

January 2008

CURRICULUM VITA of:

MICHAEL ROBERT SOLOMON

Office Address: Department of Marketing
Haub School of Business
Saint Joseph's University
5600 City Avenue
Philadelphia, PA 19131
msolom01@sju.edu
(610) 660-3411

Home Address: 717 S. Columbus Blvd., Apt. 813
Philadelphia, PA 19147
Cell: (334) 787-1614

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

-and -

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

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

Human Sciences Professor of Consumer Behavior,
Department of Consumer Affairs, Auburn University
(July 1995-present)
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

Grants, Awards, and Honors

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.

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

Named to the Advisory Board of Living Tomorrow San Jose, a facility under construction that will highlight the most likely advancements in homes, hospital rooms, offices, and other creative industries in the next decade, 2007-present.

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, in press.
- Consumer Behavior: *Encyclopedia of Applied Psychology*, Elsevier Ltd., in press.
- 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.

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

Faculty Fellow, 1987 American Marketing Association Doctoral Consortium

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 organization and implementation of 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

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

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, expected 2006.

Nicole Biaek, "Sustainability as Competitive Advantage in the Hospitality Industry," Ph.D., Department of Consumer Affairs, Auburn University, expected 2006 (Chair).

Tracy Rickman, "The Effects of Media-Based Information Seeking by the New Man: Web Blogs vs. Web Advertising," Ph.D. Department of Consumer Affairs, Auburn University, expected 2007 (Chair).

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

Publications

Refereed Journal Articles

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. Invited article (peer reviewed).

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.

Solomon, Michael R. 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.

Solomon, Michael R. 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.

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

Solomon, Michael R., 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.

Solomon, Michael R. 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).

Solomon, Michael R. 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.

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

Solomon, Michael R. (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.

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

Solomon, Michael R. 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.

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

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

Solomon, Michael R. (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.

Solomon, Michael R., 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.

Solomon, Michael R., 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.

Solomon, Michael R. (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.

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

Solomon, Michael R., 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.

Solomon, Michael R. 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

Solomon, Michael R., Mary Anne Poatsy, Alan Evans and Kendall Martin, *Better Business*, Upper Saddle River, NJ: Prentice Hall (in progress, expected publication 2008).

Solomon, Michael R., Greg W. Marshall, and Elnora W. Stuart, *Marketing: Real People, Real Choices 5th ed.* (2007), Upper Saddle River, NJ: Prentice Hall.

Solomon, Michael R. and Nancy Rabolt, 2nd ed. (2007), *Consumer Behavior: In Fashion*, Upper Saddle River, NJ: Prentice Hall, in press.

Solomon, Michael R., Stephen Dann, Susan Dann, and Rebekah Bennett (2007), *Consumer Behaviour: Buying, Having, Being*, Sydney, Australia, Pearson Education Australia, in press.

Solomon, Michael R. (2007), *Consumer Behavior: Buying, Having, and Being, 7th ed.*, Upper Saddle River, NJ: Prentice Hall.

Solomon, Michael R., Gary Bamossy, Søren Askegaard, and Margaret Hogg, (2006), *Consumer Behaviour: A European Perspective 3rd ed.*, London: Pearson Education.

Solomon, Michael R, Greg W. Marshall, and Elnora W. Stuart (2005), *Marketing: Real People, Real Choices 4th ed.*, Upper Saddle River, NJ: Prentice Hall.

Solomon, Michael R., Elnora W. Stuart, J. Brock Smith and Ajay K. Sirsi (2005), *Marketing: Real People, Real Decisions*, Toronto: Prentice Hall, 2nd ed.

Solomon, Michael R. (2004), *Consumer Behavior: Buying, Having, and Being*, 6th ed., Upper Saddle River, NJ: Prentice Hall.

Solomon, Michael R. and Nancy Rabolt (2004), *Consumer Behavior: In Fashion*, Upper Saddle River, NJ: Prentice Hall.

Solomon, Michael R. (2003), *Conquering Consumerspace: Marketing Strategies for a Branded World*, New York: AMACOM.

Solomon, Michael R. and Elnora W. Stuart (2003), *Marketing: Real People, Real Choices 3rd ed.*, Upper Saddle River, NJ: Prentice Hall.

Solomon, Michael R. (2003), *O Comportamento do Consumidor: Comprando, Possuindo e Sendo*, Svo Paulo, Brazil: Bookman.

Solomon, Michael R., Gary Bamossy, and Søren Askegaard (2002), *Consumer Behaviour: A European Perspective*, 2nd ed., London: Prentice Hall Europe.

Solomon, Michael R. (2002), *Consumer Behavior: Buying, Having, and Being*, 5th ed., Upper Saddle River, NJ: Prentice Hall.

