

April 2020

CURRICULUM VITA of:

***MICHAEL ROBERT SOLOMON***

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Professor of Marketing (August 2007-present)  
Director, Center for Consumer Research (2007-2015)  
Haub School of Business  
Saint Joseph's University, Philadelphia

Visiting Professor of Marketing  
IESEG, Paris (Fall 2013)

Professor of Consumer Behaviour  
Manchester Business School  
The University of Manchester, U.K. (August 2007-August 2013)

Visiting Professor of Marketing  
Haub School of Business  
Saint Joseph's University, Philadelphia (August 2006-May 2007)

Human Sciences Professor of Consumer Behavior,  
Department of Consumer Affairs, Auburn University  
(July 1995-July 2006)  
Endowed professorship at the faculty rank of Titled Professor with tenure

Associate Professor and Chairman, Department of Marketing  
Rutgers University, New Brunswick (July 1987-July 1995)  
Acting Chairman, Department of Management (1991- 1992)  
Tenure awarded July 1989

Associate Professor of Marketing, New York University (1986-1987)

Assistant Professor of Marketing, New York University (1981-1986)

Associate Director, Institute of Retail Management, New York University (1983-1985)

## Education

<u>Institution</u>	<u>Degree</u>	<u>Date</u>	<u>Field</u>
Brandeis University	B. A.	1977	Psychology & Sociology <i>Magna cum laude</i> , with High Honors in Psychology
The University of North Carolina at Chapel Hill	M. A.	1979	Social Psychology
The University of North Carolina at Chapel Hill	Ph.D.	1981	Social Psychology Minor in Psychometrics at the L.L. Thurstone Psychometric Laboratory

## Awards and Honors

Selected as a regular Contributor to *Forbes.com* to write about consumer behavior, branding and retailing, June 2018-present.

Winner of the McGuffey Longevity Award for *Consumer Behavior: Buying, Having and Being*. Highest award bestowed by the Textbook and Academic Authors Association to recognize "...textbooks... whose excellence has been demonstrated over time." February 2020.

Invited to deliver the keynote address at the First International Colloquium on Fashion Marketing + Consumption, Academy of Marketing, London, June 2018.

Distinguished Fellow, Society for Marketing Advances, November 2017. Since 2000, only 10 professors have been awarded this designation.

Tengelmann Award for Distinguished Research and Teaching, Saint Joseph's University, June 2017. The University's highest faculty honor; this was the 23<sup>rd</sup> award given to a professor in the history of the University.

Recipient of a Textbook Excellence Award from The Textbook and Academic Authors Association for Social Media Marketing 2<sup>nd</sup> ed., SAGE, 2017

Faculty Initiate, Delta Sigma Pi national business fraternity. One of two Saint Joseph's University professors selected by students for induction. April 2017.

Named Fellow, Direct Selling Educational Foundation, June 2016.

Marketing Management Association Innovative Marketer of the Year Award recipient for 2015. Keynote address delivered March 2015.

Saint Joseph's University Faculty Merit Award for Research, November 2012.

"The Michael Solomon Hall," a high-tech classroom named in my honor at UNINTER, Curitiba, Brazil, ceremony July 2011.

Named as Fellow, Global Marketing Network, London 2010 - present.

Named as a Thought Leader for Canvas8, a global trends service that offers expert insight into consumer attitudes and behavior, London 2009 - present.

Advisory Panel, STEPP: STudent E-rent Pilot Project. A project funded by the U.S. Department of Education to provide access to e-textbooks for students with disabilities.

Selected to deliver the keynote address at the Marketing and Advertising Society of Iran, Tehran University (via video to 500 delegates), January 2011. Declined due to diplomatic sanctions.

Selected to deliver the keynote address at the ANZMAC (Australian New Zealand Marketing Academy) meeting, Christchurch, NZ November 2010.

Selected to deliver the keynote address on "The Smart Consumer" at the first Manchester Marketing Seminar Series event, sponsored by IBM, Manchester, UK June 2009.

Selected as one of 15 "core advisors" to the Mass Roots Project. This interdisciplinary group is funded by Pierre Omydar, the philanthropist and founder of eBay. Its goal is to create an infrastructure for developing and launching tools that enable ordinary citizens to leverage their economic power to combat climate change. May 2007-present.

Director's Award for best project, National Textile Center: Masculine Style(s): Shifting Identities and Textile/Apparel Industry Opportunities (Project Leader), February 2007.

Arrupe Center Fellow, Pedro Arrupe Center for Business Ethics, Haub School of Business, Saint Joseph's University, "Marketing to People with Disabilities," 2010-2011.

Arrupe Center Fellow, Pedro Arrupe Center for Business Ethics, Haub School of Business, Saint Joseph's University, "Psychographic Correlates of Environmentally Responsible Behavior," 2008-2009.

Arrupe Center Fellow, Pedro Arrupe Center for Business Ethics, Haub School of Business, Saint Joseph's University: "Embedded Channel Agents, Consumer Confidence, and Trust in Virtual Retail Environments: Influences and Ethical Issues," 2007-2008.

Named to the International Advisory Board of the Institute of Millennium Environmental Design and Research, Yonsei University, Seoul S, Korea, 2006-present.

Selected to deliver the keynote address at the 2007 Best Brands College, Center on Global Brand Leadership at The University of Munich, Germany February 2007.

Selected to deliver the keynote address at the first Association for Consumer Research Latin American Conference, Monterrey, Mexico, January 2006.

The Michael Solomon Best Paper in Consumer Behavior Award. An annual award given by Prentice Hall and the Society for Marketing Advances. The first award was presented at the November 2004 meeting of the SMA.

The Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education. An annual award given by Prentice Hall and the American Marketing Association. The first award was presented at the August 2005 meeting of the AMA.

Bilby Lecturer, Northern Arizona University, February 2004. An endowed lecture in the College of Business Administration.

*Conquering Consumerspace: Marketing Strategies for a Branded World* (AMACOM) was named by Soundview Executive Summaries as "one of the thirty best business books of 2004."

Tyner Lecturer, Florida State University, March 2003. A University-wide endowed lecture.

Chancellor's Lecture, Louisiana State University, November 2003. A University-wide endowed lecture.

Prentice Hall Distinguished Lecture Award, International Textiles and Apparel Association, November 2001. The award honors recipients who have made outstanding contributions to the field of textiles and apparel.

In a 1998 publications analysis, ranked #9 most productive author in U.S. advertising journals (cf. Tony L. Henthorne, Michael S. LaTour, and Tina Loraas, "Publishing Productivity in the Three Leading U.S. Advertising Journals: 1989 Through 1996," *Journal of Advertising* 27 (1998) 2: 53-64).

In a 1997 citation analysis, ranked #15 of most cited authors in textile and apparel research literature (cf. Hilda Buckley Lakner, Jennifer L. Paff, and Hamidah Md Din, "Most Cited Authors in Apparel-Related Articles Published in the *Clothing and Textiles Research Journal* and the *Home Economics Research Journal*," *Clothing and Textiles Research Journal* 15 (1997) 4: 216-222).

Selected to contribute the authoritative definition of fields of study to these compilations:

- Fashion Psychology: *Fashion Encyclopedia*, Istituto della Enciclopedia Italiana, Rome.
- Consumer Behavior: *Encyclopedia of Applied Psychology*, Elsevier Ltd.
- Consumer Behavior, Marketing/Branding, Fashion Theory: *Fields of Knowledge Infography*.

Recipient of Fulbright-FLAD Chair in Market Globalization as Distinguished Lecturer in Marketing, School of Economics & Business Administration, Technical University of Lisbon, Fall 1996. Awarded jointly by the Fulbright Commission and the Luso-American Development Foundation (FLAD) to promote the modernization of Portuguese business management.

Certified QFD Green Belt, Quality Function Deployment Institute, May 2002.

Faculty Fellow, 1987 American Marketing Association Doctoral Consortium

Dean's List, Brandeis University, 1973-1977

Who's Who among Human Services Professionals, 1991-present

Who's Who in Medicine and Healthcare, 1996-present

Who's Who in America, 1996-present

Honorary Societies: Sigma Xi, Alpha Mu Alpha, Phi Beta Delta

## Grants

Co-P.I., "A Gamification Platform to Understand Food Preferences of Millennials," Campbell's Soup, 2012-2013, \$45,000.

Co-P.I., "Developing an Immersive 3D Environment (Virtual World) for the Training & Support of Representatives in Direct Selling," Direct Selling Education Foundation, 2010-2012, \$10,000.

Co-PI, "Developing a Virtual Bookstore," Follett, Inc., 2009-2011, \$10,000.

Principal Investigator, "A Visual Approach to the Assessment of Apparel Brand Personality and its Relationship to Brand Equity," National Textile Center (U.S. Department of Commerce), Year 1 2006-2007, \$110,000.

Principal Investigator, "Strategic Sustainability and the Triple Bottom Line," National Textile Center (U.S. Department of Commerce), Year 1 2006-2007, \$110,000.

Principal Investigator, "Masculine Style(s): Shifting Identities and Textile/Apparel Industry Opportunities," National Textile Center (U.S. Department of Commerce), Year 1 2005-2006, \$390,000, Year 2 2006-2007 \$300,000.

Principal Investigator, "Knowledge Management: Competitive Advantage in the Value Chain," National Textile Center (U.S. Department of Commerce), Year 1 2003-2004 \$179,000, Year 2 2004-2005 \$110,000, Year 3 2005-2006 \$164,000.

Principal Investigator, "Charting Consumption Constellations: An Online Measurement, Analysis and Feedback System for the Assessment of Cross-Category Consumer Preferences across the Lifespan," National Textile Center (U.S. Department of Commerce), Year 1 2001-2002 \$200,000 Year 2 2002-2003 \$168,000, Year 3 2003-2004 \$100,000.

Principal Investigator, "The Virtual Mall: Using The Internet To Configure the Ideal Shopping Environment," 2000-2001, International Council of Shopping Centers, \$15,000.

Principal Investigator, "Methodology to Assess Design Preferences of Lead Users" (Seed Project), National Textile Center (U.S. Department of Commerce), 2000-2001 \$50,000

Principal Investigator, "Consumer Preferences for Apparel and Textile Products as a Function of Lifestyle Imagery," National Textile Center (U.S. Department of Commerce), Year 1 (1997-1998) \$140,000, Year 2 (1998-1999) \$160,000.

Principal Investigator, "A Web-Based Methodology to Assess Young Lead User Preferences for Home Textile Products," Alabama Agricultural Experiment Station \$158,500 (five year award), 2000-2005.

Principal Investigator, "Evaluations of Lifestyle Imagery by Producers and Consumers in the Apparel and Textile Pipeline," Alabama Agricultural Experiment Station, \$122,500 (five year award), 1996-2000.

