

## KATHRYN (BRAUN) LATOUR

November 2022

Cornell Peter and Stephanie Nolan School of Hotel Administration, SC Johnson College of Business

Cornell University

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### EDUCATION

B.S. Broadcast Production Management

The University of Colorado (Boulder), School of Journalism, 1989.

M.S. Broadcast Administration

Boston University, College of Communication, 1991.

Ph.D. Marketing

The University of Iowa, College of Business, 1997.

Dissertation: Braun, Kathryn Anne (1997), "Reconstructive Memory in Consumer Decision Making,"

UMI, Publication # AAT 9731768, ISBN: 978-0-591-41056-3

### APPOINTMENTS

Cornell University, School of Hotel Administration, SC Johnson College of Business

Banfi Vintners Professor of Wine Education and Management, 2016- present

Associate Professor of Services Marketing, July 2013-present, tenured 2015

Visiting Professor Services Marketing, July 2012- June 2013

University of Nevada- Las Vegas, William F. Harrah College of Administration

Associate Professor of Hospitality Marketing, 2008- July 2011

Assistant Professor of Hospitality Marketing, UNLV, 2004-2008

Auburn University

Adjunct faculty 1999, 2001-2002, 2003-2004

Harvard Business School, Mind of the Market Lab

Visiting Scholar and Research Associate, 1997-2001

University of Iowa, Tippie College of Business

Visiting Assistant Professor, 1997-1998

### HONORS and AWARDS

2021 Best article of the year appearing in *Journal of Marketing Education*

2017 Knowledge Matters faculty fellow, Provost Office of Faculty Development and Diversity, Cornell University

2014 Best article of year appearing in *Journal of Advertising*

2014 Best article of year appearing in *Cornell Hospitality Quarterly*

2013 Great Mind Award for best academic paper appearing in the *Journal of Advertising Research*

2010 Boyd Research Award in the William F. Harrah College of Hotel Administration

2006 Finalist for Best Article Award in the *Cornell Hotel and Restaurant Administration Quarterly*

2005 Finalist for Best Article Award in the *Journal of Advertising*

2003 selected as a Hearin Lecturer, School of Business Administration, University of Mississippi

2002 JCR Policy Board Award for the best article in *Journal of Consumer Research*

1999 Robert Ferber Award, *Journal of Consumer Research*, best article based on a dissertation.

1996 Candidate, Marketing Doctoral Consortium, American Marketing Association Meeting

1996 M. Bhanu Murthy Award for Excellence in Teaching

## **RESEARCH INTERESTS**

**Basic research area:** Consumer learning of, and memory for, hedonic experiences

**Industry contexts:** Art museums, Advertising, Casinos, Food & Beverage, Hotels, Non-Profits, Resorts, Restaurants, Tourism, Wine

**Applications:** Experience design; Promotional message and media scheduling; False advertising/corrective advertising; Crisis management; Loyalty program design; Interaction of autobiographical memory and culture for understanding brand meaning; Consumer education/training in artisanal products; Gambling segmentation; Legitimization of gambling; Taste preference and segmentation; Gender differences in marketing; Childhood attachment to brands; Nostalgic advertising and measurement; Implicit measures in marketing; Cross modal effects on consumer experience; Marketing applications of neuroscience methods.

## **JOURNAL ARTICLES**

Monnier, Arnaud, Sarah Lim, Kathryn LaTour and Stijn M.J. Van Osselaer (2022), “Baking Your Own Cookies: Does Food Self-Production Increase Consumption?” *Journal of the Association for Consumer Research*, Special Issue on Healthy Eating Interventions, <https://www.journals.uchicago.edu/doi/abs/10.1086/720447>

Hendler, Flavia, Kathryn A. LaTour and June Cotte (2022), "Temporal Orientation and Customer Loyalty Programs," *Cornell Hospitality Quarterly*, <https://doi.org/10.1177%2F19389655211008413>

LaTour, Kathryn A. and Ana Brant (2022), "Social Listening to Create Bespoke Customer Experiences: Best Practices for Hospitality Operators," *Cornell Hospitality Quarterly*, 63(3), 320-333, <https://doi.org/10.1177/1938965521993087>, And also CHR Research brief featured here: <https://ecommons.cornell.edu/handle/1813/110002>

Back Ki-Joon, Jung Kun Park, Kathy LaTour (2022) ,“Luxury Hospitality Services: Editorial Comment,” *Cornell Hospitality Quarterly*, ;63(1):4-4, <https://doi.org/10.1177%2F19389655211062978>

Kleinhans, Jörn and Kathryn A. LaTour (2022), “Underpricing Luxury: When Lower Price Results in Higher Reputation,” *Cornell Hospitality Quarterly*, 63(1):96-107 <https://doi.org/10.1177%2F19389655211042874>

Joy, Annamma., Seyee Yoon., Bianca Grohmann and Kathryn Latour, K. (2021), “How Winery Tourism Experience Builds Brand Image and Place Attachment,” *Wine Business Journal*, <https://doi.org/10.26813/001c.30210>

LaTour, Kathryn A. and Hayden N. Noel (2021), "Self-directed Learning Online: An Opportunity to Binge" *Journal of Marketing Education*, 43(2), 174-188 <https://doi.org/10.1177/0273475320987295> best article of year.

Joy, Annamma, Kathryn A. LaTour, Steven Charters, Bianca Grohman and Camilo Peña (2021), "The Artification of Wine: Lessons from the Fine Wines of Bordeaux and Burgundy," *Arts Marketing: An International Journal*, 11(1), 24-39 invited article <https://doi.org/10.1108/AAM-11-2020-0048> .

LaTour, Kathryn A., Annamma Joy and Roger Noujeim (2021), "Developing Wine Appreciation for New Generations of Consumers," *Cornell Hospitality Quarterly* special issue on the Wine Business, 62(3) 337-345 <https://journals.sagepub.com/doi/10.1177/1938965520978382> .

Wang, Qian, Meaghan Frank, Ben Houge, Charles Spence and Kathryn A. LaTour (2019), “The Influence of Music on the Perception of Oaked wines – A tasting room case study,” *Journal of Wine Research*, 30:4, 312-321, <https://doi.org/10.1080/09571264.2019.1684248>

LaTour, Kathryn A. (2019), “Cultivating Appreciation for Hedonic Products,” *Journal of Advertising Research*, September 59 (3) 263-267 , <https://thearf.org/access-knowledge-2/publications/journal-of-advertising-research/jar-sept-2019-speakers-box-cultivating-appreciation-of-hedonic-products-a-synesthetic-approach-to-marketing/> .

