005).

Committee Chair, KIMEP/UNC Exchange Committee. (2002 - 2005).

Committee Member, Academic Appeals Board. (2004).

Committee Member, Academic Appeals Board. (2004).

Committee Member, MCB Curriculum Committee. (2004).

Committee Member, MCB Faculty Affairs Committee. (2004).

Conference-Related, Atlantic Marketing Association. (2002 - 2003).

Committee Chair, KIMEP/UNC Exchange Committee. (2002).

Other Institutional Service Activities, Marketing Club Advisor. (1997 - 2002).

Conference-Related, Atlantic Marketing Association. (2000 - 2001).

Committee Chair, UNC Graduate Council - Vice Chair Standards Commit. (2000 - 2001).

Committee Member, Small Business Insurance Study Board. (1999).

Committee Member, UNC Graduate Council. (1999).

Committee Member, Dissertation Committee. (1998).

Conference-Related, International Business Schools Computing Associati. (1998).

Committee Member, Search Committee. (1998).

Committee Member, Student Evaluations Committee. (1998).

Committee Member, UNC Graduate Council. (1998).

Committee Member, COBA Student Affairs Committee. (1997).

Committee Member, College Technology Committee. (1997).

Committee Member, International Faculty Forum. (1997).

Committee Member, MCB Student Affairs Committee, UNC. (1997).

Committee Member, Dissertation Committee. (1996).

## **College Service**

Attendee, Meeting, Faculty Affairs Committee. (August 2016 - July 2018).

Attendee, Meeting, MCB Curriculum Committee. (June 2014 - July 2018).

Committee Chair, Global Programs. (June 2014 - March 2018).

Committee Member, General Faculty Meetings. (September 1, 2013 - August 31, 2014).

Committee Member, Administrative Council. (September 1, 2011 - August 31, 2014).

Committee Chair, Global Programs Committee. (September 1, 2011 - August 31, 2014).

Committee Member, AACSB Maintenance. (September 1, 2011 - August 31, 2013).

Committee Member, MCB General Faculty Meeting. (September 1, 2010 - August 31, 2013).

Committee Member, Global Committee. (September 1, 2010 - August 31, 2011).

Committee Member, MCB Curriculum. (September 1, 2009 - August 31, 2010).

Committee Chair, International/Global Committee. (September 1, 2008 - August 31, 2010).

Committee Member, MCB General Faculty Meetings. (September 1, 2004 - August 31, 2010).

Committee Member, MCB Curriculum Committee. (2005).

Committee Member, MCB Faculty Affairs Committee. (2005).

Committee Member, MCB Faculty Affairs. (September 1, 2004 - August 31, 2005).

Committee Member, Baldrige Award Committee, Section 4. (2004).

Committee Member, MCB Student Affairs. (September 1, 2000 - August 31, 2003).

Committee Member, MCB Student Affairs Committee. (1997 - 2002).

## **Department Service**

Committee Member, Department of Marketing. (September 1, 2014 - Present).

Committee Chair, Marketing Program. (September 1, 2011 - August 31, 2014).

Committee Member, Marketing Program. (September 1, 2006 - August 31, 2011).

Committee Member, School of Management and Marketing. (September 1, 2005 - August 31, 2006).

Other Institutional Service Activities, Department Chairperson. (2005).

Committee Member, Marketing Department. (September 1, 2004 - August 31, 2005).

Faculty Advisor, Marketing Club Advisor. (1998 - 2004).

Committee Member, Marketing Dept. (September 1, 2003 - August 31, 2004).

Committee Member, Marketing. (September 1, 1998 - August 31, 2003).

## **Professional Service**

Editor, Journal Editor, Organizations and Markets in Emerging Economies. (2010 - 2018).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Education. (2007 - 2018).

Board of Directors of a Company, Marketing Educators Association. (2004 - 2018).

Editor, Journal Editor, Drake Management Review. (2010 - 2011).

Board of Directors of a Company, Foundation for Development of Innovative Education - KIMEP.  
(2008 - 2011).

Reviewer, Ad Hoc Reviewer, European Journal of Marketing. (2010).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2010).

Reviewer, Ad Hoc Reviewer, Organizations and Markets in Emerging Economies. (2009).

Reviewer, Ad Hoc Reviewer, Journal of International Marketing. (2007).

Reviewer, Ad Hoc Reviewer, Journal of Marketing. (2007).

Reviewer, Ad Hoc Reviewer, Journal of Advertising. (2006).

Reviewer, Ad Hoc Reviewer, Journal of International Marketing. (2006).

Reviewer, Ad Hoc Reviewer, Journal of International Marketing. (2005).

Reviewer, Ad Hoc Reviewer, Journal of Retailing and Consumer Services. (2005).

Reviewer, Ad Hoc Reviewer, Aisian Journal of Marketing. (2004).

Reviewer, Ad Hoc Reviewer, Asian Journal of Marketing. (2004).