Co-P.I., "Enhancing Demand Responsive Marketing in the U.S. Apparel Industry: Modeling Consumer Behavior in Global Markets," National Textile Center (U.S. Department of Commerce), \$123,000, 1996-1997.

American Academy of Advertising Research Fellowship: "Chronometric Explorations of Consumption Constellations and Their Implications for Advertising Strategy," with Tina Lowery, Basil Englis, and Sharon Shavitt, 1993-1995

American Marketing Association Research Grant: Charting Consumption Constellations 1991-1992, 1992-1993, 1993-1994

Rutgers University Research Council Grant: Product Symbolism and Social Roles, 1987-1988

Consumer Adoption of Personal Services, 1986

A grant awarded by the Marketing Science Institute (MSI Services Data Program) to investigate consumer adoption and positioning issues for personal services.

The Psychology of Fashion, 1985

A grant awarded by Burlington Industries to underwrite the first multidisciplinary conference on the psychology of fashion.

The Cutty Sark Men's Fashion Award, 1981

A grant from the Buckingham Corporation on behalf of Alexander Julian, menswear designer, to support research on the psychological effects of clothing on behavior.

New York University Schools of Business Faculty Research Grant, 1982, 1983, 1986, 1987

National Institute of Mental Health Training Fellowship, 1977-1978, 1979-1980

### **Thesis and Dissertation Committees**

Lei Zhou, "Effect of Contextual Variations in Fashion Advertisements on Consumers' Perceptions of Products and Advertisements," M.Sci., Department of Consumer Affairs, Auburn University, 1998 (Chair)

Caroline K. Lego, "The Effect of Reference Groups on Product Attitudes and Perceptions," M.Sci., Department of Consumer Affairs, Auburn University, 2000 (Chair)

Stephanie L. Wright, "Uniformity: An Online Investigation of Satisfaction with the Security Guard Uniform," Department of Consumer Affairs, M.Sci., Auburn University, 2000 (Chair)

Trinske Antonidies, "The Underlying Dimensions of Coolness: A Cross-Cultural Study" M.Sci., Vrije Universiteit (Netherlands), 2000 (Co-chair)



Natalie Wood, " Personalization of the Web Interface: Avatars as Vehicles for Visual Persuasion in the Online Decision Making Process", Ph.D., Department of Consumer Affairs, Auburn University, 2002. **Recipient of the Best Dissertation Award by the American Academy of Advertising, 2002.** (Chair).

Caroline Munoz, "The Effect of Interpersonal Influence within Virtual Communities," Ph.D., Department of Consumer Affairs, Auburn University, 2003 (Chair).

Paul Henry, "An Examination of Subculture Characteristics of Social Class Groups in Contemporary Society: A Focus on 'Enduring Thought Disposition' Characteristics," Ph.D. School of Marketing, University of New South Wales, 1998.

Bo Shi, "Internet Consumers' Risk Perception and Online Behavior," M.Sci., Department of Consumer Affairs, Auburn University, 2000.

Xue Li, "The Impact of Brand Knowledge on Consumers' Purchase Intentions," Ph.D., Department of Consumer Affairs, Auburn University, 2003.

Ahmed Abdelrehim, "An Engineering Approach to Logistics and Forecasting of Product Market Flow Using Modified Progressive-Event Exponential Smoothing," Ph.D., Department of Textile Engineering, Auburn University, 2003.

Gokcen Coskuner, "Living Room as Laboratory: Stylistic Choices as Mediators of Person Perception," M.Sci., 2004 (Chair).

Jiyeon Kim, "Sensory enabling technology acceptance model (SE-TAM): Usage of sensory enabling technologies for online apparel shopping," Ph.D., Department of Consumer Affairs, Auburn University, 2006.

Nicole Biaek, "Sustainability as Competitive Advantage in the Hospitality Industry," Ph.D., Department of Consumer Affairs, Auburn University,(Chair).

Tracy Rickman, "Credibility on Wine Blogs," Ph.D. Department of Consumer Affairs, Auburn University (Chair), 2010.

Zhang, Ou, "Males' Shifting Identities and Implications for the Menswear Industry," M.S., Department of Consumer Affairs, Auburn University, 2007 (Chair).

Mitchell, Andrew, "Social Media and Sales Promotion," Ed.D., Manchester School of Business (co-Chair), 2012.

Hassouneh, Diana, "Social Virtual Worlds: Marketing Applications and Consumer Behavior," Vrije Universiteit Brussel, 2014.

**Publications****Journal Articles**

Michael R. Solomon, "Excerpt from *Marketers, Tear Down These Walls: Liberating the Postmodern Consumer*, Michael R. Solomon (2018), *Critical Studies in Fashion and Beauty*, Volume 9 (1), 125-135, 2018 (invited).

Marzena Nieroda, Mona Mrad and Michael R. Solomon, "How do Consumers Think About Hybrid Products? Computer Wearables Have an Identity Problem," *Journal of Business Research*, Volume 89, (August 2018): 159-170.

Rachel Ashman, Michael R. Solomon and Julia Wolny, "An Old Model for a New Age: Applying the EKB in Today's Participatory Culture," *Journal of Customer Behaviour*, 2015, 14(2): 127-146.

Tracy Rickman Cosenza, Michael R. Solomon and Wi-suk Kwon, "Credibility in the Blogosphere: A Study of Measurement and Influence of Wine Blogs as an Information Source," *Journal of Consumer Behaviour*, 2015, Volume 14, Issue 2: 71-91.

Jagdish N. Sheth and Michael R. Solomon, "Extending the Extended Self in a Digital World," *Journal of Marketing Theory and Practice*, 2014, Volume 22, Number 2: 123-132. Lead piece on a Special Section edited by J. Sheth and M. Solomon, "Extending the Extended Self," with commentaries by eight academic and industry experts: 123-150. VOTED BEST ARTICLE OF 2014 by the JMTP Editorial Board.

Margaret Allison Bruce and Michael R. Solomon, "Managing for Anarchy," *Journal of Marketing Theory and Practice*, 2013, Volume 21, Number 3: 307-318.

Michael R. Solomon, "Benign...or Be Mine," *Academy of Marketing Science Review*, Volume 1, Issue 3 (2011): 140-142. Invited commentary on Russell Belk, "Benign Envy," *Academy of Marketing Science Review*.

Michael R. Solomon, "Digital Identity Management: Old Wine in New Bottles,?" *Critical Studies in Fashion and Beauty*, 1 (2), December 2010: 173-180.

Natalie Wood, Lyle R. Wetsch, Michael R. Solomon and Ken Hudson (2009), "From Interactive to Immersive: Advertising Education takes a Virtual Leap of Faith." *Journal of Advertising Education*, 13 (1), 64-72.

Natalie Wood, Michael R. Solomon and David Allan (2008), "Welcome to the Matrix: E-Learning gets a Second Life," *Marketing Education Review* 18 (2), 1-7.

Natalie Wood, Michael R. Solomon, and Basil G. Englis, "Personalization of the Web Interface: The Impact of Web Avatars on Users' Responses to E-Commerce Sites," *Journal of Website Promotion*, Volume 2 (1&2), 2007.

Langenderfer, Jeff, Basil G. Englis, and Michael R. Solomon (2006), "The Use of Visual Images in Online Marketing Research: Trademark and Copyright Implications," *Review of Business Research*, VI (1), 22-33.

Caroline Munõz, Natalie Wood, and Michael R. Solomon (2006), "Real or Blarney?: A Cross-Cultural Investigation of the Perceived Authenticity of Irish Pubs," *Journal of Consumer Behaviour*, 5 (May/June): 222-234.

Paula D. Harveston, Basil G. Englis, Michael R. Solomon, and Marla Goldsmith (2005), "Knowledge Management as Competitive Advantage: Lessons from the Textile and Apparel Value Chain," *Journal of Knowledge Management*, vol. 9, no. 2, 91-102.

Michael R. Solomon, "Transfer of Power: The Hunter Gets Captured by the Game," *Marketing Research*, Spring 2005: 26-31 (invited feature article, peer reviewed).

Natalie Wood, Michael R. Solomon, and Basil G. Englis (2005), "Personalisation of Online Avatars: Is the Messenger as Important as the Message?" *International Journal of Internet Marketing and Advertising*, vol. 2, no. 2, Spring, 143-161.

Michael R. Solomon (2004), "Guru's View: For Services, the Play's (Still) the Thing," *Managing Service Quality*, 14 (1), 2004: 6-10.

Michael R. Solomon, Basil G. Englis and John Cornett (2002), "The Virtual Mall: Using The Internet To Configure the Ideal Shopping Environment," *Journal of Shopping Center Research*, 9(1), Spring/Summer 2002, 27-50.

Caroline K. Lego, Natalie T. Wood, Stephanie L. McFee and Michael R. Solomon (2002), "A Thirst for the Real Thing in Themed Retail Environments: Consuming Authenticity in Irish Pubs," *Journal of Restaurant and Foodservice Marketing* 5(2): 61-74.

Tina M. Lowery, Basil G. Englis, Sharon Shavitt and Michael R. Solomon (2001), "Response Latency Verification of Consumption Constellations: Implications for Advertising Strategy," *Journal of Advertising* 30, 1, 29-39.

Englis, Basil G. and Michael R. Solomon (2000), *Life/Style OnLine*®: A Web-Based Methodology for Visually-Oriented Consumer Research," *Journal of Interactive Marketing*, 14, 1, 2-14.

Ashmore, Richard D., Michael R. Solomon, and Laura Longo (1996), "Thinking About Female Fashion Models' Looks: A Multidimensional Approach to the Structure of Perceived Physical Attractiveness," *Personality and Psychology Bulletin*, 22 (November) 11, 1083-1104.

Englis, Basil G. and Michael R. Solomon (1996), "Consumption Constellations: Implications for Advertising Strategies," *Journal of Business Research*, 37 (November) 3: 183-192 (special issue on integrated marketing communications). This paper received a Citation of Excellence (Highest Quality Rating) by ANBAR Electronic Intelligence, U.K.

Englis, Basil G. and Michael R. Solomon (1995), "To Be and Not to Be: Reference Group Stereotyping and *The Clustering of America*," *Journal of Advertising*, 24 (Spring) 1: 13-28.

Michael R. Solomon and Basil G. Englis (1994), "Reality Engineering: Blurring the Boundaries Between Marketing and Popular Culture," *Journal of Current Issues and Research in Advertising*, 16 (Fall) 2: 1-18.

Englis, Basil G., Michael R. Solomon, and Richard D. Ashmore (1994), "Beauty Before the Eyes of Beholders: The Cultural Encoding of Beauty Types in Magazine Advertising and Music Television," *Journal of Advertising*, 23 (June), 49-64.

Michael R. Solomon and Basil G. Englis (1994), "The Big Picture: Product Complementarity and Integrated Communications," *Journal of Advertising Research*, 34 (January/February), 57-63.