Solomon, Michael R., Judith L. Zaichkowsky, and Rosemary Polegato, *Consumer Behaviour: Buying, Having, and Being 2nd ed. B Canadian Edition*, Scarborough, Ontario: Prentice Hall Canada, 2002.

Solomon, Michael R., Gary Bamossy, and Søren Askegaard (2001), *Konsumentenverhalten: Der Europäische Markt*, Munich: Pearson Studium.

Solomon, Michael R. and Elnora W. Stuart (2001), *Welcome to Marketing.com: The Brave New World of E-Commerce*, Upper Saddle River, NJ: Prentice Hall.

Solomon, Michael R. and Elnora W. Stuart (2001), *Marketing: Personas Reales, Decisiones Reales 2nd ed.*, Bogota, Colombia: Pearson Latin America.

Solomon, Michael R. and Elnora W. Stuart (2000), *Marketing: Real People, Real Choices 2nd ed.*, Upper Saddle River, NJ: Prentice Hall.

Solomon, Michael R., Elnora W. Stuart, Auleen Carson and J. Brock Smith, *Real People, Real Decisions* (2000), Pearson Education Canada.

Solomon, Michael R. (1999), *Consumer Behavior: Buying, Having, and Being*, 4th ed., Englewood Cliffs, NJ: Prentice Hall.

Solomon, Michael R., Judith L. Zaichkowsky, and Rosemary Polegato, *Consumer Behaviour: Buying, Having, and Being B Canadian Edition*, Scarborough, Ontario: Prentice Hall Canada, 1999.

Solomon, Michael R., Gary Bamossy, and Søren Askegaard, *Consumer Behaviour: A European Perspective*, London: Prentice Hall Europe, 1999.

Solomon, Michael R. and Elnora W. Stuart (1997), *Marketing: Real People, Real Choices*, Englewood Cliffs, NJ: Prentice Hall.

Solomon, Michael R. (1997), *Comportamiento del Consumidor*, 3rd ed., (trans. M. Carrión), Mexico City: Prentice-Hall Hispanoamericana, S.A.

Solomon, Michael R. (1996), *Consumer Behavior: Buying, Having, and Being*, 3rd ed., Englewood Cliffs, NJ: Prentice Hall.

Solomon, Michael R. (1994), *Consumer Behavior: Buying, Having, and Being*, 2nd ed., Boston: Allyn & Bacon.

Solomon, Michael R. (1994), ed., *Buying, Having, and Being: The Washington Post Consumer Behavior Companion*, Boston: Allyn & Bacon.

Solomon, Michael R. (1992), *Consumer Behavior: Buying, Having, and Being*, Boston: Allyn & Bacon.

Holman, Rebecca and Michael R. Solomon (1991) eds., *Advances in Consumer Research*, Vol. 18, Provo, UT: Association for Consumer Research.

Douglas, Susan P. and Michael R. Solomon, eds. (1987), *AMA Summer Educators' Conference Proceedings*, Chicago: American Marketing Association.

Solomon, Michael R., ed. (1985), *The Psychology of Fashion*, Lexington, MA: Lexington Books.

Czepiel, John A., Michael R. Solomon, and Carol Surprenant, eds. (1985), *The Service Encounter: Managing Employee/Customer Interactions in Service Businesses*, Lexington, MA: Lexington Books.

Book Chapters

Fournier, Susan G., Michael R. Solomon, and Basil G. Englis, "Brand Resonance," in ed. Bernd Schmitt, *Handbook on Brand and Experience Management*, Elgar Publishing, 2008, in press.

Englis, Basil G., Michael R. Solomon, and Paula Danskin (2005). "Web-Based, Visually Oriented Consumer Research Tools," in eds. Curt Haugtvedt, Karen Machleit, and Richard Yalch, *Online Consumer Psychology: Understanding How to Interact with Consumers in the Virtual World*, Hillsdale, NJ: Lawrence Erlbaum: 511-527.

Solomon, Michael R. (2005), "Consumer Psychology," in ed. Charles Spielberger, *Encyclopedia of Applied Psychology*, Elsevier Ltd.

Solomon, Michael R., Gokcen Coskuner and Caroline Lego Muñoz (2005), "You are What You Wear: Fashion as Social Process," in ed. Tulio Gregory, *Fashion Encyclopaedia*, Rome: Istituto della Enciclopedia Italiana.

Natalie T Wood, Michael R. Solomon and Basil G. Englis (2003) "No One Looks That Good in Real Life!: Projections of the Real Versus Ideal Self in the Online Visual Space," in eds. Linda Scott and Rajeev Batra, *Persuasive Imagery: A Consumer Response Perspective*, Mahwah: NJ. Lawrence Erlbaum, 383-395.