LaTour, Kathryn A. and John A. Deighton (2019), "Learning to Become a Taste Expert," *Journal of Consumer Research*, 46, (June), 1–19. lead article, <https://academic.oup.com/jcr/advance-article/doi/10.1093/jcr/ucy054/5035291?guestAccessKey=1f816ced-48d6-4083-9fbc-eeee11756e4d>

Merchant, Altaf C., Kathryn A. LaTour, John B. Ford and Michael S. LaTour (2017), "Should Cookie Monster Adopt a Healthy Lifestyle or Continue to Indulge? Insights into Brand Icons," *Psychology & Marketing*, 35(1), 64-78.

LaTour, Kathryn A., Michael S. LaTour and Brian C. Wansink (2017), "The Impact of Supertasters on Taste Test and Marketing Outcomes: How an Innate Characteristic Shapes Taste, Preference, Experience, and Behavior," *Journal of Advertising Research*. 58(2), 1-15, lead article.

Noel, Hayden and Kathryn LaTour (2017), "The Impact of Repetition and Spacing on Memory for Advertising," *Business Management and Review*, 2, 14.

LaTour, Kathryn A., Michael S. LaTour, and Charles C. Brainerd (2014), "Fuzzy Trace Theory and "Smart" False Memories: Implications for Advertising," *Journal of Advertising*, 43(1), 3-17, lead article and winner of best article of the year.

LaTour, Kathryn A. and Lewis P. Carbone (2014), "Sticktion: Assessing Memory for the Customer Experience," *Cornell Hospitality Quarterly*, 55(4), 342-353, featured article and winner of best article of the year.

Humphreys, Ashlee and Kathryn A. LaTour (2013), "Framing the Game: Assessing the Impact of Cultural Representations on Consumer Perceptions of Legitimacy," *Journal of Consumer Research*, 40(December), 773-795.

Merchant, Altaf, Kathryn A. LaTour, John B. Ford and Michael S. LaTour (2013), "Development and Validation of a Scale to Measure Personal Nostalgia Evoked by Advertisements," *Journal of Advertising Research*, 53(2), 150-165, winner of best academic article of the year.

LaTour, Kathryn A., and Michael S. LaTour (2012), "Can Advertising Change Memory for Even a Really Discrepant Experience? Paradigm Issues in the Study of Post-experience Advertising," *Journal of Current Issues and Research in Advertising*, 33(2), 210-226.

LaTour, Kathryn A., Michael S. LaTour and Andrew H. Feinstein (2011), "The Effects of Perceptual and Conceptual Training on Novice Wine Drinkers' Development," *Cornell Hospitality Quarterly*, 52(4), 445-457

LaTour, Kathryn A., and Michael S. LaTour (2010), "Bridging Aficionados' Perceptual and Conceptual Knowledge to Enhance how they Learn from Experience," *Journal of Consumer Research*, 37 (4), 688-697.

LaTour, Kathryn A., Michael S. LaTour and George M. Zinkhan (2010), "Coke is It: An Icon Illuminated through Childhood Memory Stories," *Journal of Business Research*, 63 (3), 328-336.

LaTour, Kathryn A., Frank Sarrazit, Rom Hendler and Michael S. LaTour (2009), "Cracking the Cultural Code of Gambling," *Cornell Hospitality Quarterly*, 50 (4), 475-497.

LaTour, Kathryn A., and Michael S. LaTour (2009), "Positive Mood and Susceptibility to False Advertising," *Journal of Advertising*, 38 (3), 127-142.

Cotte, June and Kathryn A. LaTour (2008), "Blackjack in the Kitchen: Understanding Online Versus Casino Gambling," *Journal of Consumer Research*, 35 (5), 742-758.

Hendler, Flavia and Kathryn A. LaTour (2008), "A Qualitative Analysis of Slot Clubs as Drivers of Casino Loyalty," *Cornell Hospitality Quarterly*, 49(2), 105-121.

Braun-LaTour, Kathryn A., Nancy M. Puccinelli and Fred W. Mast (2007), "Mood, Information Congruency and Overload," *Journal of Business Research*, 60, 1109-1116.

Braun-LaTour, Kathryn A., and Michael S. LaTour (2007), "Using Childhood Memory Elicitation to Gain Insights into a Brand at a Crossroads: The In-N-Out Burger Situation," *Cornell Hotel and Restaurant Administration Quarterly*, 48(3), 246-273.

Braun-LaTour, Kathryn A., Michael S. LaTour, and George M. Zinkhan (2007), "Using Childhood Memories to Gain Insight into Brand Meaning," *Journal of Marketing*, 71 (April), 45–60.

Braun-LaTour, Kathryn A. (2007), "Beyond Nostalgia: Using Childhood Memories as a Means to Emotionally Connect with Consumers," *International Journal of Advertising*, invited commentary, 26(3), 402—405.

Potter, Robert F., Michael S. LaTour, Kathryn A. Braun-LaTour and Thomas Reichert (2006), "The Impact of Program Context on Motivational System Activation and Subsequent Effects on Processing a Fear Appeal," *Journal of Advertising*, 35(3), 69-82.

Braun-LaTour, Kathryn A. and Gerald Zaltman (2006), "Memory Change: An Intimate Measure of Persuasion," *Journal of Advertising Research*, 46(1), 57-72.

Braun-LaTour, Melissa Grinley and Elizabeth F. Loftus (2006), "Tourist Memory Distortion," *Journal of Travel Research*, 44(4), 360-367.

Braun-LaTour, Kathryn A., Michael S. LaTour and Elizabeth F. Loftus (2006), "Is That a Finger in My Chili? Using Affective Advertising for Post-crisis Brand Repair," *Cornell Hotel and Restaurant Administration Quarterly*, 47(2), 106-120, featured lead article and selected as a finalist for best article of the year.

Braun-LaTour, Kathryn A., Flavia Hendler and Rom Hendler (2006), "Digging Deeper: Art Museums in Las Vegas?" *Annals of Tourism Research*, 33(1), 265-268, research note.