Englis, Basil G., Michael R. Solomon, and Anna Olofsson (1993), "Consumption Imagery in Music Television: A Bi-Cultural Perspective," *Journal of Advertising*, 22 (December), 21-34.

Michael R. Solomon and Lawrence Greenberg (1993), "Setting the Stage: Collective Selection in the Stylistic Content of Commercials," *Journal of Advertising*, 22 (March), 11-24.

Michael R. Solomon, Richard Ashmore, and Laura Longo (1992), "The Beauty Match-Up Hypothesis: Congruence between Types of Beauty and Product Images in Advertising," *Journal of Advertising*, 21 (December), 23-34.

Stern, Barbara B., Michael R. Solomon, and Robert Stinerock (1992), "Surrogate Money Managers in the 1990s: Marketing Strategy for Financial Services Retailers," *The Service Industries Journal*, 12 (January), 78-96.

Stinerock, Robert, Barbara B. Stern, and Michael R. Solomon (1991), "Sex and Money: Gender Differences in the Use of Surrogate Consumers for Financial Decision Making," *Journal of Professional Services Marketing*, 7 (2), 167-182.

Bell, Stephen S., Morris B. Holbrook, and Michael R. Solomon, (1991), "Combining Esthetic and Social Value to Explain Preferences for Product Styles With the Incorporation of Personality and Ensemble Effects," in ed. Floyd W. Rudmin, *To Have Possessions: A Handbook on Ownership and Property*, special issue of the *Journal of Social Behavior and Personality*, 6 (6), 243-274.

Michael R. Solomon and Bruce Buchanan (1991), "A Role-Theoretic Approach to Product Symbolism: Mapping a Consumption Constellation," *Journal of Business Research*, 22 (March), 95-109. (special issue on personal values).

Michael R. Solomon and Stephen Gould, (1991), "Benefiting From Structural Similarities among Personal Services," *Journal of Services Marketing*, 5 (Spring), 23-32.

Holbrook, Morris B., Michael R. Solomon, and Stephen Bell (1990), "A Re-Examination of Self-Monitoring and Judgments of Furniture Designs," *Home Economics Research Journal*, 19 (September), 6-16.

Michael R. Solomon (1988), "Mapping Product Constellations: A Social Categorization Approach to Symbolic Consumption," *Psychology & Marketing*, 5 (3), 233-258.

Michael R. Solomon (1988), "Building Up and Breaking Down: The Impact of Cultural Sorting on Symbolic Consumption," in eds. J. Sheth and E. C. Hirschman, *Research in Consumer Behavior*, Vol. 3, Greenwich, CT: JAI Press, 325-351.

Michael R. Solomon (1987), "The Wardrobe Consultant: Exploring the Role of a New Retailing Partner," *Journal of Retailing*, 63 (Summer), 110-128.

Michael R. Solomon and Susan P. Douglas (1987), "Diversity in Product Symbolism: The Case of Female Executive Clothing," *Psychology & Marketing*, 4 (Fall), 189-212.

Surprenant, Carol F. and Michael R. Solomon (1987), "Predictability and Personalization in the Service Encounter," *Journal of Marketing*, 51 (April), 86-96.

Michael R. Solomon (1987), "The Role of the Surrogate Consumer in Service Delivery," *The Service Industries Journal*, 7 (3), July, 292-307.

Michael R. Solomon (1986), "The Missing Link: Surrogate Consumers in the Marketing Chain," *Journal of Marketing*, 50 (4), October, 208-219.

Michael R. Solomon (1985), "Packaging the Service Provider," *The Service Industries Journal*, 5 (March), 64-72. Reprinted in Christopher H. Lovelock (1988), *Managing Services: Marketing, Operations, and Human Resources*, Englewood Cliffs, NJ: Prentice Hall, 318-324.

Michael R. Solomon, Carol Surprenant, John A. Czepiel and Evelyn G. Gutman (1985), "A Role Theory Perspective on Dyadic Interactions: The Service Encounter," *Journal of Marketing*, 49 (Winter), 99-111.

Michael R. Solomon, Dayton J. Pruitt, and Chester A. Insko (1984), "Taste Versus Fashion: The Inferred Objectivity of Aesthetic Judgments," *Empirical Studies of the Arts*, 2 (2), 113-125.

Michael R. Solomon (1983), "The Role of Products as Social Stimuli: A Symbolic Interactionism Perspective," *Journal of Consumer Research*, 10, (December), 319-329.

Insko, Chester A., Sarah Drenan, Michael R. Solomon, Richard Smith, and Terry J. Wade (1983), "Conformity as a Function of the Consistency of Positive Self-Evaluation with Being Liked and Being Right," *Journal of Experimental Social Psychology*, 19, 341-358.

Rusbult, Caryl R., Linda Musante, and Michael R. Solomon (1982), "The Effects of Clarity of Decision Rule and Favorability of Verdict on Satisfaction with Resolution of Conflicts," *Journal of Applied Social Psychology*, 12 (4), 304-317.

Michael R. Solomon and John Schopler (1982), "Self-Consciousness and Clothing," *Personality and Social Psychology Bulletin*, 8 (3), 508-514.

Michael R. Solomon, Sarah Drenan, and Chester A. Insko (1981), "Popular Induction: When is Consensus Information Informative,?" *Journal of Personality*, 49 (2), 212-224.

Insko, Chester A., John W. Thibaut, Debra Moehle, Midge Wilson, William D. Diamond, Robert F. Gilmore, Michael R. Solomon, and Angela Lipsitz (1980), "Social Evolution and the Emergence of Leadership," *Journal of Personality and Social Psychology*, 39 (3), 431-448.

McArthur, Leslie Z., Michael R. Solomon, and Rebecca H. Jaffe (1980), "Weight Differences in Emotional Responsiveness to Proprioceptive and Pictorial Stimuli," *Journal of Personality and Social Psychology*, 39 (2), 308-319.

Michael R. Solomon and John Schopler (1978), "The Relationship of Physical Attractiveness and Punitiveness: Is the Linearity Assumption Out of Line,?" *Personality and Social Psychology Bulletin*, 4 (3), 483-486.

**Authored Books and Edited Volumes**

Michael R. Solomon and Brandon Roe, *Why Fashion Brands Die & How to Save Them*, 2020, WestEast. (Amazon Bestseller)

Michael R. Solomon, *Consumer Behavior: Buying, Having, and Being*, 13<sup>th</sup> ed., Hoboken, NJ: Pearson Education, 2019.

Michael R. Solomon, Gary Bamossy, Søren Askegaard, and Margaret Hogg, *Consumer Behaviour: A European Perspective* 7<sup>th</sup> ed., London: Pearson Education, 2019.

Michael R. Solomon, *Marketers, Tear Down These Walls! Liberating the Postmodern Consumer*, 2018.

Michael R. Solomon and Tina Lowery, eds., *The Routledge Consumer Behavior Companion*, London: Taylor & Francis, 2018.

Tracy W. Tuten and Michael R. Solomon, *Social Media Marketing* 3rd edition, London: SAGE Publications, 2018.

Michael R. Solomon, *Consumer Behavior: Buying, Having, and Being*, 12<sup>th</sup> ed., Hoboken, NJ: Pearson Education, 2017.

Michael R. Solomon, Gary Bamossy, Søren Askegaard, and Margaret Hogg, *Consumer Behaviour: A European Perspective* 5<sup>th</sup> ed., London: Pearson Education, 2017.

Michael R. Solomon, Katherine White and Darren Dahl, *Consumer Behaviour: Buying, Having, Being* 7<sup>th</sup> Canadian Edition, Toronto: Pearson Education, 2017.

Michael R. Solomon, Mary Anne Poatsy and Kendall Martin, *Better Business*, 4<sup>th</sup> ed., Hoboken, NJ: Pearson Education, 2016.

Tracy W. Tuten and Michael R. Solomon, *Social Media Marketing* 2<sup>nd</sup> edition, London: SAGE Publications, 2015.

Michael R. Solomon, (2015), *Consumer Behavior: Buying, Having, and Being*, 11<sup>th</sup> ed, Upper Saddle River, NJ: Pearson Education.

Michael R. Solomon, *Consumer Behaviour: Why We Buy, Henry Stewart Talks, London*. Editor of a global video series featuring over 20 topical experts, released August 2013.

Michael R. Solomon, Gary Bamossy, Søren Askegaard, and Margaret Hogg, *Consumer Behaviour: A European Perspective* 5<sup>th</sup> ed., London: Pearson Education, 2014.

Michael R. Solomon, Katherine White and Darren Dahl, *Consumer Behaviour: Buying, Having, Being* 6<sup>th</sup> Canadian Edition, Toronto: Pearson Education, 2014.

Michael R. Solomon, Mary Anne Poatsy and Kendall Martin, *Better Business*, 3/e, Upper Saddle River, NJ: Pearson Education, 2013.

Tracy Tuten and Michael R. Solomon, *Social Media Marketing*, Upper Saddle River, NJ: Pearson Education, 2013.

Michael R. Solomon (2013), *Comportamiento del Consumidor*, 11th ed., (trans. M. Carrión), Mexico City: Prentice-Hall Hispanoamericana, S.A.

Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart, J. Brock Smith, Sylvain Charlebois, and Bhupesh Shah, *Marketing: Real People, Real Decisions* 4/e, Toronto: Pearson Education Canada, 2012.

Michael R. Solomon, Rebekah Russell-Bennett and Josephine Previte, *Consumer Behaviour: Buying, Having, Being* 3/e, Frenchs Forest, NSW: Pearson Australia, 2012.

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### **Book Chapters**

Rachel Ashman, Julia Wolny and Michael R. Solomon, "Consuming Self-Regulation in a Technological World," in Michael R. Solomon and Tina M. Lowery, eds., *The Routledge Companion to Consumer Behavior*, London: Taylor & Francis, 2018.

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Natalie T. Wood and Michael R. Solomon, (2011), " Adonis or Atrocious: Spokesavatars and Source Effects in Immersive Digital Environments," in eds. Matthew S. Eastin, Terry Daugherty, and Neal M. Burns, *Handbook of Research on Digital Media and Advertising: User Generated Content Consumption*, IGI Global, 521-534.

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Michael R. Solomon and Henry Assael (1987), "The Forest or the Trees?: A Gestalt Approach to Symbolic Consumption," in Jean Umiker-Sebeok (ed.), *Marketing and Semiotics: New Directions in the Study of Signs for Sale*, Berlin: Mouton de Gruyter, 189-218.

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Michael R. Solomon and Susan P. Douglas (1985), "The Female Clothes Horse: From Aesthetics to Tactics," in Michael R. Solomon (ed.), *The Psychology of Fashion*, Lexington, MA: Lexington Books, 387-401.