Solomon, Michael R. (1999), "The Value of Status and the Status of Value," in ed. Morris B. Holbrook, *Consumer Value: A Framework for Analysis & Research*, ed. Morris B. Holbrook, London: Routledge, 63-84.

Solomon, Michael R. (1998), "Dressing for the Part: The Role of Costume in the Staging of the Servicescape," in ed. John F. Sherry, Jr., *Servicescapes: The Concept of Place in Contemporary Markets*, Lincolnwood, IL: NTC Publishing Group and American Marketing Association, 81-108.

Solomon, Michael R. and Basil G. Englis (1997), "Breaking Out of the Box: Is Lifestyle a Construct or a Construction,?" in eds. Stephen Brown and Darach Turley, *Consumer Research: Postcards from the Edge*, London: Routledge, 322-349.

Englis, Basil G. and Michael R. Solomon (1997), "Where Perception Meets Reality: The Social Construction of Lifestyles," in eds. Lynn Kahle and Larry Chiagurus, *Values, Lifestyles, and Psychographics*, Hillsdale, NJ: Lawrence Erlbaum Associates, 25-44.

Solomon, Michael R. and Basil G. Englis, "Consumption Constellations: Implications for Integrated Communications Strategies" (1996), in eds. Thorson, Esther and Jeri Moore, *Integrated Communication: Synergy of Persuasive Voices*, Hillsdale, NJ: Lawrence Erlbaum Associates, Inc., 65-86.

Solomon, Michael R. 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.

Douglas, Susan P. and Michael R. Solomon (1986), "Dressing the Female Executive: Some Clues for Retail Strategists," in Luca Pellegrini and Srinivas Reddy (eds.), *Distributive Trades: An International Perspective*, Milan, Italy: Franco Angeli, 412-436.

Solomon, Michael R. 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.

Czepiel, John A., Michael R. Solomon, Carol F. Surprenant and Evelyn G. Gutman (1985), "Service Encounters: An Overview," in John A. Czepiel, Michael R. Solomon and Carol F. Surprenant (eds.), *The Service Encounter: Managing Employee/Customer Interaction in Service Businesses*, Lexington, MA : Lexington Books, 3-16.

Refereed Conference Proceedings, Invited Papers, and Presentations

Allan, David, Natalie Wood and Michael R. Solomon, "Welcome to the Matrix: E-Learning Gets a Second Life" to be 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.

Englis, P. D., Englis, B., Solomon, M.S., and Groen, A. (2006), "Strategic Sustainability and Triple Bottom Line Performance In Textiles: Implications Of The Eco-Label for the EU And Beyond," Business as an Agent of World Benefit Conference, United Nations and the Academy of Management, Cleveland, OH.

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 64th 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.*

Solomon, Michael R., 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.

Solomon, Michael R. 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).

Lego, Caroline, 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.

Solomon, Michael R. 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.

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

Solomon, Michael R. 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," presented in a 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.

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

Englis, Basil G., 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.

Solomon, Michael R. 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.

Solomon, Michael R., "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.

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

Solomon, Michael R. 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.

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

Solomon, Michael R., "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).

Solomon, Michael R. (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).

Solomon, Michael R. (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.

Solomon, Michael R. 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).

Solomon, Michael R. (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.

Solomon, Michael R. (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.

Solomon, Michael R. 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.

Solomon, Michael R. (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.

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

Solomon, Michael R., 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.

Englis, Basil G. 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.

Solomon, Michael R. (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.

Solomon, Michael R. 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.

Solomon, Michael R. (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.

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

Englis, Basil G., 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.

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

Solomon, Michael R. (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.

Solomon, Michael R. (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.

Stern, Barbara B. 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")

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

Ashmore, Richard D., 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.

Solomon, Michael R. (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.

Solomon, Michael R. (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).

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

Solomon, Michael R. (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.

Solomon, Michael R. (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.

Solomon, Michael R. (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.

Surprenant, Carol 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.

Solomon, Michael R. 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.

Hirschman, Elizabeth C. 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.

Gutman, Evelyn G., 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.

Douglas, Susan P. 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.

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

Hirschman, Elizabeth C. 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.

Hirschman, Elizabeth C. 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.

Czepiel, John A., 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.

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

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

Thesis and Dissertation

Solomon, Michael R. (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.