Braun-LaTour, Kathryn A. and Michael S. LaTour (2005), "Transforming Consumer Experience: When Timing Matters," *Journal of Advertising*, 34(3), 19-30, finalist for best article of the year,

Braun-LaTour, Kathryn A., Michael S. LaTour, Jacqueline Pickrell and Elizabeth F. Loftus, (2004), "How (and When) Advertising Can Influence Memory for Consumer Experience," *Journal of Advertising*, 33(4), 7-26, lead article.

Braun-LaTour, Kathryn A. and Michael S. LaTour (2004), "Assessing the Long-Term Impact of a Consistent Advertising Campaign on Consumer Memory," *Journal of Advertising*, 33(2), 49-61,

LaTour, Michael S., Tony L. Henthorne and Kathryn A. Braun-LaTour (2003), "Is a Cigar Just a Cigar: A Glimpse of the New Age Cigar Consumer," *Academy of Marketing Science Review*

Braun, Kathryn A., Rhiannon Ellis, and Elizabeth F. Loftus (2002), "Make My Memory: How Advertising can Change our Memories of the Past," *Psychology & Marketing*, 19(January), 1-23.

Law, Sharmistha and Kathryn A. Braun (2000), "I'll Have What She's Having: Gauging the Effectiveness of Product Placements," *Psychology & Marketing*, 17(12), 1059-1075.

Braun, Kathryn A. (1999), "Post-Experience Advertising Effects on Consumer Memory," *Journal of Consumer Research*, 25(March), 319-334, winner of the Ferber Award and best article of the year.

Braun, Kathryn A. and Elizabeth F. Loftus(1998), "Advertising's Misinformation Effect," *Applied Cognitive Psychology*, 12(December), 569-591.

## **WORKING PAPERS and NON-REFEREED JOURNALS**

LaTour, Kathryn A. (2017), "Mind of the Market Lab: Illuminating the Consumer Mind," Legends in Marketing" Gerald Zaltman, Jag Sheth (ed).

Braun-LaTour, Kathryn A. (2006), "Digging Deeper" which was published in 2006 in Nevada Hospitality Magazine, and also reprinted in their other publications.

Kosslyn, Stephen M., Gerald Zaltman, William Thompson, David Hurvitz, and Kathryn A. Braun (1999), "Reading the Mind of the Market," working paper, Harvard University.

Braun, Kathryn A. and Gerald Zaltman (1998), "Backward Framing: A Theory of Memory Reconstruction," MSI's Working Paper Series, # 98-109.

Schultz, Randall L. and Kathryn A. Braun (1997), "The Effect of Perception of Reality on Marketing Decision Making." University of Iowa working paper.

## **BOOK CHAPTERS**

LaTour, Kathryn A. (2022), "Campari: A Brand Developed With and Through Art," Chapter 10, In *New Directions in Art, Fashion and Wine: Sustainability, Artification, and Digitalization*.

LaTour, Kathryn A. and Annamma Joy (2022), "The Artification of Hospitality: Elevating Service to Luxury Status," Chapter 14, In *The Future of Luxury Brands: Artification and Sustainability*.

Kachen, Axenya and Kathryn LaTour (2018), "Sex, Gender and Advertising" In *Marketing & Humanity: Discourses in the Real World*, Cambridge Scholars Publishing.

LaTour, Michael S. and Kathryn A. LaTour (2016), "Building an Integrated Marketing Communications Mindset For Hotel Managers," In *Handbook of Hotel Chain Management*, Vincent Magnini (ed), Routledge.

Cotte, June and Kathryn A. LaTour (2010), "Gambling Beliefs vs. Reality: Implications for Transformative Public Policy," in *Transformative Consumer Research for Personal and Collective Well-Being*, David Glen Mick, Simone Pettigrew, Cornelia Pechmann and Julie L. Ozanne (eds.).

LaTour, Kathryn A., Lewis P. Carbone and Suzie Goan (2009), "Managing Hospitality Experiences: Las Vegas Style," in *Memorable Customer Experiences: A Research Anthology*, Adam Lindgreen, Joëlle Vanhamme, Michael Beverland (eds), Gower Publishing.

LaTour, Kathryn A. (2008), "Advertising, Public Relations and Crisis Management," chapter 7, prepared for the *Handbook of Hospitality and Tourism*, Haemoon Oh, editor.

Law, Sharmsitha and Kathryn Braun (2003), "Gauging the Impact of Product Placements on Viewers: Practical and Theoretical Implications" L. J. Shrum (Ed), *Blurring the Lines: The Psychology of Entertainment Media*, Mahwah, NJ: Lawrence Erlbaum.

## **GOOGLE SCHOLAR**

<https://scholar.google.com/citations?user=qDkpEL8AAAAJ&hl=en>

Citations: 3867

H Index: 26

Hi Index= 38

Accessed November 7, 2022

## **CASE STUDIES**

In collaboration with Professor Gerald Zaltman I developed a series of neuroscience primers for distribution through the Harvard case system. We took an interdisciplinary approach to the mind/brain/behavior relationship. Our goal was to familiarize readers with the new imagery methods that allowing us "see" the brain think. Research in cognitive neuroscience had been developing as accelerated speed, overturning past philosophical myths and raising new issues. Some of the topics we discussed include: the neuroscience methods (e.g., PET, fMRI, ERP, MEG); consciousness; neural plasticity; artificial intelligence; memory; learning; emotion; language. The titles appear below:

"Introduction to Neuroscience"

"Anatomical View of the Human Brain"

"The Tools of Cognitive Neuroscience"

"The Objectivity of Experience"

"Genetics and Behavior"

"Top Down Cognitive Processes"

"Is the Human Brain a Computer?"

"The Emotional Brain"

"Constructive Memory Processes"

"Eliciting Hidden Knowledge"

Puccinelli, Nancy M., Kathryn A. Braun and Fred Mast (2002), "What We Know and Don't Know about What Influences Behavior: An Examination of Implicit Predictors of Behavior," Harvard Case Note.

There were several working papers also at the Mind of the Market Lab, one being "Having the Customers' Best Interest at Heart."

## **HOSPITALITY INDUSTRY RELEVANT CONSULTING PROJECTS**

Coca-Cola Museum Atlanta Memory Design

Hallmark Memory Project

Las Vegas Sands/Macau Cross Cultural Insights for Design

Disney Icon Project

General Motors Experience Car Dealership Design

Pizza Hut UK Experience ReDesign

P&G Febreze launch

Pinnacle Entertainment Casino Design

Venetian Slot Club Loyalty Program Design

Differentiating Venetian/ Palazzo Brand Experience

LVCVA Branding Las Vegas

## **TEACHING INTERESTS**

Consumer Behavior; Wine Marketing; Luxury Marketing; Theories of Memory and Learning; Marketing and Brand Strategy; Experience Design.