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### **Refereed Conference Proceedings, Invited Papers, and Presentations**

Mona Mourad, Marzena Nieroda, Charles Cui, and Michael R. Solomon, "Wearable Devices: The Impact of Product Attributes on Adoption Intention," American Marketing Association Winter Educators' Conference, San Diego, February 2020.

Marzena Nieroda, Mona Mrad, Charles Cui, and Michael R. Solomon, "The Effect of the User Experience Cycle on the Adoption of Smart Technologies for Innovative Consumers: The Case of Mass-Fashion and Luxury Wearables, Academy of Marketing Science, Vancouver, May 2019.

Michael R. Solomon, "And the Walls (of Fashion) Come Tumbling Down: Tech Versus Jewelry, and Six Other Essential Categories You Should Ignore," invited keynote, 1st International Colloquium on Fashion Marketing + Consumption, Academy of Marketing, Regents University, London, June 2018.

Marzena Nieroda, Mona Mrad, Charles Cui, and Michael R. Solomon, (2018), "How Does Design of Luxury Hybrids Appeal to Consumers? A Study of Consumers' Intentions to Buy Wearables," *Global Marketing Conference, Tokyo*.

Marzena Nieroda, Mona Mrad and Michael R. Solomon, "Sporty, Posh, Or...What Type of Wearable Fits You?: A Conceptual Framework For Consumers' Adoption of Wearable Devices, Academy of Marketing Science, San Diego, May 2017.

Rachel Ashman, Lucy Langdon, and Michael Solomon, "Digital Impression Management: The Case of the Fashion Vlogger," 2015 AMA/ACRA Triennial Conference, Coral Gables, FL, March 2015.

Michael R. Solomon, "Five Incredibly Important, Earthshaking Consumer Trends...in Thirty Minutes," Argyle CMO Leadership Forum, New York, January 2014, and Philadelphia, October 2014.

Rachel Ashman, Kristhy Salazar, and Michael R. Solomon, "Let's Go Social Shopping! Social Shopping in a Researcher's Paradise," Institute of Direct and Digital Marketing, Google UK, January 2014.

Jagdish N. Sheth and Michael R. Solomon, "Extending the Extended Self in a Digital World," invited special session, Society for Marketing Advances, October 2013.

Michael R. Solomon, "Crafting a Manuscript," SMA Doctoral Consortium, invited presentation, October 2013.

Michael R. Solomon, "Harness the Power of Gamification in Your Marketing Strategy," American Marketing Association Training Series, Chicago, September 2013.

Rachel Ashman and Michael R. Solomon, "'You Made Me Wear This': Shopping with the Collaborative Consumer," in Rachel Ashman and Michael R. Solomon (Chairs), "Bowling Alone No Longer: Social Shopping in the Digital Age," Special Session, Academy of Marketing Science, Monterey, CA, May 2013.

Tracy Tuten and Michael R. Solomon, "Research Across the Four Zones of Social Media," Special Session, Academy of Marketing Science, Monterey, CA, May 2013.

Michael R. Solomon and Greg W. Marshall, "Using Virtual Worlds to Captivate Gen Y," Direct Selling Association, Los Angeles, December 2012.

Tracy L. Tuten, Michael R. Solomon, and Daniel Ladik, "Teaching Social Media Marketing," Special Session, Academy of Marketing Science, New Orleans, May 2012.

Michael R. Solomon, "Corporate Training Goes Virtual: A Hybrid Approach to Experiential Learning," The Learning, Development and Talent Management Forum, London, March 2012.

Michael R. Solomon, "Use of Social Media for Marketing Research and Consumer Collaboration," invited keynote, The University of Akron Advanced Market Research Conference, October 2011.

Michael R. Solomon, "The Brand that Isn't There: Managing Corporate Identity on Virtual Marketing Platforms," Brand Summit, Manchester Business School, October 2010.

Michael R. Solomon, Elnora W. Stuart, Mark Neckes, and Kathryn King, (2010) "The (RED) Challenge," special session on Innovative Uses of Social Media in the Classroom, Society for Marketing Advances, Atlanta, November.

Michael R. Solomon (2010), "The Brand that Isn't There," Global Brand Forum, London, September.

Michael R. Solomon, Kel Smith, Nadine Vogel and Natalie T. Wood (2010), "Virtual Freedom for People with Disabilities," Society for Disability Studies, Philadelphia, June.

Michael R. Solomon, Natalie T. Wood, Teresa Gimenez, Lantien Ge, and Shuang Zhao (2009), "Cultural Dimensions and Body Dimensions: Female Identity Construction in Virtual Worlds," paper presented at the Cross-Cultural Research Conference, Puerto Vallarta, Mexico, December.

Michael R. Solomon (2009), "Engagement = ROI," invited presentation, Leeds Business School, University of Leeds, U.K., November.

Michael R. Solomon (2009), "Virtual Identity Management: Border Crossings in the Metaverse," invited presentation, Leeds School of Design, University of Leeds, U.K., November.

Michael R. Solomon (2009), "Digital Engagement," invited presentation, Canvas8 agency, London, November.

Michael R. Solomon (2009), "Nonkinetic Marketing Strategies: A First Look," invited presentation, DSRC Nonkinetic Targeting Workshop, DARPA, U.S. Department of Defense, November, Stanford University.

Diane M. Phillips, Basil G. Englis, and Michael R. Solomon (2009), "The Role of Innovativeness in Environmentally Conscious Consumer Behavior," Association for Consumer Research, October, Pittsburgh, PA.

Michael R. Solomon (2009), Keynote address: "The Smart Consumer," IBM Marketing Seminar Series, Manchester Business School, The University of Manchester, April.

Diane M. Phillips, Basil G. Englis, and Michael R. Solomon (2009), The Role of Innovativeness in Environmentally Conscious Consumer Behavior, presented at the Principles for Responsible Management Education Conference, April 2, Glassboro, NJ.

Michael R. Solomon (2009), Consumer-Generated Content: Implications for Marketing Strategy, American Marketing Association Spring Workshop, Newport Beach, CA.

Natalie T. Wood, Lan Chaplin and Michael R. Solomon (2008) "Virtually Me: Youth Consumers and Their Online Identities," paper presented in special session on Virtual Community Consumer Culture in A.L McGill and S.Shavitt (eds), *Advances in Consumer Research*, vol XXX (Extended abstract).



Wood, Natalie T, Michael R. Solomon and David Allan (2008), "Welcome to the Matrix: e-learning Gets a Second Life." Special Session on New Technologies in Teaching, AMA Summer Educators Conference, San Diego, CA.

Wood, Natalie T, Lan Chaplin and Michael Solomon (2008), "Virtual Playgrounds." Paper presented in Summer AMA Special Session on Adolescents Stepping out with Online Technology, San Diego, CA.

Natalie T Wood, Michael R. Solomon and David Allan (2008) "Staking Your Claim in the Land Rush of Virtual World Education: How to Build a Second Life Campus" DMEF special session "From Interactive to Immersive: Marketing Education takes a Virtual Leap of Faith." Direct/Interactive Marketing Research Summit Las Vegas, NV.

Michael R. Solomon, "Consumers' Value Shifts toward Sustainability," n\_House Research Consortium, M.I.T., June 2008.

Natalie T. Wood and Michael R. Solomon, "From Bottom-Up to Top-Down: Building a Virtual University Campus, Sloan-C International Symposium: Emerging Technology Applications for Online Learning, Carefree, AZ May 2008.

David Allan, Natalie Wood and Michael R. Solomon, "Welcome to the Matrix: E-Learning Gets a Second Life" presented at the 30th AMA International Collegiate Conference, New Orleans, LA, April 2008.

Zhang, Ou, Wi-Suk Kwon, Michael R. Solomon and Basil G. Englis (2007), "Meanings of Male Looks: A Qualitative Approach," presented at the International Textile and Apparel Association, Los Angeles, November.

Englis, Basil G., Michael R. Solomon, Wi-Suk Kwon and Susan Fournier (2007), "Visualising brand meaning," paper presented at the Thought Leaders International Conference on Brand Management, Birmingham, UK., April and at the Advertising and Consumer Psychology Conference, Society for Consumer Psychology, Santa Monica, CA, June.

Michael R. Solomon, "Life/Style Online: Web Surveying Goes Visual," Japanese Marketing Association, Tokyo, Japan, November 2006 (invited keynote).

Michael R. Solomon, "Abandon Old Boundaries: Welcome to Consumerspace," International Future Design Conference, Seoul, Korea, October 2006 (invited keynote).

Tracy A. Rickman and Michael R. Solomon, "Anomie Goes Online: The Emo Microculture," Association for Consumer Research, October 2006.

Paula Danskin Englis, Basil G. Englis, Michael R. Solomon, and Aard Groen, "Strategic Sustainability and Triple Bottom Line Performance in Textiles: Implications of Eco-Label for the EU and Beyond," United Nations and Academy of Management Global Forum: "Business as an Agent of World Benefit: Management Knowledge Leading Positive Change" Case Western Reserve University, October 2006.

Susan Kaiser, Michael Solomon, Janet Hethorn, Basil Englis, Van Dyk Lewis, and Wi-Suk Kwon, "Menswear, Fashion, and Subjectivity," paper presented in Special Session:

Susan Kaiser, Michael Solomon, Janet Hethorn, and Basil Englis (Chairs), "What do Men Want? Media Representations, Subjectivity, and Consumption," at the ACR Gender Conference, Edinburgh, Scotland, June 2006.

Paula D. Englis, Basil G. Englis, Michael R. Solomon, Laura Valentine, Nicole Bieak, and S. Turner (2006), "Using Knowledge Management to Gain Competitive Advantage in the Textile and Apparel Value Chain: A Comparison of Small and Large Firms. Tthe High Technology Small Firms Conference, Manchester Business School, Twente, The Netherlands.

Michael R. Solomon, "Consumer Behavior: From Buying to Being," Invited keynote address presented to the first Association for Consumer Research Latin America Conference, Monterrey, Mexico, January 2006.

Michael R. Solomon, Basil G. Englis, and George W. Coulston (2004), "The Missing Link: Systematic Integration of Voice-of-the-Consumer Data in the Six Sigma New Product Development Process." Paper presented at the MSI Conference on Collaborative Research, Yale University, December, New Haven, CT.

Paula D. Harveston, Basil G. Englis, Michael R. Solomon, Marla Goldsmith, and J. Davey, 2004. "Knowledge Management as Competitive Advantage: Lessons from the Textile and Apparel Value Chain." Paper presented at the 64<sup>th</sup> annual meeting of the Academy of Management Conference, New Orleans, LA.

Michael R. Solomon (2004), "Welcome to Consumerspace: Transforming Customers from Pawns into Partners," Linking & Integrating Customer Feedback to Drive Loyalty, Profitability and Growth, Institute for International Research, February, Miami.