Solomon, Michael R. (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 Experience

Saint Joseph's University (Haub School of Business)

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

M.B.A and M.I.M. (Master's in International Marketing)
Consumer Behavior
Global Cultures & Consumers

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):

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

Rutgers University (School of Business)

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

Conference Chairmanships

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

Editorial Review Board, *Journal of Consumer Research*, 1987-1999
 Editorial Review Board, *Journal of Retailing*, 1985 – present
 Editorial Review Board, *European Business Review*, 2006 - present
 Editorial Review Board, *Journal of Consumer Behaviour* :
An International Research Review (London), 2000 - present
 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 Journal Reviewer:

Journal of Marketing Research
Journal of Marketing
Journal of Advertising
Journal of the Academy of Marketing Science
Journal of Business Research
European Journal of Marketing
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

Conference Reviewer:

American Marketing Assoc. Educators' Conference (Summer & Winter) 1986, 1990-98, 2004, 2005, 2007
Association for Consumer Research 1986 – 2002, 2007
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

Current 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, Chairman 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
International Textiles and Apparel Association
Popular Culture Association

Faculty Service

Haub School of Business, Saint Joseph's University

Director, Center for Consumer Research
Chair, McNutt Chair in Food Marketing Search Committee (2007-present)
Strategic Planning Committee (Marketing Dept.)
Faculty Recruitment Committee (Marketing Dept.)

College of Human Sciences, Auburn University

Director of Corporate Outreach, College of Human Sciences, 2004-present
Duties include 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, Department of Consumer Affairs

Primary responsibility for assessing and developing external seminars and distance learning programs to be undertaken by the Department

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 include 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, Burson-Marsteller, Calvin Klein, Celanese, DuPont, eBay, Educational Testing Service, Hakuhodo Advertising (Tokyo), Hasbro, H&M, Johnson & Johnson, Kayser-Roth, Landis Strategy & Innovation, Levi Strauss, PPG Industries, Procter & Gamble, Progressive Insurance, Prudential Securities, Saatchi & Saatchi, State Farm, The Government of Singapore, Textile Rental Services Association, Timberland, United Airlines, VF Corp., Visa, Wrangler, Young & Rubicam

Expert Witness Research and Testimony:

Publix Super Markets, Inc. vs. 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

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

Young, et al. v. State Farm, et al.
Case No. 2003CV55
(Boulder County District Court)
Expert report submitted on behalf of the defendant

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

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

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

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

Frank, et al. v. United Airlines, Inc.
Case No. C 92 0692 CAL (1996)
Expert report submitted 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

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

Solomon, Michael R. (1997), "Dressing for the Part," *Institutional Launderer*, December, 55 (3).

Solomon, Michael R. (1995), "Packaging the Building Maintenance Worker: How Uniforms Connect the Golden Triangle of Service," *Textile Rental*, June, 78 (7).
Reprinted in *Services*, July and August 1995 issues.

Solomon, Michael R. (1992), "From New Guinea to New York: The Influence of Cultural Processes on Consumer Behavior," *Byline*, Tokyo: Dentsu Institute for Human Studies.

Solomon, Michael R. and Barbara B. Stern (1989), "Women and Their Money: A National Survey," *Savvy*, March.

Solomon, Michael R. (1988), "Counselors of Taste," *Psychology Today*, January, 51-53.

Solomon, Michael R. (1987), "Standard Issue," *Psychology Today*, December, 30-31.

Solomon, Michael R. (1986), "Dress for Effect," *Psychology Today*, April, 20-28 (cover story).

Solomon, Michael R. and Susan P. Douglas (1983), "The Power of Pinstripes," *Savvy*, March, 59-62.

Solomon, Michael R. (1983), "The Language of Clothes," *Gentlemen's Quarterly*, March, 180 (4).

Corporate Presentations and Seminars:

Aga Khan Economic Planning Board	Age-Image Marketing
American Camping Association	American Chamber of Commerce in Egypt
Armstrong Floor Products	Aseptic Packaging Council
Association of Fashion and Image Consultants	Burson-Marsteller, Inc.
Can Manufacturers Institute	Color Me Beautiful, Inc.
Cosmetics, Toiletries, and Fragrances Association	Credit Agricole Mutuel
Dentsu, Inc. (Tokyo)	Experian, Inc.
The Fashion Group International	Ferrero/Rocher
Flake-Wilkerson, Inc.	The Fragrance Foundation
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)	Living Tomorrow, Inc.
MARKA Conference (Istanbul)	The Marketing Show (São Paulo)
MediaCat FORUM (Istanbul)	MKT Consulting (Buenos Aires)
The Museum Store Association	Napier Company
National Kitchen and Bath Association	NCR Corporation (Prague)
<i>Newsweek</i>	POPAI (Point of Purchase Advertising Institute)
<i>Resumé</i> magazine (Stockholm)	SAS Institute
<i>Self</i> magazine	Serviceplan (Munich)
Society of Consumer Affairs Professionals	Southmark Corporation
Stockholm School of Economics	Symantec Corporation
Textile Rental Services Association	Toy Industry 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

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