## **TEACHING EXPERIENCE**

Introduction to Marketing, Research Assistant, Visiting Assistant Professor, University of Iowa, 1993-1998.

Introduction to Psychology, Auburn University, Adjunct Professor, 1999, 2001-2002.

Theories of Learning, Huntingdon College, Adjunct Professor, 2000.

Consumer Behavior, Auburn University, Adjunct Professor, 2001-2002; Visiting Assistant Professor 2003-2004.

Research Methods (M.S. and Ph.D), Psychology of Hospitality Marketing (M.S. and Ph.D.), and Marketing (undergraduates), UNLV Assistant Professor 2004-2007; Associate Professor 2008-2011.

Wine Marketing developed for undergraduates and graduate students, offered from 2014-present, Luxury Marketing class offered 2019- present for undergraduates and graduates, Services Marketing for undergraduates, core hotel and general business elective, 2012-present; Cornell Hotel School.

Luxury Champagne Practicum, Trial run of elective for Wine and Luxury Marketing students, developed with Richy Petrina LVMH, Spring break 2017 in Reims (6 students attended),

Champagne Master class, from Wine Scholar Guild taught to students prior to Champagne trip, Spring 2017.

ENOCERT 202 Certification Course: Tasting Room Sales Strategies, one day seminar taught as part of Cornell's Viticulture and Enology Extension Program, August 2017, August 2018.

Luxury Marketing Executive class Summer 2021, Spring 2022.

Doctoral Seminar on Behavioral Decision Making: Learning and Memory (Offered for marketing PhD students), Fall 2019; Fall 2021.

Independent and honor theses involvement with Cornell undergraduates, 2013- present.

### **GRADUATE STUDENT INVOLVEMENT**

<b>Institution</b>	<b>Year</b>	<b>Student</b>	<b>Department/School</b>	<b>My role</b>
Cornell University	2023	Michelle Wang (Ph.D)	Marketing	Co-Chair
Cornell University	2022	Sherry Cai (M.S)	Hotel	Committee member
Tsinghua University	2021	Xian Wang (Ph.D)	Marketing	Post-doc advisor
Pepperdine University	2021	Ana Brant (DBA)	Business	External member
Cornell University	2017	Jie Li (Ph.D)	Dyson	Committee member
Columbia University	2014	Barbie Jean Messa (Ph.D)	Psychology	Committee member
UNLV	2010	Jeremy Krause (Ph.D)	Psychology	Committee member
UNLV	2009	Michelle Millar (Ph.D)	Hotel	Committee member
UNLV	2008	Flavia Hendler (Ph.D)	Hotel	Chair
UNLV	2009	Gael Hancock (MS)	Hotel	Chair
UNLV	2006	Watcharobon Wiraboot (MS)	Hotel	Chair
UNLV	2006	Jangwon Cho (MS)	Hotel	Chair
UNLV	2006	J.J. Huang	Hotel	Chair
UNLV	2005/2008	Valentini Kalagyrou (MS and Ph.D)	Hotel	Committee member
UNLV	2006	Kelly Phelan (MS)	Hotel	Committee member
UNLV	2005	Sung Soo Kim (MS)	Hotel	Committee member
UNLV	2004	Dina Tanvuia (MS)	Hotel	Committee member

### **CORNELL SERVICE**

Internal ad hoc committee chair, senior lecturer reappointment, 2022.

SHA undergraduate admissions reader, 2022-present.

SHA Marketing Concentration Advisor- 2022-present.

SHA graduate curriculum committee member, 2016- 2022.

Cornell Hotel Society's Hotelier for Life (formerly Joseph Drown) Senior Prize Committee, School of Hotel Administration, 2015-2019, 2021-present.

Faculty Fellow for Cornell Institute for Food Systems, 2015- present.

Executive Board member of Camp Kesem, Cornell, 2016 – present.

SHA Academic Advisor, roughly 30 students/year, 2013- present.

HSMAI Club faculty advisor, 2017-2021

Horological Investment Club faculty advisor, 2019-present.

Search Committee Member, OTIM, JCB, Fall 2021/Spring 2022.

Marketing research seminar organizer (Fall 2021/Spring 2022; Fall 2022/Spring), along with Geoffrey Fisher (Dyson), Tommaso Bondi and Khaled Boughanmi (Johnson), and Jacqueline Rifkin (Johnson) and Omid Rafieian (Cornell Tech)

Marketing Communications Internal Ad-hoc Committee chair, Fall 2022.

OTIM Mid tenure review committee member, Fall 2020/spring 2021.

Search Committee Member, OB/HR, School of Hotel Administration (SHA), 2018-2019.

External Committee Member, Mid Tenure Review, SC Johnson, 2018-2019.

Integration Committee, Marketing area, SC Johnson College of Business, 2018- 2019.

Marketing representative for PhD Program, SC Johnson College of Business 2018- 2020

School of Hotel Administration (SHA) representative on the Faculty Advisory Committee on Tenure Appointment (FACTA), 2018-2020.

Search committee member for Cornell Tech Marketing faculty, 2018- 2020.

Chair, interim P&T reappointment committee SHA, 2018.

Chair, migration committee for Professor of Practice, Dyson, Spring 2017.

Ad-hoc external member, tenure committee, College of Human Ecology, 2017.

SHA faculty advisor/chaperone, Banfi Scholarship trip, May 2017.

Judge for SC Johnson MBA Case Competition, September 2017; September 2022.

SHA representative on search committee for CMO for the SC Johnson College of Business, Spring 2017.

Committee member to organize Marketing Doctoral program across three Cornell business schools, Fall 2016/Spring 2017; integrated curriculum Fall 2019.

SHA Interim P&T Review Committee Member, 2017.

Social Science Review hotel school representative for Provost committee, Spring 2017.



SHA P&T Committee Member, 2016.

HSMAI - Sales & Marketing Case Competition Judge, 2016

Chair of Michael D. Johnson Endowed Chair Search Committee, 2015-2016, 2016-2017.

SHA lecturer reappointment committee chair, 2016.

Graduate Faculty Member, SHA, 2010-present.

Undergraduate Admissions Selection Committee, SHA, 2013-2016.