Michael R. Solomon (2004), "Envisioning the Web: Transferring Visual, Qualitative Methodologies to an Online Research Platform," Bilby Speaker Series (endowed lecture series), College of Business Administration, Northern Arizona University, February.

Caroline Munoz, Gokcen Coskuner, Michael R. Solomon and Basil G. Englis (2003), "Dressed to the 'Nines': The Cognitive Categorization of Apparel Style Categories," presented at the International Textile and Apparel Association, November, Savannah.

Michael R. Solomon, (2003), Welcome to Consumerspace: The New Era of Participatory Marketing," Consumer Insights in Action Conference, Institute for International Research, New York, July.

Michael R. Solomon, Suzanne Beckmann, and Basil G. Englis (2003), "Exploration and Understanding of Cultural Meaning Systems: Visualizing the Underlying Meaning Structure of Brands," Branding: Activating and Engaging Cultural Meaning Systems, Innsbruck, Austria, May.

Basil G. Englis, Paula D. Harveston, and Michael R. Solomon (2003), "Knowledge Management and the Value Chain: Leveraging On-Line Capabilities," Midwest Business Association, Chicago, March.

Basil G. Englis, Paula D. Harveston, and Michael R. Solomon (2002), "Knowledge Management and the Value Chain: Leveraging Online Capabilities," Proceedings of the International Conference on Electronic Commerce Research (ICECR), Montreal.

Langenderfer, Jeff, Basil G. Englis, and Michael R. Solomon, "Copyright and Trademark Issues in Online Market Research, paper presented at the 2002 Western Decision Sciences Institute, Las Vegas, NV. *Recipient of Best Paper Award, Business Law and Ethics Track.*

Michael R. Solomon, Basil G. Englis and George W. Coulston, " From Molecule Forward to Market Back: The DuPont Textile Research Odyssey," paper presented at the Web-Based Surveys and Usability Testing Conference, San Francisco, June 2002.

Englis, Basil G., Paula D. Harveston, Michael R. Solomon, "Exploiting Linkages Across the Value Chain: The Potential of Using an Online Measurement, Analysis and Feedback System to Leverage Capabilities," paper presented at the 2002 Western Decision Sciences Institute, Las Vegas, NV.

Lego, Caroline and Michael R. Solomon, "The Effect of Reference Groups on Product Attitudes and Perceptions," paper presented at the International Textile and Apparel Association, Kansas City, November 2001.

Michael R. Solomon and Basil G. Englis, "Life/Style Online: Web Surveying Goes Visual," American Marketing Association and the A.C. Nielson Market Research Center 2001 EXPLOR Forum: Learning from the Data of Online Research and Electronic Commerce, Chicago, IL (2001).

Caroline Lego, Natalie Wood, Michael R. Solomon and Darach Turley, "Real or Replica? Deciphering Authenticity in Irish Pubs," presented in Special Session: "Telling the Difference: Consumer Evaluations of Authentic and Inauthentic Market Offerings," Association for Consumer Research, Austin, October 2001.

Michael R. Solomon and Basil G. Englis (2001), *Life/Style Online: A Web-Based Methodology for Visually Oriented Research*, paper presented at the 2001 COSIGN (Computational Semiotics in Games and New Media) Conference, Amsterdam, The Netherlands, September 2001.

Michael R. Solomon, "What is Reality? Welcome to Consumerspace," Invited plenary address, International Institute for Semiotics and Structural Studies, Imatra, Finland, June 2001.

Michael R. Solomon And Basil G. Englis, "Life/Style Online: A Web-Based Consumer Research Methodology," Paper presented at The World Marketing Congress, Cardiff, Wales, June 2001.

Basil G. Englis, Michael R. Solomon and Paula D. Harveston, "Web-Based, Visually Oriented Consumer Research Tools," Paper presented at the 2001 Advertising And Consumer Psychology Conference, Online Consumer Psychology: Understanding How to Interact With Consumers in the Virtual World, Seattle, May 2001.

Natalie T. Quilty, Michael R. Solomon and Basil G. Englis, "Icons and Avatars: Cyber-Models and Hyper-Mediated Visual Persuasion," special session on Animation on the Web, American Academy of Advertising, Salt Lake City, UT, March 2001.

Kenneth E Nusbaum, James C. Wright and Michael R. Solomon, "Attitudes of Food Animal Veterinarians to Continuing Education in Agriterrorism," presented at the 53rd Annual Meeting of the Animal Disease Research Workers in Southern States, The University of Florida, February 2001.

Michael R. Solomon, Caroline K. Lego, Natalie T. Quilty, and Stephanie L. Wright, "A Thirst for the Real Thing in Themed Retail Environments: Consuming Authenticity in Irish Pubs," paper presented at the Society for Marketing Advances, Orlando, November 2000.

Michael R. Solomon and Basil G. Englis, "Qualitative Research Visits Cyberspace," invited paper presented at the Society for Marketing Advances, Orlando, November 2000.

Ronald Groves, Natalie Quilty and Michael R. Solomon, "But is it True Blue Mate? Cross-Cultural Perceptions of Authenticity," paper presented in ACR Special Session "Realer than Real: Retail Hyperreality and the Encoding of 'Authentic' Cultural Symbolism, Michael R. Solomon, Session Chair, Association for Consumer Research, Salt Lake City, October 2000.

Gary Bamossy, Michael R. Solomon, Basil G. Englis and Trinske Antonides (2000), "You're Not Cool if You Have to Ask: Gender Differences in the Social Construction of Coolness," Association for Consumer Research Conference on Gender, Marketing and Consumer Behavior, Chicago.

Natalie T. Quilty, Michael R. Solomon and Basil G. Englis (2000), "Icons and Avatars: Cyber-Models and Hyper-Mediated Visual Persuasion," Advertising and Consumer Psychology Conference, Ann Arbor, Michigan, May.

Michael R. Solomon, (1999), "Consumerspace: Postmodern Realit(ies)," Copenhagen Business School, December.

Michael R. Solomon and Basil G. Englis (1999), *Life/Style OnLine™*: A Web-Based System to Track Apparel Preferences, International Apparel Research Conference, Atlanta.

Michael R. Solomon, Basil G. Englis, and Carrie Lego, "Life/Style Online: Applications to Retailing Research, presented at 6th International Conference on Retailing and Services Science, Las Croabas, Puerto Rico, July 1999.

Michael R. Solomon (1999), From Thinking to Doing: Toward a Hands-On Consumer Behavior Course, *Proceedings of the Academy of Marketing Science* (abstract).

Michael R. Solomon (1998), "Integrating Death into the Marketing Curriculum," ACR Special Session on Consumer Information Processing and Behavior at the End of Life, Association for Consumer Research.

Michael R. Solomon, "Electronic Bells and Whistles: Finding the Wavelength of the MTV Generation," presentation at 1998 American Marketing Association meetings as part of a Special Session on Teaching and Technology, Boston, August.

Mary Ann McGrath, Basil G. Englis, and Michael R. Solomon, "Beautiful Houses/Beautiful People: Social Categorization and Styles of Interior Decor," *Advances in Consumer Research*, 1998.

Basil G Englis, Michael R. Solomon, and Mary C. Martin, "Adolescent Girls' Identification of Beauty Types and Perceived Congruence with Products and Brands: A Developmental Perspective," presented at the Society for Consumer Psychology, Austin, February 1998.

Michael R. Solomon and Basil G. Englis (Co-Chairs), "You Are Where You Sit: Interior Environments and Social Identity" special session presented at the Association for Consumer Research, Denver, October 1997.

Michael R. Solomon, "How Marketing Campaigns Influence Our Daily Lives," and "The Creation of Culture: A Biography of Style," Videos #3, 10 in *Consumer Behaviour: A Series of Issues from the Leading Edge*, Series produced by Edith Cowan University, Perth, Western Australia, Fall 1997.

Michael R. Solomon, "Technological Bells and Whistles: Finding the Wavelength of the MTV Generation," special session on technology in the classroom, American Marketing Association, Chicago, August 1997.

Michael R. Solomon and Basil G. Englis, "Broadcasting Beauty: The Influence of Mass Media on the Communication of Cultural Ideals of Appearance," ACR European Conference, Stockholm, June 1997.

Michael R. Solomon "What is Reality? The Blurring of Boundaries between Business and Culture, Hill Crest Lecture in Psychology, Birmingham-Southern College, April 1997.

Michael R. Solomon, "Real People, Real Stories: Teaching by Example," Symposium on Education: Innovations on Teaching for Business Educators," Prentice Hall Publishing, New Orleans (September 1996), Washington, D.C. (March 1997).

Michael R. Solomon (1996), "The Social Construction of Lifestyles," invited lecture presented at The University of Umea (Sweden), Stockholm School of Economics, Odense University (Denmark), Vrije Universiteit (Netherlands).

Michael R. Solomon (1996), "What is Reality? The Blurring of Boundaries Between Marketing and Popular Culture," invited lecture presented at Griffith University (Gold Coast), University of Technology, Sydney, University of New South Wales, and Edith Cowan University (Perth), Australia.

Michael R. Solomon and Basil G. Englis (1996), "I am Not, Therefore I Am: The Role of Anti-Consumption in the Process of Self-Definition," Special Session at the Association for Consumer Research meetings, October 1996, Tucson, AZ (Co-Chairs and Co-Discussants).

Michael R. Solomon (1996), "The Social Construction of Lifestyles: A Look Back, A Look Ahead," invited lecture presented at The University of Ulster (Northern Ireland), Dublin City University (Ireland), The University of Edinburgh (Scotland), The University of Manchester (England), March.

Michael R. Solomon (1995), "The Value of Status and the Status of Value," Association for Consumer Research, Minneapolis (special session on quality and value).

Englis, Basil G. and Michael R. Solomon (1995), "The Social Construction of Lifestyles," paper presented at The Fifth Interdisciplinary Conference on Research in Consumption, Department of European Ethnology, Lund University (Sweden), August.

Michael R. Solomon and Basil G. Englis (1995), "Consumption Constellations: Implications for Integrated Communications Strategies," paper presented at The American Academy of Advertising (special Pre-Conference on Integrated Marketing Communications), Norfolk, VA, March.

Michael R. Solomon (1995), "The Social Construction of Lifestyles: A Look Back, A Look Ahead," invited talk presented to the Seminar in Marketing Research Workshop Series, College of Commerce and Business Administration, University of Alabama.

Michael R. Solomon (1993), "Stylistic Context in Advertising: The Supporting Role of Physical Evidence in Commercial Dramaturgy," paper presented at the Association for Consumer Research Conference, Nashville.

Michael R. Solomon, Richard Ashmore, and Laura Longo (1993), "'She's Got the Look': The Representation of Ideals of Beauty in Contemporary Fashion Magazines," paper presented at the 1993 Academy of Marketing Science Annual Conference, Miami.