Reviewer, Ad Hoc Reviewer, Journal of International Marketing. (2004).

Reviewer, Ad Hoc Reviewer, Journal of International Marketing. (2004).

Reviewer, Ad Hoc Reviewer, Journal of Retailing and Consumer Services. (2004).

Reviewer, Ad Hoc Reviewer, Journal of Retailing and Consumer Services. (2004).

Reviewer, Ad Hoc Reviewer, Journal of Retailing and Consumer Services. (2004).

Reviewer, Ad Hoc Reviewer, Slovene Marketing Journal. (2003).

Reviewer, Ad Hoc Reviewer, Journal of Retailing and Consumer Services. (2002).

Reviewer, Journal Article, AMA-Community Service Grant Program. (2001).

Reviewer, Journal Article, American Marketing Association. (2001).

Reviewer, Journal Article, Journal of Marketing. (2001).

Reviewer, Journal Article, Journal of Retailing and Consumer Services. (1997 - 2001).

Reviewer, Journal Article, Atlantic Marketing Association. (1995 - 2001).

Reviewer, Ad Hoc Reviewer, Journal of Retailing and Consumer Services. (2000).

Reviewer, Journal Article, Marketing Theory and Practice. (2000).

Reviewer, Journal Article, Midwest Marketing Association. (2000).

Reviewer, Ad Hoc Reviewer, Journal of Retailing and Consumer Services. (1999).

Reviewer, Journal Article, American Collegiate Retail Association. (1998).

Other Professional Service Activities, Atlantic Marketing Association. (1998).

Other Professional Service Activities, Atlantic Marketing Association. (1998).

Reviewer, Journal Article, International Business Schools Computing Associati. (1998).

Reviewer, Journal Article, International Journal of Retail and Distribution M. (1998).

Reviewer, Ad Hoc Reviewer, Journal of Retailing and consumer Services. (1998).

Reviewer, Journal Article, Southern Marketing Association. (1998).

Reviewer, Journal Article, Southwestern Marketing Association. (1998).

Reviewer, Journal Article, Western Decision Sciences Institute. (1998).

Reviewer, Journal Article, Journal of Applied Business Research. (1996 - 1998).

Reviewer, Journal Article, American Collegiate Retail Association (ACRA). (1997).

Reviewer, Journal Article, Atlantic Marketing Association. (1997).

Reviewer, Journal Article, International Confernece on Research in the Distri. (1997).

Reviewer, Journal Article, International Journal of Retail and Distribution M. (1997).

Other Professional Service Activities, Journal of Retailing and Consumer Services. (1997).

Reviewer, Ad Hoc Reviewer, Journal of Retailing and Consumer Services. (1997).

Reviewer, Journal Article, The Journal of the Academy of Marketing Science. (1997).

Reviewer, Journal Article, Academy of Marketing Science (AMS). (1996).

Reviewer, Journal Article, American Collegiate Retail Association. (1996).

Reviewer, Journal Article, American Marketing Association (AMA). (1996).

Other Professional Service Activities, EIRASS/CIRASS. (1996).



Reviewer, Journal Article, Marketing Management Association. (1996).

Other Professional Service Activities, Western Decision Sciences Institute. (1996).

## **Public/Community Service**

Other Community Service Activities, RMExpress.Com. (1998).

Other Community Service Activities, American Collectibles Network. (1996).

Other Community Service Activities, Taco DelMar. (1996).

## **Consulting**

America's Collectibles Network.

RM Express.Com. (1999).

## **AWARDS AND HONORS**

### **Other**

Norwest Professor of Marketing, MCB/UNC/Norwest Bank. (1999).

### **Scholarship/Research**

MCB Scholar of the Year 2013, Monfort College of Business - UNC. (2014).

Invited Keynote Speaker, Insights into the Sustainable Growth of Business Research Conference. (2009).

Best Paper in International Marketing - International Marketing Review, EIBA. (2008).

Best Paper-Ethics and Social Responsibility Track, Marketing Management Association. (2008).

MCB Scholar of the Year 2006, Monfort College of Business - UNC. (2007).

MCB Scholar of the Year 2005, Monfort College of Business - UNC. (2006).

UNC Distinguished Scholar, University of Northern Colorado. (2006).

MCB Scholar of the Year 2002, Monfort College of Business - UNC. (2003).

Firooz Hekmar Consumer Behavior Best Paper, Marketing Management Association. (2002).

MCB Scholar of the Year 2000, Monfort College of Business - UNC. (2001).

COBA Scholar of the Year, College of Business Administration - UNC. (1998).

Firooz Hekmar Consumer Behavior Best Paper, Marketing Management Association. (1997).

Best Paper of Consumer Behavior Track, Atlantic Marketing Association. (1995).

### **Service**

Invited Keynote Speaker, The Future of Comfort in Living Signal Session EU Funded Project. (2012).