Cornell Ski & Snowboard faculty advisor, 2014-2017.

Finger Lakes cancer program with Cornell biomedical students (part of a panel that discusses the human side of cancer with students interested in careers in technology and biomedical engineering, Bob Riter organizer), 2016-2018

Judge in David Lennox's Models of Excellence in Managerial Communication class competition, May 7, 2014..  
New student reading project group discussion leader, Summer 2014.

Guest speaker and judge for the Johnson School's Executive Education Program on Consultancy with students from Mumbai, presented a Wine Marketing 101 session in the morning and acted as a judge/investor later that afternoon as they presented new project ideas for the Finger Lakes wine region, Summer 2014.

### **COLLEGIAL REVIEWING ACTIVITIES**

Editorial Review Board member at the *Journal of Travel Research* (past), *Journal of Advertising Research* (current).  
*Journal of Advertising* (current), *Cornell Hospitality Quarterly* (current), also co-editor of special issue of Luxury Services in the *Cornell Hospitality Quarterly*, 2021-2022. Associate Editor at the *Journal of Advertising Research*, 2022-present.

I am asked to review across three main types of journals: Hospitality/wine, Marketing/Communication/ Business, and Psychology/memory, past review activity listed below:

#### *Hospitality/Wine:*

Cornell Hospitality Quarterly (current board member)  
International Journal of Wine Research  
International Journal of Wine Business Research  
International Journal of Hospitality Management  
Journal of Service Research  
Journal of Travel Research (past board member)  
Journal of Hospitality and Tourism Management

#### *Marketing/Communication/Business:*

California Management Review  
International Journal of Research in Marketing  
Journal of Advertising (board member)  
Journal of Advertising Research (board member)  
Journal of Business Research  
Journal of Consumer Behavior  
Journal of Consumer Research  
Journal of Marketing

Journal of Marketing Research  
 Journal of Product and Brand Management  
 Journal of Public Policy in Marketing  
 MIS Quarterly  
 Qualitative Market Research

*Psychology/Memory:*

Applied Cognitive Psychology  
 Journal of Applied Research in Memory and Cognition  
 Memory  
 Memory and Cognition  
 Neuroscience

I also review for Association for Consumer Research, the American Marketing Association and Consumer Psychology conferences.

Other: Judge for the 1999 and 2000 Society for Consumer Psychology's best dissertation proposal. Harrah Hotel Grant Committee Judge (2010, 2008); Reviewer for Harrah Hospitality Summit (2010) and UNLV Graduate Summit (2008).

## **PROFESSIONAL ASSOCIATIONS**

American Psychological Association  
 American Association of Wine Economics  
 Association for Consumer Research  
 Society for Applied Research in Memory and Cognition (in past)  
 Federation Internationale des Vins et Spiritueux (FIVS) Member  
 Society of Wine Educators  
 Wine Scholar Guild  
 Guild of Master Sommeliers  
 International Sommelier Guild  
 Institute of Master of Wine  
 Finger Lakes Women in Wine  
 American Wine Society, Ithaca chapter  
 Women of the Vine, Executive Board member

## **PROFESSIONAL CERTIFICATIONS**

Certified Hospitality Educator, American Hotel and Lodging Educational Institute, 2004.  
 Certified Sommelier, Court of Master Sommeliers, May 2011.  
 Certified Wine Specialist, Society of Wine Educators, 2011.  
 Sommelier Diploma and Certification, International Sommelier Guild, May 2011.  
 Master Level Champagne (with honors), Wine Scholar Guild, 2017.

Institute of Master of Wine, passed first year examination 2013, was a second year student preparing for the full exam 2013-2014, 2017-2018, took leave due to personal and professional responsibilities.

TIPS certification for on-premise alcohol service New York State, 2017.

WSET Level 3 Advanced Certificate in Wine, completed Spring 2021; WSET Diploma in process.

### **INVITED TALKS and CONFERENCE PRESENTATIONS**

“Developing a Marketing Career in Hospitality,” invited guest speaker to Virginia Tech’s Department of Tourism and Hospitality graduate seminar, November 18, 2022.

“Views of Wine Education,” guest of Steve Raye’s Italian Wine podcast, to be released in October 2022.

“Building Up and Breaking Down Consumer Experience.” Invited speaker, BEDR, Cornell University, August 30, 2022.

“I Want What You’re Having, But Don’t Look at Me: Direct Eye Contact Decreases Consumer’s Food Preferences,” Flashtalk for the Society of Consumer Psychology, March 2022 (with Michelle Wang and Suzanne Shu)

“Wine Education for New Consumers” Restaurant Relevance podcast with Nathan Jarvis, March 2022.

“I Want What You’re Having, but Don’t Look at Me: Human Presence in Food Images,” Poster presentation at the Association for Consumer Research conference, October 2021 online (with Michelle Wang and Suzanne Shu).

“Social Listening” presentation to the Cornell Hospitality Research Board, November 15, 2021 (virtual).

“Luxury Marketing” presentation to the board of directors, Tradition Golf Club, August 20, 2021, La Quinta, CA (virtual).

Panelist for FLX cursion conference on Riesling, Riesling: Food’s Best Friend, July 17, 2021, Geneva, NY  
<https://flxcursion.com/wp/schedule-2021/#public>

“Building Wine Appreciation for the New Generation Consumer,” ASEV (American Society for Enology and Viticulture), conference June 21-24, 2021 online (with Roger Noujeim and Annamma Joy)

“Social Listening: An Essential Tool for Responsive, Customer-centric Service,” CHR Keynote, June 2, 2021,  
<https://ecornell.cornell.edu/keynotes/overview/K060221/>

Panelist discussing Customer Experience at the CHR Symposium “Harmonic Hospitality,”  
<https://sha.cornell.edu/events/harmonic-hospitality-a-symposium-on-the-intersections-among-music-entrepreneurship-and-hospitality/> December 2020.

“Approaching Wine Appreciation Holistically” American Association of Wine Economics conference, Vienna, July 2019.

“Engaging New Generations of Consumers with Wine,” (with Roger Noujeim), Cornell Wine and Hospitality Workshop, NYC, June 2019.

“Spaced versus Binge Learning: Applications for Online Learning Environments” (with Hayden Noel). for conference focused on a special issue of *Journal of Marketing Research* on Education and Marketing, Austin, TX February 2019

“Introducing a new tool for assessing consumer tasting: Elevating consumer engagement and facilitating market insights,” with Roger Noujeim, CEO, QUINI, presented to the American Association of Wine Economists 12<sup>th</sup> Annual Conference, Ithaca, NY June 12, 2018.