Basil G. Englis and Michael R. Solomon (1993), "Where Perception Meets Reality: The Social Construction of Lifestyles," paper presented at the 1993 Advertising and Consumer Psychology Conference, New York City.

Michael R. Solomon (1993), "Beauty in the Eyes of Beholders: The Cultural Construction of Female Looks," invited presentation at the Conference on Style, Fashion, & the Negotiation of Identities, California Institute for the Humanities, University of California-Davis.

Michael R. Solomon and Basil G. Englis (1993), "What is Reality? The Blurring of Boundaries between Marketing and Popular Culture," paper presented at the 1993 American Academy of Advertising Conference, Montreal.

Michael R. Solomon (1992), "The Role of the Fashion Industry in a Postmodern World," invited presentation to The Fashion Group (a group of 300 leading fashion executives), New York City.

Basil G. Englis and Michael R. Solomon (1992), "Consumption Constellations: Implications for Advertising Strategy," ed. Thomas Page, *Proceedings of the Society for Consumer Psychology*.

Basil G. Englis, Michael R. Solomon, and Anna Oloffson (1993), "Music Television as Teen Image Agent: A Preliminary Report from the United States and Sweden," *European Advances in Consumer Research*, eds. Gary J. Bamossy and W. Fred van Raaij, Vol. 1, Provo, UT: Association for Consumer Research, 449-450.

Michael R. Solomon (1992), "Mapping Consumption Constellations for Fun and Profit," invited presentation to the Visiting Scholars Program, Department of Marketing, University of Rhode Island.

Michael R. Solomon (1992), "Material Artifacts and Self-Definition," invited presentation to the U.S. Army Natick Research, Development, and Engineering Laboratories, Natick, MA and to the Defense Personnel Support Center, Philadelphia.

Michael R. Solomon (1991), "Driving Passions: Vehicles and Consumer Culture," in eds. John F. Sherry, Jr. and Brian Sternthal, *Advances in Consumer Research*, vol. 19, Provo, UT: Association for Consumer Research, 166.

Barbara B Stern and Michael R. Solomon (1991), "'Have You Kissed Your Professor Today?': Bumper Stickers and Consumer Self- Statements," in eds. John F. Sherry, Jr. and Brian Sternthal, *Advances in Consumer Research*, 19, 166. (Chair, Special Session entitled "Driving Passions: Vehicles and Consumer Culture").

Michael R. Solomon (1990), "The Imperial Self," in eds. Marvin E. Goldberg, Gerald Gorn, and Richard W. Pollay, *Advances in Consumer Research*, 17, 68-70.

Richard D. Ashmore, Laura C. Longo, and Michael R. Solomon (1990), "Thinking About Physical Attractiveness: A Single Psychological Dimension or Multiple Content-Specific Continua?," paper presented at the meetings of the American Psychological Association, Boston, MA.

Michael R. Solomon (1989), "From One Night Stands to Long-Term Relationships: Surrogate Consumers as Marketing Partners," presented at the Association for Consumer Research, New Orleans, LA, October.

Michael R. Solomon (1989), "Charting Consumption Constellations: A Role Theory Perspective on Product Complementarity," presented at the Association for Consumer Research, New Orleans, LA, October. (Chair, Special Session on Product Complementarity).

Michael R. Solomon and Richard Ashmore (1989), "The Language of Beauty," paper presented at the International Institute on Marketing Meaning, Indianapolis.

Michael R. Solomon (1988), "All the World's a Stage: A Role Theoretic Approach to Product Symbolism," invited paper delivered at Applied Consumer Psychology: From Personal Values to Brand Choice, conference co-sponsored by the American Psychological Association and the American Marketing Association, December, Chicago.

Michael R. Solomon (1988), "A Symbolic Interactionist Perspective on Consumer Behavior -- and Vice Versa," invited presentation delivered at the meetings of the Society for the Study of Symbolic Interaction, Atlanta, GA.

Michael R. Solomon (1986), "Deep-Seated Materialism: The Case of Levi's 501 Jeans," in Richard Lutz (ed.), *Advances in Consumer Research*, Vol. 13, Las Vegas, NV: Association for Consumer Research, 619-622.



Carol Surprenant and Michael R. Solomon (1985), "Dimensions of Personalization in Services Marketing," in Thomas M. Bloch and Gregory D. Upah (eds.), *Services Marketing in a Changing Environment*, Chicago: American Marketing Association.

Michael R. Solomon and Punam Anand (1985), "Ritual Costumes and Status Transition: The Female Business Suit as Totemic Emblem," in Elizabeth C. Hirschman and Morris Holbrook (eds.), *Advances in Consumer Research*, Vol. 12, Washington, DC: Association for Consumer Research, 315-318.

Elizabeth C Hirschman and Michael R. Solomon (1984), "Utilitarian, Aesthetic, and Familiarity Responses to Verbal versus Visual Advertisements," in Thomas C. Kinnear (ed.), *Advances in Consumer Research*, Vol. 11, Provo, UT: *Association for Consumer Research*, 426-431.

Evelyn G. Gutman, Michael R. Solomon, Carol F. Surprenant and John A. Czepiel (1984), "The Concept of Service Encounters: An Application to Health Services Marketing," in Scott M. Smith and M. Venkatesan (eds.), *Advances in Health Care Research*, Provo, UT: Brigham Young University Printing Service, 18-22.

Susan P. Douglas and Michael R. Solomon (1983), "Clothing the Female Executive: Fashion or Fortune,?" in Patrick E. Murphy and Gene R. Laczniak (eds.), *1983 AMA Educators' Papers*, Chicago, IL: American Marketing Association.

Carol F, Surprenant, Michael R. Solomon, and Evelyn D. Gutman (1983), "Service Encounters are Human Interactions," paper presented at the American Psychological Association, Anaheim, CA.

Elizabeth C. Hirschman and Michael R. Solomon (1983), "The Relationship of Age and Gender Subcultures to the Consumption of Rational and Arational Experiences," in Richard P. Bagozzi and Alice M. Tybout (eds.), *Advances in Consumer Research*, Vol. 10, Ann Arbor, MI: Association for Consumer Research, 334-338.

Elizabeth C. Hirschman and Michael R. Solomon (1982), "Competition and Cooperation among Culture Production Systems," in Ronald F. Bush and Shelby D. Hunt (eds.), *Marketing Theory: Philosophy of Science Perspectives*, Chicago, IL: American Marketing Association, 269-272.

John A. Czepiel, Evelyn D. Gutman, Michael R. Solomon, and Carol Surprenant (1982), "A Research Program in the Analysis of Service Transaction Encounters," paper presented at the Workshop on Service Businesses, London Business School.

Michael R. Solomon, Debra Moehle and John Schopler (1982), "Discounting: Implications for Affirmative Action Programs," paper presented at the Southeastern Psychological Association, New Orleans, LA.

Michael R. Solomon and John Schopler (1981), "Self-Consciousness and Clothing," paper presented at the Southeastern Psychological Association, Atlanta, GA.

### **Thesis and Dissertation**

Michael R. Solomon (1979), "Actor-Observer Differences in Attributions of Mediocrity," Master's Thesis, Department of Psychology, The University of North Carolina at Chapel Hill. John Schopler, Chair.

Michael R. Solomon (1981), "Dress for Success: Clothing Appropriateness and the Efficacy of Role Behavior," *Dissertation Abstracts International*, 42 (6), Ph.D. Dissertation, Department of Psychology, The University of North Carolina at Chapel Hill. John Schopler, Chair.

## **Teaching**

### **Saint Joseph's University (Haub School of Business)**

Undergraduate: Principles of Marketing  
Research Practicum (self-developed course)  
Gamification (self-developed course)  
Consumer Behavior

M.B.A and M.I.M. (Master's in International Marketing)  
Consumer Behavior  
Global Cultures & Consumers (self-developed course)  
Social Media & Marketing (self-developed course)

### **Auburn University (College of Human Sciences)**

Undergraduate: The Social Psychology of Clothing, Consumers and Global Culture (new core course developed by Solomon)  
Graduate: Consumption Theory and Social Identity, Research Methods  
Nominated as "Outstanding MBA Professor," 2004-2005.

### **Technical University of Lisbon (School of Economics and Business Administration)**

(Fulbright Fellow): Marketing Strategy

### **Rutgers University School of Business**

M.B.A: Consumer Behavior and Marketing Strategy, Fall 1996.

Undergraduate: Principles of Marketing, Consumer Behavior, Marketing Research Seminar, Marketing Honors Program (developed and implemented)

Designated "Favorite Professor" in Marketing by School of Business students, May 1988.

Voted by students as Marketing Department nominee for School of Business Excellence in Teaching Award, April 1990.

**New York University (Faculty of Business Administration):**

Undergraduate: Marketing and Marketing Methods, Consumer Behavior, Retail Management

M.B.A.: Marketing Concepts and Strategies, Consumer Behavior, Retail Management, Marketing of Services & Non-Profit Organizations

Ph.D.: Behavioral Applications in Marketing, Marketing Readings, Proseminar

**University of North Carolina at Chapel Hill (Department of Psychology):**

Undergraduate: Social Psychology

Ph.D.: Interpersonal Processes

**Editorial Experience and Service to the Discipline**

**Doctoral Consortia Faculty Member**

Society for Marketing Advances 2013, 2014

Academy of Marketing Science 2015, 2017

**Conference Chairmanships**

Co-Chairman, Mary Kay Doctoral Dissertation Competition, Academy of Marketing Science, 2014.

Co-Chairman, 2008 Advertising and Consumer Psychology Conference (Virtual Social Identity), Society for Consumer Psychology, May, Philadelphia.

Chairman, Linking & Integrating Customer Feedback to Drive Loyalty, Profitability and Growth, Institute for International Research, February 2004, Miami.

Co-Chairman, 1987 American Marketing Association Summer Educators' Conference, Toronto

Co-Chairman, 1990 Association for Consumer Research Conference, New York City.

Chairman, Psychology of Fashion Conference (co-sponsored by The NYU Institute of Retail Management, The American Psychological Association, and Burlington Industries, June 1985). Attracted over 500 attendees including academics, corporate representatives, and journalists.

Co-Chairman, Conference on The Service Encounter (co-sponsored by the Institute of Retail Management and The Marketing Science Institute, Dec. 1984).

