

VITA

Douglas M. Stayman
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December 2022

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Education:

Ph.D.: Business Administration
University of California at Berkeley
Major: Marketing
Date of Completion: 1985.

B. S. Econ.: Wharton School
University of Pennsylvania
Major: Marketing
Date of Completion: 1978.

Employment:

July 1990-Present: Cornell University, Ithaca NY
Cornell Tech
Associate Dean for Professional Programs: 2014-2018

S.C. Johnson Graduate School of Management
Associate Dean for MBA Programs: 2010-2014
Associate Dean for Curriculum: 2005-2010
Associate Professor of Marketing: 1995-Present
Assistant Professor of Marketing: 1990-1995

January 1986-June 1990: Assistant Professor of Marketing
Graduate School of Business
University of Texas
Austin, TX.

August 1979-September 1981: Marketing Manager
Pacific Telephone Co.
San Francisco, CA.

PUBLISHED PAPERS

- Stayman, Douglas M., and Michael R. Hagerty (1985), "Methodological Issues in Simulated Shopping Experiments," in E. Hirschman and M. Holbrook (eds.) Advances in Consumer Research, Vol. 12, Ann Arbor, MI: Association for Consumer Research, 173-176.
- Aaker, David A., Douglas M. Stayman and Michael R. Hagerty (1986), "Warmth in Advertising: Measurement, Impact and Sequence Effects," Journal of Consumer Research, 12 (March), 365-381.
- Stayman, Douglas M., Wayne D. Hoyer and Robert P. Leone (1987), "Attribute Importance in Discounting Product Features in Advertising," in Educators Conference Proceedings, M. R. Solomon et al. (eds.), Chicago: American Marketing Association.
- Aaker, David A., Douglas M. Stayman and Richard Vezina (1988), "Identifying Feelings Elicited by Advertising," Psychology and Marketing, 5 (Spring), 1-16.
- Stayman, Douglas M., and David A. Aaker (1988), "Are all of the Effects of Ad-Induced Feelings Mediated by Aad?," Journal of Consumer Research, 15 (Dec.), 368-74.
- Stayman, Douglas M., David A. Aaker and Donald E. Bruzzone (1989), "The Incidence of Commercial Types Broadcast in Prime Time: 1976-1986," Journal of Advertising Research, June/July, 26-33.
- Stayman, Douglas M., and Rohit Deshpande (1989), "Situational Ethnicity and Consumer Behavior," Journal of Consumer Research, 16 (December), 361-371.
- Aaker, David A., and Douglas M. Stayman (1989), "What Mediates the Emotional Response to Advertising? The Case of Warmth," in Cognitive and Affective Responses to Advertising, P. Cafferata and A. M. Tybout (eds.), Lexington, MA: D.C. Heath, 287-304.
- Aaker, David A., and Douglas M. Stayman (1990), "Measuring Audience Perceptions of Commercials and Relating Them to Ad Impact," Journal of Advertising Research, August/September, 7-17.
- Batra, Rajeev, and Douglas M. Stayman (1990), "The Role of Mood in Advertising Effectiveness," Journal of Consumer Research, 17 (September), 203-214.
- Aaker, David A., and Douglas M. Stayman (1990), "A Micro Approach to Feelings in Advertising," in Emotion in Advertising: Theoretical and Practical Explorations, S. Agres, J. Edell and T. Dubitsky (eds.), Westport, CT: Quorum Books, 53-68.
- Stayman, Douglas M., and Rajeev Batra (1991), "The Encoding and Retrieval of Ad Affect in Memory," Journal of Marketing Research, 28 (May), 232-239.
- Aaker, David A., and Douglas M. Stayman (1992), "Implementing the Concept of Transformational Advertising," Psychology and Marketing, 9, 237-253.
- Stayman, Douglas M., and Frank R. Kardes (1992), "Spontaneous Inference Processes in Advertising: Effects of Need for Cognition and Self-Monitoring on Inference Generation and Utilization," Journal of Consumer Psychology, 1 (April), 125-142.
- Brown, Steven P., and Douglas M. Stayman (1992), "Antecedents and Consequences of Attitude Toward the Ad: A Meta Analysis," Journal of Consumer Research, 19 (June), 34-51.