“The influence of music on the perception of oaked wines – A tasting room case study in the Finger Lakes Region,” with Qian Janice Wang, Charles Spence (Oxford U), Meaghan Frank (Dr. Konstantin Frank Wine), Ben Houge (Berklee School of Music), presented to the American Association of Wine Economists 12th Annual Conference, Ithaca, NY June 12, 2018.

“Does taste sensitivity matter in the wine industry? The influence of sensory tasting information and taste sensitivity on purchasing behaviors,” with Jie Li, Miguel Gomez (Cornell University), presented to the American Association of Wine Economists 12th Annual Conference, Ithaca, NY June 12, 2018.

“Gender and Wine” invited lecture to Cornell Culture of Wine class, Spring 2018.

“Why do you like the wines you do?” SC Johnson staff enrichment series, January 26, 2018.

“Creating a Cross Modal Wine Experience,” (with Meaghan Frank, Janice Wang and Ben Houge), CRAVE (Cornell Recent Advances in Viticulture and Enology) conference, November 14, 2017.

“How to Create Experiences that Truly Stick with Your Customers,” Web conversation with eCornell, <https://www.youtube.com/watch?v=cvog0quIWic>, Fall 2017.

“The New Tastemakers: How to use Sensory Perception to Increase Brand Enjoyment,” webinar with Cynthia Sterling, offered through Women of the Vine, August 15, 2017.

“Are you a Supertaster? Wine tasting class,” August 8, 2017, Cornell Club NYC.

Presenter for Johnson School Predictions Dinner on Supertaster research (with Miguel Gomez) to MBA alumni, February 8, 2017.

“The Impact of Repetition and Spacing on Memory for Advertising” (with Hayden Noel), 8th International Trade & Academic Research Conference (ITARC) 6-7th November, 2017 London, UK (best presentation award).

“How Co-production and Authenticity Affect the Future of Experience Design Roundtable” co-chair (with Lou Carbone), Cornell Hospitality Research Roundtable, Ithaca NY, October 23-24, 2016.

“What Really Drives Loyalty Now?” moderator for Cornell Hospitality Leadership Series with the Women in Senior Leadership, St. Regis Hotel, Washington DC, April 11, 2016.

Business of wine presentation to Cornell’s CUVÉE group (CALS Viti/vini program), August 2016.

“Using Cross-sensory tools to Engage Wine Consumers,” Invited speaker/session leader, Women of the Vine Global Symposium, Napa 2015.

“Developing Consumer Knowledge About Wine: Insights about Expertise,” “B.E.V. (Business, Enology, Viticulture) NY, CALS sponsored event, Waterloo, NY, February 27, 2014.

Speaker at the Boyce Thompson’s From Gene to Bean event, November 12, 2013.

SHA representative speaker at TCAM (Trustee-Council Annual Meeting) spoke about my research on wine and expertise, and arranged for a tasting with a wine donation from Kendall-Jackson, October 25, 2013.

Tasting room talk on consumer perception and marketing at Geneva Station with Cornell Extension, May 14, 2013.

Tasting room talk on consumer perception and marketing at Martha Clara in North Fork, LI, with Cornell Extension, March 12, 2013.

“Experience Management 2.0” with Lou Carbone, Jon Carbone, Michael LaTour. Cornell Hospitality and Research Summit, Ithaca, NY October 9, 2012.

Special session organizer “The Paradox of Memory,” and co-author “Nostalgic Charity Appeals: Moderating Effects of Mood, Beneficiary and Childhood Icons” (with Altaf Merchant, John Ford and Michael LaTour), North American Association for Consumer Research conference, Vancouver, BC, October 4-7, 2012, in *NA - Advances in Consumer Research* Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research, 32-36.

Humphreys, Ashlee and Kathryn A. LaTour, “Together We Stand, Divided We Fall: Categorization and the Process of Legitimation,” as part of a Special Session *Consumer Gambling: Building Disciplinary Connections for Better Understanding*, Association for Consumer Research, St. Louis, MO., October 2011, . in *NA - Advances in Consumer Research* Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN : Association for Consumer Research, 175-176.

LaTour, Kathryn A. and Michael S. LaTour, “Managing Customer Experiences From Sensory Exposure to Recollection,” Cornell Hospitality Research Summit, October 2010.

LaTour, Kathryn A. “The Framing of Customer Experience,” UNLV Harrah Hospitality Summit, June 2009.

Merchant, Altaf, John B. Ford, Kathryn A. LaTour, Michael S. LaTour, "Developing an Advertising Personal Nostalgia Intensity Scale," Academy of Marketing Science Annual Conference, Portland, June 2010.

Noel, Hayden and Kathryn A. LaTour, “Reconstruction Theory: Towards an Understanding of How Media Scheduling Influences Memory for Advertising,” European Association for Consumer Research Conference, June 2010, London, in *European Advances in Consumer Research* Volume 9, eds. Alan Bradshaw, Chris Hackley, and Pauline Maclaran, Duluth, MN : Association for Consumer Research, 541.

LaTour, Kathryn A., “From Sensory to Consumer Perceptions: The Framing of Customer Experience,” SCENTWorld, keynote address, Las Vegas, November 2009.

LaTour, Kathryn A. and June Cotte, “Digging Deeper into Gamblers' Psyche: An Application of the Zaltman Metaphor Elicitation Technique,” 14th International Conference on Gambling & Risk Taking, Lake Tahoe Nevada May 25-29, 2009

Poster presentation: Hendler, Flavia and Kathryn LaTour, “Consumer Empowerment and Casino Loyalty Programs: An Examination of Temporal Orientation and Consumer Choice,” Latin America Association for Consumer Research, 2008, Sao Paulo, Brazil, . in *LA - Latin American Advances in Consumer Research* Volume 2, eds. Claudia R. Acevedo, Jose Mauro C. Hernandez, and Tina M. Lowrey, Duluth, MN : Association for Consumer Research, 183.

“Residual Goodwill—Consumer Memory Perspective,” for a panel discussion on Residual Goodwill, at the Intellectual Property Owner’s Association Meeting, San Diego, September 2008

Poster presentation: Noel, Hayden and Kathryn Braun-LaTour, “Reconstruction Theory: Towards an Understanding of How Media Scheduling Influences Memory for Advertising,” Society for Consumer Psychology Conference, New Orleans, 2008.