### **Journal Review Boards and Editorships**

Editor, "Consumer Behaviour: Why We Buy," Henry Stewart Talks, London.  
 Senior Advisory Board, *Journal of Marketing Theory and Practice* 2010-present  
 Advisory Board, *Critical Studies in Fashion and Beauty*, 2010-present  
 Advisory Board, *Journal for Advancement of Marketing Education*, 2011-present  
 Editorial Review Board, *Journal of Retailing*, 1985 – 2010  
 Editorial Review Board, *European Business Review*, 2006 - present  
 Editorial Review Board, *Journal of Consumer Behaviour: An International Research Review* (London), 2000 - present  
 Editorial Review Board, *Journal of Consumer Research*, 1987-1999  
 Consulting Editor, *Psychology & Marketing*, 1991-1997  
 Executive Board, *Journal of Retailing* (1983-1985)  
 Editor-in-Chief, *Representative Research in Social Psychology*, 1979-1981  
 Consulting Editor, Marketing, Allyn & Bacon Publishing Company, 1993-1995

### **Ad Hoc Reviewer:**

*Journal of Marketing Research*  
*Journal of Marketing*  
*Journal of Advertising*  
*Journal of Consumer Research*  
*Consumption, Markets & Culture*  
*Journal of the Academy of Marketing Science*  
*Journal of Business Research*  
*European Journal of Marketing*  
*Journal of Marketing Education*  
*Marketing Education Review*  
*Journal of Macromarketing*  
*Basic and Applied Social Psychology*  
*Journal of Applied Social Psychology*  
*Personality and Social Psychology Bulletin*  
*Social Psychology Quarterly*  
*International Journal of Research in Marketing*

*Empirical Studies of the Arts*  
*Research in Consumer Behavior*  
*Journal of Social Behavior and Personality*  
*Academy of Management Review*  
*Clothing and Textiles Research Journal*  
*Family Science Review*  
*Journal of Retailing and Consumer Sciences*  
*Journal of Rural Sociology*  
Israel Science Foundation  
Social Sciences and Humanities Research Council of Canada

**Conference Reviewer:**

American Marketing Assoc. Educators' Conference (Summer & Winter) 1986, 1990-98, 2004, 2005, 2007  
Association for Consumer Research 1986 – 2002, 2007, 2008, 2010  
American Academy of Advertising 1995  
EMAC (European Marketing Academy) 2005  
Academy of Marketing Science 1993, 1994, 1995, 1998, 1999, 2000  
Southern Marketing Association 1991, 1992, 1998, 2002  
American Marketing Association Theory Conference 1987, 1992  
Institute for Semiotic Studies, Indiana University 1989  
American Psychological Association 1985, 1989  
CESCOM/NYU International Conference on Distribution 1985, 1987  
AMA Services Marketing 1985, 1986

**Judging and Other Reviewing:**

Judge, 2003 Alden G. Clayton Doctoral Dissertation Proposal Competition, Marketing Science Institute  
Judge, 2001 Academy of Marketing Science Outstanding Teacher Award  
Judge, 1998 Alden G. Clayton Doctoral Dissertation Proposal Competition, Marketing Science Institute  
Judge, 1991 American Marketing Association Dissertation Competition  
Judge, 1987 NRMA/Television Bureau of Advertising Retail Advertising Awards Competition  
Judge, 1987 American Marketing Association Doctoral Dissertation Competition  
Judge, 1983 American Psychological Association (Division of Consumer Psychology) Dissertation Competition  
Book Reviewer: Scott-Foresman, Prentice-Hall, HarperCollins, The Free Press, Macmillan, Association for Consumer Research, Fairchild  
Reviewer, Small Business Innovation Research (SBIR), National Science Foundation, 1996

## Professional Memberships and Organizational Service

- Academy of Marketing Science
  - Elected to Board of Governors 2001-2006
  - Chair, AMS Marketer of the Year Committee 2002. Recruited Mackey McDonald, CEO of VF Corp. to receive the 2002 Award
  - Chair, AMS Marketer of the Year Committee 2004. Recruited Clive Beddoe, CEO of Westjet Corp. to receive the 2004 Award
- American Marketing Association
  - Co-Chair, 1987 Educators' Conference
- Association for Consumer Research
  - Program Committee, 1984, 2001, 2002
  - Publications Committee, 1987-1988, 1992-1996, Chair 1989-1991
  - Co-Chairman, ACR Annual Conference, 1990
- American Psychological Association
  - Division 23 - Consumer Psychology
  - Division 23 Executive Committee 1983-1985
  - Co-Chair, Division 23 Membership Committee, 1983-1985
- Society for Consumer Psychology
- American Academy of Advertising
- Society for Marketing Advances

## Faculty Service

### Haub School of Business, Saint Joseph's University

Director, Center for Consumer Research 2008-2015  
University Board on Rank and Tenure (Presidential appointment), 2010-2011  
Chair, Master's in International Marketing (MIM) Evaluation Task Force 2011-2012  
Chair, McNutt Chair in Food Marketing Search Committee, 2007-2009  
Review Committee, SJU Opportunity Fund (Presidential appointment)  
Haub School of Business Development Task Force  
Strategic Planning Committee (Marketing Dept.)  
Faculty Recruitment Committee (Marketing Dept.)  
Honors Program Committee  
Faculty Development Committee  
Masters of International Marketing Selection Committee  
Library Committee  
University Bookstore Committee  
Faculty Sponsor, Mu Kappa Tau Honorary Society  
Tenglemann Selection Committee (composed of prior recipients of the Tenglemann Award for Research and Teaching Excellence)

### College of Human Sciences, Auburn University

Director of Corporate Outreach, College of Human Sciences, 2004-2007  
Duties included development of corporate programs and conferences in affiliation with the Auburn University Hotel and Conference Center and the West Paces Management Group. Seed grant of \$50,000 awarded by the Office of the Vice President for Outreach.  
Distinguished University Professors Committee, 2004-2007 (Presidential appointment)  
Elected Senator, Auburn University Faculty Senate 2000-2003  
School of Human Sciences Core Committee  
Departmental representative on committee charged with assessing the core curriculum of SHS and structuring a new core program for all SHS majors  
Chairman, Program Committee, Department of Consumer Affairs  
Duties include coordination of annual Grisham-Trentham endowed lectureship and other departmental colloquia. Honorees recruited include designers (Alexander Julian, Kay Unger), journalists and authors (Mark Mayfield, Editor of *Southern Living* and Valerie Steele) and businesspeople (Steve McCracken, CEO of DuPont Apparel & Textiles and Ben Narasin, CEO of fashionmall.com).  
Chairman, Department of Consumer Affairs Graduate Education Committee



Coordinator for Outreach and Distance Learning, Dept. of Consumer Affairs  
Department of Consumer Affairs Strategic Planning Committee  
Research Grant-in-Aid Committee (Auburn University Senate)  
Faculty Welfare Committee (Auburn University Senate)  
Initiation and participation in development of exchange program between School of  
Human Sciences and Edith Cowan University, Perth, Australia.

### **School of Business, Rutgers University**

Chairman, Department of Marketing  
Duties included curriculum development, faculty recruitment and evaluation,  
scheduling, corporate interaction, development of departmental policies.  
Acting Chairman, Department of Management  
School of Business Executive Committee  
(responsible for School-wide policy formation)  
President's Joint Advisory Committee on Undergraduate  
Admissions and Financial Aid  
Coordinating Council of Business Studies Research Grant Subcommittee  
School of Business Admissions Committee  
School of Business Committee on Academic Standing  
Chair, School of Business Peer Evaluation Committee, 1990  
Fellow, Rutgers College  
Member, Henry Rutgers Scholars Committee  
Member, Graduate School of Management  
Associate Member, Graduate School of Arts & Sciences (Dept. of Psychology)  
Faculty Advisor, Marketing Society (1990-1993)  
Ad Hoc Member, School of Business Appointments & Promotions Committee

### **Faculty of Business Administration, New York University**

NYU Institute of Retail Management  
Associate Director, January 1983 - January 1985  
Responsibility for administration of research programs, including awarding of research  
grants, development of conferences, initiation of monograph series, editorship of *IRM  
News*.  
Shared responsibility (with Director) for development and fund-raising, contacts with  
retailing community, public relations and liaison between retailing academics and  
practitioners throughout the country.  
Director, NYU Marketing Doctoral Program (1985-1986)  
Co-Director (1984-1985)  
Ph.D. Committee, Subject Pool Committee, Curriculum and Pedagogy

## **Business and Consulting Experience**

Field Researcher, Market Research, Inc. (Washington, D.C., 1977) -- Market analysis of television news programming

Economic Analyst, Lazar Management Group (Washington, D.C., 1981) -- Program evaluation of the Economic Development Administration's Title IX Program (under contract to the Department of Commerce)

Retail Salesperson and Wedding Consultant (1971-1977)

### **Consultancies**

Armstrong Floor Products, Bayer Healthcare, Bernbach Consulting (Denmark), *Better Homes and Gardens*, Black & Decker, BMW, Burson-Marsteller, Calvin Klein, Celanese, CrossFit, Discovery Channel, DuPont, eBay, Educational Testing Service, Hakuhodo Advertising (Tokyo), Hasbro, H&M, Intel, Johnson & Johnson, Kayser-Roth, Landis Strategy & Innovation, Levi Strauss, McKinsey, Microsoft, Morgan Stanley, Nielsen, Philadelphia Eagles, PPG Industries, Procter & Gamble, Progressive Insurance, Prudential Securities, Saatchi & Saatchi, State Farm, The Government of Singapore, Textile Rental Services Association, Timberland, Under Armour, United Airlines, VF Corp., Visa, Wrangler, Young & Rubicam

## Expert Witness Research and Testimony

Snac Lite LLC v. Nuts ‘N More LLC, United States District Court, Northern District of Alabama, Southern Division, Case No. 2:14-CV-1695-RDP. Expert report and testimony on behalf of the Defendant, January 2016.

Crossfit, Inc. v. National Strength and Conditioning Association, United States District Court, Southern District of California, Case 3:14-cv-01191-JLS-KSC. Expert report and testimony on behalf of the Plaintiff, November 2015 – present.

Dino Rikos, Tracey Burns, and Leo Jarzembrowski v. The Procter & Gamble Company, United States District Court Southern District of Ohio, Case No.: 11-CV-00226-TSB. Expert report on behalf of the Defendant, March 2014.

Bern, Inc. v. Easton-Bell Sports, Inc., The Burton Corporation, Smith Sport Optics, Inc., D/B/A Smith Optics, Inc., Amer Sports Winter & Outdoor Co., and Vans, Inc., United States District Court, District of Massachusetts, Civil Action No. 11-12278-DJC. Expert report on behalf of the Defendant, January 2014.

Larry D. Frederick v. Hartford Underwriters Insurance Company, Boulder CO District Court. Expert report on behalf of the Defendant, January 2014.

Dam Le v. United Services Automobile Association, District Court, Boulder County, State Of Colorado, Case Number: 2012 CV 276 Div.: 3, Expert report on behalf of the Defendant, January 2013.

Under Armour, Inc. v. Body Armor Nutrition, LLC, United States District Court for the District of Maryland Northern Division, Case 1:12-Cv-01283-Jkb, Expert report and Deposition on behalf of the Plaintiff, December 2012.