- Stayman, Douglas M., Dana L. Alden and Karen H. Smith (1992), "Some Effects of Schematic Processing on Consumers Expectations and Disconfirmation Judgments," Journal of Consumer Research, 19 (September), 240-255.
- Stayman, Douglas M., and David A. Aaker (1993), "Continuous Measurement of Self-Report of Emotional Response," Psychology and Marketing, 10 (May/June), 199-214.
- MacInnis, Deborah J., and Douglas M. Stayman (1993), "Focal and Emotional Integration: Constructs Measures and Preliminary Evidence," Journal of Advertising, 22 (4), 51-66.
- Deshpande, Rohit, and Douglas M. Stayman (1994), "A Tale of Two Cities: Distinctiveness Theory and Advertising Effectiveness," Journal of Marketing Research, 31 (February), 57-64.
- Alden, Dana L., Douglas M. Stayman and Wayne D. Hoyer (1994), "The Evaluation Strategies of American and Thai Consumers: A Cross-Cultural Comparison," Psychology and Marketing, 11 (2), 145-161.
- MacKenzie, Scott B. and Douglas M. Stayman (1996), Proceedings of the Society for Consumer Psychology, American Psychological Association.
- Stayman, Douglas M., and H. Rao Unnava (1997), "New Directions in Research on Self-Referencing," in M. Brooks and D. J. MacInnis (eds.) Advances in Consumer Research, Vol. 24, Ann Arbor, MI: Association for Consumer Research.
- Lien, Nai-Hwa and Douglas M. Stayman (1998), "Memory-Based Judgement: The Role of Information Typicality and Processing Ability," Asia Pacific Advances in Consumer Research, Vol. III, Ann Arbor, MI: Association for Consumer Research.

Working Papers

- Teifel, Dobrina G. and Douglas M. Stayman, "The Use of Theories in Inference Making: When Expectations Conflict with Data,"
- Saad, Gad and Douglas M. Stayman, "The Effective Use of Sequencing Strategies in Advertising,"
- Stayman, Douglas M. and Gad Saad, "Investigating Interdependencies Among Moderators of Repetition Effects Using the Resource matching Hypothesis,"
- Stayman, Douglas M. and Gad Saad, "Competitive Interference and Media Scheduling: Effects of Sequencing"

Conference and Colloquium Presentations:

- "The Role of Warmth in Advertising Effects," Stanford-UC Berkeley Colloquium, May 1984, Stanford, CA.
- "Methodological Issues in Simulated Shopping Experiments," 1984 Association for Consumer Research Conference, October, Washington D.C. (with M.R. Hagerty).
- "Mediators of Emotional Responses to Advertising," 1985 Advertising and Consumer Psychology Conference, July, Chicago (with D.A. Aaker).
- "The Effects of Feelings Generated by Advertising on Brand Response," 1985 Association for Consumer Research Conference, October, Las Vegas (with D.A. Aaker).
- "Continuous Measurement of Specific Emotional Response Using the Emotion Monitor," 1986 Association for Consumer Research Conference, October, Toronto (with D.A. Aaker).
- "Feelings in Advertising: What Do We Know and Where Do We Go?," Third Sandage Symposium, June 1987, University of Illinois, Urbana, IL (with D.A. Aaker).
- "Attribute Importance in Product Claim Variation" 1987 American Marketing Association Conference, August, Toronto (with W.D. Hoyer and R.P. Leone).
- "Specific Feeling Responses and the Mediating Role of Attitude Toward the Ad Over Repeated Exposure," 1987 Association for Consumer Research Conference, October, Boston (with D.A. Aaker).
- "The Effect of Feelings on the Processing of Information in Messages," Texas Marketing Colloquium, February 1988, Southern Methodist University, Dallas.
- "A Micro Approach to Feelings in Advertising," 1988 Advertising and Consumer Psychology Conference, May, New York (with D.A. Aaker).
- "Continuous Measurement of Specific Emotional Responses," 1989 American Psychological Association Conference, August, New Orleans (with D.A. Aaker).
- "The Interacting Relationship Between Mood, Need for Cognition, and Argument Quality," 1989 Association for Consumer Research Conference, October, New Orleans (with R. Batra).
- "Accessibility as a Determinant of Aad's Mediating Role," 1989 Association for Consumer Research Conference, October, New Orleans (with D.A.Aaker).
- "Implementing the Concept of Transformational Advertising," 1989 Association for Consumer Research Conference, October, New Orleans (with D.A. Aaker).
- "Situational Ethnicity and Spokesperson Effectiveness: A Tale of Two Cities," 1990 American Psychological Association Conference, August, Boston (with R. Deshpande).
- "The Effect of Affective Context on the Effectiveness of Advertising," 1990 Association for Consumer Research Conference, October, NY.
- "Some Effects of Affective State on Product Evaluations: A Categorization Perspective," 1990 Association for Consumer Research Conference, October, New York (with A.M. Isen).