Cotte, June and Kathryn A. Braun-LaTour, “The Warrior, The Escape Artist, And The Hidden Addict: Gambling And The Movement Of Consumption Into The Private Sphere,” 2007 Consumer Culture Theory Conference.

Two papers presented as part of a special session “Casino Gambling: Meanings, Motives and Marketers” at the Association for Consumer Research conference in Orlando, FL 2006, “An Assessment of the Value of Slot Clubs as Drivers of Casino Loyalty” (with Flavia Hendler) and “Not Leaving Las Vegas: Identity Projects of Local Vegas Gamblers” (with June Cotte). in *NA - Advances in Consumer Research* Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN : Association for Consumer Research, 690-692.

Paper presentation: "A Cross Cultural Analysis of Tipping Behavior: An Application of Zaltman Metaphor Elicitation Technique" with Alexandrina Tanvuia and Billy Bai and Seymus Baloglu, 11th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Seattle, WA January 2006. The following was accepted as a poster at that conference: "Comparative Study Of Personality Traits Of Gamblers Who Play Video Poker And Traditional Pull/Push Machines Through Cattell's 16 Personality Factors" with J.J. Huang.

"Using Three-Dimensional Photo Elicitation for Post-Experience Conference Assessment," with Michael S. LaTour and Tony Henthorne, UNLV Summit 2005.

Poster presentation, "Predicting Ad Response Over Time: A Comparison of Arousal and Ad-Liking to Outcomes of Explicit Memory," (co-authored with Michael S. LaTour), Association for Consumer Research Conference, Portland, OR, October 7-11, 2004.

Co-chair of Roundtable entitled "Theories on How Spacing Of Stimuli Affect Memory," with Sara L. Appleton-Knapp, San Diego State University; and Hayden Noel, Baruch College, Association for Consumer Research Conference, Toronto, ON, October 9-12, 2003. in NA - Advances in Consumer Research Volume 31, eds. Barbara E. Kahn and Mary Frances Luce, Valdosta, GA : Association for Consumer Research, 94

Invited Speaker to the Sandage Symposium at the University of Illinois, October 3-5, 2003. Symposium is focused on cutting-edge advertising research from academia and practice.

Selected as a Hearin Invited Lecturer, School of Business Administration, University of Mississippi, January 2003.

"Implicit Memory: Insight into the Consumers' Unconscious" as part of the Advertising Research Foundation's Week of Workshops, Qualitative Research session, October 7, 2002, New York City.  
(<http://www.thearf.org/wow2002/wow2002.html>)

"Product Placements: Practical and Theoretical Implications" (with Sharmistha Law and Darlene Walsh), 21st Annual Advertising and Consumer Psychology Conference, Blurring the Lines: The Psychology of Entertainment Media, May 16-18, 2002, New York City, (<http://fisher.osu.edu/marketing/scp/>)

"When What Consumers Say Isn't What They Do: The Case of Ethnocentrism," (with Gerald Zaltman, Harvard Business School) Association for Consumer Research Conference, Austin, Texas, October 2001. (<http://www.acrweb.org/acr2001/sundayS10.html>) in NA - Advances in Consumer Research Volume 29, eds. Susan M. Broniarczyk and Kent Nakamoto, Valdosta, GA : Association for Consumer Research, 498-500.

"Early and Other Special Autobiographical Memories on Consumers Attitudes and Preference," presenter at the Mind of the Market Lab, Harvard Business School, October 2000.

"I'll Have what She's Having: Impact of Product Placement in TV Programs on Choice and Memory," (with Sharmistha Law, University of Toronto) at the American Psychological Society meeting in the Society for Applied Research in Memory and Cognition track (SARMAC), <http://www.atkinson.yorku.ca/~sarmac/index.htm>, Miami, FL, June 2000.

"Altering Consumer Memories," invited speaker for the Marketing Department seminar series, Duke University, May 2000.

"Manipulating Memory," Guest lecturer at the Harvard Business School, February 2000.

"I'll Have what She's Having: Impact of Product Placement in TV Programs on Choice and Memory," (with Sharmistha Law, University of Toronto) accepted for the Association for Consumer Research conference, <http://acrweb.org/acr99/>, Columbus, OH, October 1999.

"Altering Consumer Autobiographies," (with Rhiannon Ellis and Elizabeth F. Loftus, both at the University of Washington) at the Society for Applied Research in Memory and Cognition (SARMAC), Boulder CO, July 1999.

“Manipulating Memory,” Guest lecturer at the University of Alabama, March 1999.

“Reconstructive Memory,” Guest lecturer at the Harvard Business School, February 1999.

” The Deleterious Act of Recollection,” Session organizer and presenter at the Association for Consumer Research conference, Montreal, QC October 1-4, 1998. Participants included: Gerald Zaltman, Harvard University; Sharmistha Law, University of Toronto; and Laura Melnyk, McGill University, . NA - Advances in Consumer Research Volume 26, eds. Eric J. Arnould and Linda M. Scott, Provo, UT : Association for Consumer Research, 90-93.

"Applications of Cognitive Neuroscience in Consumer Behavior," (co-authored with Stephen Kosslyn and Gerald Zaltman, Harvard University) as part of a special session proposal on novel research methods, organized by Cristel Russell, University of Arizona for the Association for Consumer Research conference.

“Manipulating Memory,” Guest lecturer at the Harvard Business School, March 1998.

“Framing Effects: A Cognitive Neuroscience Perspective,” Presenter at the Haring conference, Indiana University, April 1997.

“Advertising’s Misinformation Effect,” Guest lecturer at the Harvard Business School, March 1997.

“Attribute Framing,” Poster presentation at the Society for Judgment and Decision Making conference, November 1996. (co-authored with Gary Gaeth)

“Framing Effects with Differential Impact: The Role of Attribute Salience,” Presenter at the Association for Consumer Research conference, October 1996. (co-authored with Gary Gaeth and Irwin Levin)

“Nutritional Labeling: A Discussion,” Discussant at Nebraska Marketing Doctoral Symposium, February 1996.