Deckers Outdoor Corporation v. Romeo & Juliette, Inc., United States District Court Central District of California Case No. CV10 8489, Expert report on behalf of the Defendant, February 2012.

Larry Briggs v. ANPAC, District Court, Boulder County, State of Colorado, Case Number: 2006CV320. Expert report and testimony on behalf of the Defendant, February 2011.

Ivkov v. Progressive Halcyon, Boulder County District Court, State of Colorado Case Number: 2006CV321. Expert report and testimony on behalf of the Defendant, December 2010.

James & Janet Maxwell & Leon F. Hill v. United Services Automobile Association & USAA Casualty Insurance Company, District Court, Boulder County, State of Colorado, Case Number: 2006CV323, Expert report and testimony on behalf of the Defendant, November 2010.

Vernon Robbins v. Amica Mutual Insurance Company, Boulder County District Court Case No. 2006cv347. Expert report and testimony on behalf of the Defendant, September 2010.

Publix Super Markets, Inc. v. Shoppes at St. Lucie West Associates Ltd. And BJ’s Wholesale Club, Inc. Case No. 562006CA001001AXXXHC(BC) Circuit of the Nineteenth Judicial Circuit, St. Lucie County, Florida. Deposition on behalf of the Plaintiff, February 2007.

Libertine v. Aquarius Rags, LLC, U.S. District Court for Central District California, Case No. CV06-2417-SVW(cts), Expert report on behalf of the Plaintiff.

AARP v. Kramer Lead Marketing Group, et al. United States District Court, Middle District of Florida, Case No. 3:03cv1033-J-99 MCR. Expert report on behalf of the Defendant.

Arent, et al. v. State Farm Mutual Automobile Insurance Company, MC 00-016521 (Minnesota). Expert report on behalf of the Defendant.

Terranet Investments, L.C., v. The Gap, Inc. (Fourth Judicial District Court, Utah) Civil No. 020404140. Expert report on behalf of the Defendant.

World Office Products v. Wells Fargo & Company, Superior Court of California, San Francisco, Case No. CGC-03-425497 (2004). Survey conducted on behalf of the Plaintiff.

1-800-Contacts, Inc. v. WhenU.com, Inc. and Vision Direct, Inc., Case No. 02-CV8043 (2004). Survey conducted on behalf of the Defendant.

Delmas Baughman, et al. v. State Farm Mutual Automobile Insurance Company, Case No. CV 95 08 2982 (2003-2004). Expert report on behalf of the Defendant.

Calvin Klein Trademark Trust and Calvin Klein, Inc. v. The Warnaco Group, Inc., Civ. No. 00-4052 (2000). Survey and deposition on behalf of the Plaintiff.

Frank, et al. v. United Airlines, Inc., Case No. C 92 0692 CAL (1996). Expert report on behalf of the Defendant.

Prudential Securities, Inc. v. One Federal Street Trust, Norfolk Superior Court C.A. No. 95-1416 (1994). Expert report and court testimony on behalf of the Plaintiff.

## Mass Media and Trade Articles

Host, “We Are What We Buy,” Voice America radio show/podcast broadcast to 160 countries, Fall 2019.

Michael R. Solomon, “Consumer Behavior in The New Normal,” Forbes.com (April 14, 2020), <https://www.forbes.com/sites/michaelsolomon/2020/04/13/consumer-behavior-in-the-new-normal/#5cfc28b35da3>

Michael R. Solomon, “Mindfulness. Tropicana Shows Us It’s Not Just for Breakfast Anymore,” Forbes.com (January 17, 2020), <https://www.forbes.com/sites/michaelsolomon/2020/01/17/mindfulness--tropicana-shows-us-its-not-just-for-breakfast-anymore/#498d79c175dd>

Michael R. Solomon, “Marketing 101: Nike Takes A Victory Lap with Modest Swimwear,” Forbes.com (December 16, 2019), <https://www.forbes.com/sites/michaelsolomon/2019/12/16/marketing-101-nike-takes-a-victory-lap-with-modest-swimwear/#3146dd151c8c>

Michael R. Solomon, “Do Consumers Want Martech?,” CIO Applications, August 2019, <https://www.cioapplications.com/cxoinsights/do-consumers-want-martech-nid-4993.html>

Michael R. Solomon, “A.I.: The Death Knell for Relationship Marketing, or the Birth of the Loveable Salesbot?” Forbes.com (April 28, 2019), <https://www.forbes.com/sites/michaelsolomon/2019/04/29/a-i-the-death-knell-for-relationship-marketing-or-the-birth-of-the-lovable-salesbot/#404417cd4685>,

Michael R. Solomon, “The Robot Revolution: An (Automated) Wake-Up Call For Marketers,” Forbes.com (February 6, 2019), <https://www.forbes.com/sites/michaelsolomon/2019/02/06/the-robot-revolution-an-automated-wake-up-call-for-marketers/#77b8e03f1c27>

Michael R. Solomon, "The Rise of the Machines: What AI Means for the Sales Floor," Retail IT Insights, (December 10, 2018), <https://www.retailitinsights.com/doc/rise-of-the-machines-what-ai-means-for-the-sales-floor-0001>

Michael R. Solomon, "The Emperor Has No Clothes: Payless Takes Us To School," Forbes.com (December 4, 2018), <https://www.forbes.com/sites/michaelsolomon/2018/12/04/the-emperor-has-no-clothes-payless-takes-us-to-school/#5cbdfd9a4986>

Michael R. Solomon, "To Thine Own Selves be True: You Have More Customers than You Think," *Retail Dive* (November 7, 2018), <https://www.retaildive.com/news/to-thine-own-selves-be-true-you-have-more-customers-than-you-think/541316/> (invited article).

Michael R. Solomon, "Amazon Discovers The Human Touch," Forbes.com (October 26, 2018), <https://www.forbes.com/sites/michaelsolomon/2018/10/26/amazon-discovers-the-human-touch/#439a9cf25feb>.

Michael R. Solomon, "Halloween Rituals: The Retailer's (And Dentist's) Paradise," Forbes.com (October 24, 2018), <https://www.forbes.com/sites/michaelsolomon/2018/10/24/halloween-rituals-the-retailers-and-dentists-paradise/#692eb68e7ccd>

Michael R. Solomon, "Best Buy Discovers That Age Is Just A (Profitable) Number," Forbes.com (October 11, 2018), <https://www.forbes.com/sites/michaelsolomon/2018/10/11/best-buy-discovers-that-age-is-just-a-profitable-number/#16e0143a564c>.

Michael R. Solomon, "Cup Noodles Clothing? Product Constellations Can Drive Brand Extensions," Forbes.com (October 8, 2018), <https://www.forbes.com/sites/michaelsolomon/2018/10/08/cup-noodles-clothing-product-constellations-can-drive-brand-extensions/#61394e333a6f>

Michael R. Solomon, "Kohl's Places A Large Bet On A Shift In Beauty Ideals," Forbes.com (September 27, 2018), <https://www.forbes.com/sites/michaelsolomon/2018/09/26/kohls-places-a-large-bet-on-a-shift-in-beauty-ideals/#37dab33f7355>

Michael R. Solomon, "Sell More Products by Letting Your Customers Design Them for You," Entrepreneur.com (April 12, 2018), <https://www.entrepreneur.com/article/311720>

Michael R. Solomon, "High-Tech: A Path to Shopping Resonance," RetailOperationsinsight.com (August 13, 2018), <https://www.retailoperationsinsights.com/doc/high-touch-a-path-to-shopping-resonance-0001>

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## Corporate and Trade Organization Presentations

Accessories Council	Aga Khan Economic Planning Board
American Camping Association	American Chamber of Commerce in Egypt
Argyle CMO Forum	Armstrong Floor Products
Aseptic Packaging Council	Association of Fashion and Image Consultants
Burson Marsteller, Inc.	Can Manufacturers Institute
Color Me Beautiful, Inc.	The Commercial Summit (Mexico City)
CONAREC 2018 (Sao Paulo, Brazil)	Cosmetics, Toiletries, and Fragrances Association Credit
Agricole Mutuel	Dentsu, Inc. (Tokyo)
Direct Selling Association	Experian, Inc. The Fashion Group International
Ferrero/Rocher	Ford Motor Company
The Fragrance Foundation	The Hamburg Aviation Conference (Germany) Global
Marketing Forum (Accra, Ghana)	The Hearth, Patio & Barbecue Association
Image Industry Council International	Institut für Kommunikations-Forschung (Hamburg)
International Apparel Federation (Milan)	International Furnishings and Design Association Japanese
Financial Services Council	Japan Marketing Association (Tokyo)
Learning and Development Forum (London)	Living Tomorrow, Inc.
MARKA Conference (Istanbul)	The Marketing Show (São Paulo)
MediaCat FORUM (Istanbul)	Microsoft Advertising
MKT Consulting (Buenos Aires)	The Museum Store Association
Napier Company	National Kitchen and Bath Association
NCR Corporation (Prague)	Network of Executive Women
<i>Newsweek</i>	N. American Assoc.of State and Provincial Lotteries PLMA
(Private Label Manufacturers Association)	Polskie Centrum Marketingowe (Warsaw)
POPAI (Point of Purchase Advertising Institute)	<i>Resumé</i> magazine (Stockholm)
SAS Institute	<i>Self</i>
Serviceplan advertising agency (Munich)	Society of Consumer Affairs Professionals.
Skoda Auto	Southmark Corporation
Stockholm School of Economics	SupplySide West



Symantec Corporation  
Toy Industry Association  
U.S. Defense Department (DARPA)  
Virtual Vacation Expo

Textile Rental Services Association  
U.S. Army  
Vision Council of America

## Major Media Appearances and/or Press Citations

### Television:

CNBC --Regular appearances to comment on issues pertaining to consumer behavior, "The Today Show," "Good Morning America," "Inside Edition"

### Radio:

Newsweek on the Air, National Public Radio, RKO Radio Network, Wall Street Journal Radio Network, Entrepreneur Radio Network

### Print (selected):

*Adweek*  
*The New York Times*  
*Advertising Age*  
*United Press International*  
*USA Today*  
*The New Yorker*  
*Newsweek*  
*Time*  
*Gentleman's Quarterly*  
*Allure*  
*Glamour*  
*Psychology Today*  
*Savvy*  
*Elle*  
*Christian Science Monitor*

*The Wall Street Journal*  
*The New York Times Magazine*  
*Inc.*  
*Marketing News*  
*American Demographics*  
*Successful Meetings*  
*Los Angeles Times*  
*Chicago Tribune*  
*Washington Post*  
*Mirabella*  
*Self*  
*Working Woman*  
*Mademoiselle*  
*Redbook*  
*Toronto Globe & Mail*