- "Effects of Inference Generation and Utilization on Attitude Accessibility," 1990 Association for Consumer Research Conference, October, New York (with F.R. Kardes).
- "The Influence of Affect on Brand Associations," presented at 'The Role of Emotion in Advertising,' Marketing Science Institute Mini-Conference, Duke University, February 1991.
- "The Influence of Affect on Brand Associations," 1991 Advertising and Consumer Psychology Conference, May, SF (with A.M. Isen).
- "Some Effects of Schematic Processing on Consumer Expectations and Disconfirmation Judgments," 1991 Northeast Marketing Colloquium, September, MIT.
- "Cultural Saliency and Advertising Effectiveness," 1992 Association for Consumer Research Conference, June, Amsterdam (with R. Deshpande).
- "The Influence of Affect in Persuasion: The Amount of Processing Versus the Type of Processing," 1993 Association for Consumer Research Conference, October, Nashville; Penn State University, February, 1994; University of Toronto, 1994.
- "The Use of Sequencing Strategies in Advertising," 1993 American Academy of Advertising Conference, April, Montreal; 1994 Society for Consumer Psychology Conference, February, St. Petersburg; McGill University, 1997; Univ. of Colorado, 1997; Cornell, 1998; INSEAD 1999 (with G. Saad).
- "Self-Referencing in Advertising: The Role of Affect." Concordia University, March 1996; 1996 Association for Consumer Research Conference, October, Tucson (with Nai-Hwa Lien).
- "The Influence of Stereotypes and Intergroup Processes in Advertising to a Diverse Community," Univ. of Colorado, 1997; Cornell, 1999.
- "Cognitive Appraisals in Emotional Response to Social Marketing Appeals," 1997 Association for Consumer Research Conference, October, Denver.
- "The Role of Expectations in Theory-based Inference Making," 2003 Society for Consumer Psychology Conference, February, New Orleans (with Dobrina G. Teifel).
- "The Use of Theories in Inference Making: When Expectations Conflict with Data," 2004 Society for Consumer Psychology Conference, February, San Francisco (with Dobrina G. Teifel).

EXTERNAL GRANTS

Marketing Science Institute:

"Assessing Mediators of Emotional Response to Advertising,"
\$5,000, 1986, (with D. A. Aaker).

"Viewer Evoked Empathy: Causes and Consequences,"
\$5,400, 1991, (with D. J. MacInnis)

Ogilvy Center for Research and Development:

"The Range of Emotional Response to Television Advertising,"
\$2,000, 1985 (with D. A. Aaker).

"Emotional Response to Television Advertising Under Repetition,"
\$3,000, 1985 (with D. A. Aaker).

American Academy of Advertising:

"Viewer-Evoked Empathy: Causes and Consequences," 1991 Research Fellowship Competition winner, \$2,500 (with D. MacInnis).

SERVICE

Dissertation Committees:

University of Texas:

Dana L. Alden (Co-Chair)
Bettina B. Cornwell
Fliece R. Gates
Lance Luethesser

Steven P. Brown
Ayn Crowley
David B. Griffith
Karen H. Smith

Cornell University:

Nai-Hwa Lien (Chair)
Abilash Dave
Margaret Meloy
Anna Mattila

Dobrina Teifel (Chair)
Peter Boyle
Gad Saad
Stowe Shoemaker

Extramural Activities:

Co-Chair: 1995 Conference of the Society for Consumer Psychology
Association for Consumer Research Conference Program Committee: 1993, 1994, 1996, 1997
Advertising Educational Foundation Visiting Professor Program Committee: 1993, 1999
American Academy of Advertising Research Committee: 1990-1993
Co-Chair: Advisory Council for Transforming Professional Education Collaborative (Jan 2019-present)

Intramural Committees (Elected Positions):

JGSM Policy Committee (Cornell): 1992-1993, 1995-1996, 1997-1999, 2002, 2005.
Department Doctoral Advisory Committee (Texas): 1988-1990
University Council (Texas): 1988-1989