### **SELECTED MEDIA COVERAGE**

#### *Wine Related*

“How drawing pictures can help us understand wine,” JCR blog, <https://blog.oup.com/2019/06/drawing-pictures-help-understand-wine/>

“EnoCert program spurs winery operation expertise,” Cornell Chronicle, August 29, 2018, <http://news.cornell.edu/stories/2018/08/enocert-program-spurs-winery-operation-expertise>

“How to Think like a Gourmet,” *Harvard Gazette*, <https://news.harvard.edu/gazette/story/2018/08/learning-how-to-become-a-gourmand/>

“A holistic path to a finer palate,” Cornell Chronicle, July 18, 2018, <http://news.cornell.edu/stories/2018/07/holistic-path-finer-palate>

\*\*\*“Drawing Upon the Senses Leads to Good Wine Memories,” *Cornell Chronicle*, April 8, 2015

\*“Now on Hotel Lists: Private Label Wine,” *New York Times*, May 15, 2014, <https://intransit.blogs.nytimes.com/2014/05/15/now-on-hotel-lists-private-label-wines/>

\*“Workshops Spread the Science of Selling Wine,” *Cornell Chronicle*, May 30, 2013

\*“What we really taste when we drink wine,” *New Yorker*, July 11, 2014 <https://www.newyorker.com/science/maria-konnikova/what-we-really-taste-when-we-drink-wine>

\*How Contexts Influence Our Experience of Wine, and Schools Manderson, July 14, 2014 <https://schoolecosystem.org/2014/07/14/wine-and-schools/>

\*Learning from Experience? Multisensory Tools Create Discerning Wine Lovers, ScienceDaily, May 24, 2010

### *Supertasters*

\*Supertasters a super opportunity for advertisers, Patrick Bohn, December 19, 2016, IC News, <https://www.ithaca.edu/ic-news/releases/supertasters-a-super-opportunity-for-advertisers-42878/>

\*Science Daily: <https://www.sciencedaily.com/releases/2016/12/161219115604.htm>

### *Memory/Experience Related*

“Wait-no more sweethearts? <https://www.linkedin.com/pulse/what-more-sweethearts-latour-kathryn/>

“A bed, a bath and a whiff of jasm <https://www.linkedin.com/pulse/what-more-sweethearts-latour-kathryn/> ine: Hotels try to lure customers with signature scents,” *Washington Post*, September 20, 2019, [https://www.washingtonpost.com/lifestyle/travel/a-bed-a-bath-and-a-whiff-of-jasmine-hotels-try-to-lure-customers-with-signature-scents/2019/09/19/a730a3c4-d635-11e9-9343-40db57cf6abd\\_story.html](https://www.washingtonpost.com/lifestyle/travel/a-bed-a-bath-and-a-whiff-of-jasmine-hotels-try-to-lure-customers-with-signature-scents/2019/09/19/a730a3c4-d635-11e9-9343-40db57cf6abd_story.html)

Product love, Cornell podcast: <https://as.cornell.edu/news/product-love>

\*Selling Memories, *Las Vegas Seven*, June 17, 2010

\*Truth or Consequences; The Memory Doctor, *Slate*, May 27, 2010

\*Remembrance of Cocoa Puffs Past, *United Hemispheres In-Flight Magazine*, July 2009

\*Can a Dead Brand Live Again? *New York Times Magazine*, May 18, 2008

\*UNIVERSITY OF NEVADA AT LAS VEGAS ACHIEVES HIGH RANKING NATIONALLY FOR SCHOLARLY RESEARCH ON ADVERTISING, Targeted News Service, November 19, 2007

\*UNLV Research Points the Finger at What Kept Customers Away From Wendy's After Infamous 'Finger in Chili' Incident; UNLV Research Shows Connecting Emotionally to Consumers May Have Helped Repair Damage Brought on by Finger in Chili Scheme, PR News wire US, May 1, 2006

\*Frosty Failed, Brand Noise, May 2, 2006

\*Media: Selling You a New Past, *The Independent* (London), October 21, 2003

\*Grand Illusions Of Memory, Keynote Address Showcases Evidence of False Memories, Association for Psychological Science, *Observer*, August 2003

\*What Makes Customers TICK?; Most businesses have no idea why customers behave as they do, Marketing Management, July/August 2003

\*From Kissing Frogs To Demonic Possession, People Are Led To Believe They Experienced The Improbable, ScienceDaily, Feb. 17, 2003

\*Mind Makes Memories Fonder- But False, USA Today, July 2, 2001

\*'I Tawt I Taw a Bunny Wabbit': Evidence Shows False Memories Can Be Created, AScribe Newswire June 11, 2001

### *Gambling Related*

\*How You Name it Matters, Cornell Chronicle, <http://news.cornell.edu/stories/2013/10/how-you-name-it-matters-gambling-vs-gaming> October 2013

\* Why is online 'gaming' fun, but 'gambling' is shady? <https://www.futurity.org/gaming-fun-gambling-seedy/> 2013



\*New Study says Name Matters: Gaming vs. Gambling, <https://www.covers.com/editorial/Article/b3d8a81b-b51e-e711-80cb-44a8423171c1> 2013

\*Place Your Bets, Columbia Journalism, [https://archives.cjr.org/language\\_corner/place\\_your\\_bets.php](https://archives.cjr.org/language_corner/place_your_bets.php) September 3, 2013

\*Globe and Mail website carries story “Legalize and regulate online gambling, study urges,” July 15, 2008

\*Washington Post website carries story “Legalize and regulate online gambling, study urges,” July 15, 2008

\*Boston Globe website carries story “Legalize and regulate online gambling, study urges,” July 15, 2008

\*KLAS Face to Face with Jon Ralston, July 24, 2008

\*KNPR radio Las Vegas interview, July 28, 2008

\*Las Vegas Review Journal- “Professor urges legalizing Web betting,” July 23, 2008

\*Las Vegas Sun “Dressing down: Web gambling’s hallmark,” July 23, 2008

\*The Straits Times website, Singapore carries Reuters story “Legalize and regulate online gambling, study urges,” July 16, 2008

\*News24, South Africa carries Reuters story “Legalize and regulate online gambling, study urges,” July 16, 2008

\*Montreal Gazette carries CanWest story “Regulate online gambling, prof urges,” July 15, 2008

\*Reuters (Canada) article “Legalize and regulate online gambling, study urges,” July 15, 2008 (also on Reuters (UK) and Reuters (India))

\*The U.S. Daily website carries story “Legalize and regulate online gambling, study urges,” July 15, 2008

\*WebPro News, Kentucky carries story “Study urges legalizing online gambling,” July 15, 2008