Outstanding Reviewer of the Year JME, Journal of Marketing Education - Sage Publications. (2012).

MCB Professor of the Year, Monfort College of Business. (2009).

## **Teaching**

Silver Peak Award, American Marketing Association. (2010).

Gold Peak Award, American Marketing Association. (2009).

Marketing Professor of the Year 2008-2009, Monfort College of Business Student Representative Council - UNC. (2009).

Silver Peak Award, American Marketing Association. (2009).

Bronze Peak Award, American Marketing Association. (2008).

Finalist - "An Opportunity for a Sweet Future", ACRA/Rocky Mountain Chocolate Factory. (2008).

Finalist - "Putting a Twist on the Competition", ACRA/Rocky Mountain Chocolate Factory. (2008).

Gold ECHO Award, Direct Marketing Association. (2008).

Gold Peak Award, American Marketing Association. (2008).

Marketing Professor of the Year 2007-2008, Monfort College of Business Student Representative Council - UNC. (2008).

Semi-Finalist - Echo Competition, Direct Marketing Association ECHO competition. (2008).

Semi-Finalist Echo Competition, Direct Marketing Association. (2008).

Silver Peak Award, American Marketing Association. (2008).

Gold Peak Award, American Marketing Association, Colorado. (2007).

Silver Peak Award, American Marketing Association, Colorado. (2007).

Wells Fargo Professor of Marketing, MCB, UNC / Wells Fargo Bank. (2007).

Marketing Professor of the Year 2005-2006, Monfort College of Business Student Representative Council - UNC. (2006).

Peak Awards, American Marketing Association, Colorado. (2006).

Wells Fargo Professor of Marketing, MCB, UNC // Wells Fargo Bank. (2006).

Gold Peak Award, American Marketing Association. (2005).

Semi-Finalist Echo Competition - Making Hopes and Dreams a Reality: One peel at A Time, Direct Marketing Association. (2005).

Semi-Finalist Echo Competition- Your Dreams are Just a Click Away, Direct Marketing Association ECHO competition. (2005).

Silver Peak Award, American Marketing Association. (2005).

Wells Fargo Professor of Marketing, MCB, UNC // Wells Fargo Bank. (2005).

Gold Peak Award, American Marketing Association. (2004).

Silver Peak Award, American Marketing Association. (2004).

Wells Fargo Professor of Marketing, MCB, UNC / Wells Fargo Bank. (2004).

Bronze Peak Award, American Marketing Association, Colorado. (2003).

Gold Peak Award, American Marketing Association, (2003).

Marketing Professor of the Year 2002-2003, Monfort College of Business Student Council - UNC. (2003).

MCB Instructional Award 2002, Monfort College of Business - UNC. (2003).

Silver Peak Award, American Marketing Association, Colorado. (2003).

Wells Fargo Professor of Marketing, MCB, UNC / Wells Fargo Bank. (2003).

Bronze Peak Award, American Marketing Association, Colorado. (2002).

Semi-Finalist Echo Competition - Generation to Generation, Direct Marketing Association. (2002).

Semi-Finalist Echo Competition - Hallmark Gold Crown, Direct Marketing Association. (2002).

Semi-Finalist Echo Competition - Inspiration, Motivation, Imagination, Direct Marketing Association. (2002).

Silver Peak Award, American Marketing Association, Colorado. (2002).

Wells Fargo Professor of Marketing, MCB, UNC // Wells Fargo Bank. (2002).

Wells Fargo Professor of Marketing, MCB/UNC/Wells Fargo Bank. (2002).

Silver Peak Award, American Marketing Association. (2001).

Wells Fargo Professor of Marketing, MCB, UNC // Wells Fargo Bank. (2001).

Wells Fargo Professor of Marketing, MCB/UNC/Wells Fargo Bank. (2001).

Silver Echo Award, Direct Marketing Association. (2000).

Wells Fargo Professor of Marketing, MCB, UNC // Wells Fargo Bank. (2000).

Wells Fargo Professor of Marketing, MCB/UNC/Wells Fargo Bank. (2000).

Mortar Board Favorite Professor, UNC Mortar Board. (1999).

Norwest Professor of Marketing, MCB/UNC/Norwest/Wells Fargo Bank. (1999).

## **PROFESSIONAL MEMBERSHIPS**

Direct Marketing Educational Foundation.

Journal of Marketing Education - Editorial Board. (2007 - Present).

Marketing Educators Association - Board of Directors. (2004 - Present).

Marketing Educators Association. (2003 - Present).

Academy of Marketing Science. (1994 - Present).

American Collegiate Retail Association. (1995 - 2010).

Atlantic Marketing Association. (1994 - 2007).

American Marketing Association. (1994 - 2005).

Marketing Management Association. (2000 - 2002).

Marketing Management Association. (1994 - 1998).

Southwest Marketing Association. (1994 - 1996).