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DEGREES:

Ph. D. 1977, University of Nebraska--Lincoln

M. A. 1974, Pacific Lutheran University

B. A. 1973, Concordia Sr. College, Ft. Wayne, IN

A. A. 1971, Concordia College, Portland, OR

MAJOR INTERESTS: Sustainability, Sports Marketing, International Business, Applied Social Psychology (attitudes,

lifestyles, values), Marketing and New Media Communication, Fan and Consumer Behavior, Applied Information Management

EMPLOYMENT HISTORY:

- 1983-present Assistant to Full Professor (with tenure) of Marketing, University of Oregon (Dept. Head, 1/91-7/96, 7/98-7/99, 9/10-9/12, 9/13-). Previously holder of James Warsaw endowed chair, since 1/2006 Ehrman Giustina Professorship.
- 1980-1983 Assistant Professor of Psychology, University of North Carolina at Chapel Hill
- 1978-1980 NIMH Postdoctoral Fellow, Survey Research Center, Institute for Social Research, University of Michigan

VISITING POSITIONS:

- 2013 NW Consortium Study Abroad Prof., Vienna, Austria
- 2006,7,8,11 Summer Visiting Prof., Hanyang Univ., Seoul, Korea
- 2006 External Lecturer ISUP, Copenhagen Business School
- 2004-2005 Visiting Professor of Marketing, Singapore Management University
- 2000 Eicoff Distinguished Lectureship in Marketing, Technion—Israel Institute of Technology, Haifa, Israel
- 1999 Fulbright scholar, Cambodia and Thailand
- 1997 Sir Allan Sewell Distinguished Visiting Professor, Griffith University, Queensland, Australia
- 1996 NW Consortium Study Abroad Prof., Cologne, Germany
- 1989 Visiting Research Professor of Marketing Economics, Norges Handelshøyskole (Norwegian School of Economics & Business Administration, Bergen)
- 1983 Visiting Assistant Professor of Marketing, University of North Carolina at Chapel Hill

1977-1978

Visiting Assistant Professor of Psychology,  
University of Nebraska--Lincoln

THESES:

Stimulus Condition Self-Selection In Person- Situation Interactionism.

Dissertation Abstracts International, 1978, 38(8), p. 3956B (order #7732126).

Predicting Attitude Change from Attitudinal Entailment. Master's

Abstracts, 1974, 12(3), p. 311 (Xerox University Microfilm order #M 5837).

PUBLICATIONS:

Reiter, Karlin, and Lynn R. Kahle (in preparation, under contract). *Marketing Movies Today: How Studios Are Leveraging Social Media to Promote Feature Films*. New York, NY: Business Expert Press, expected 2014.

Tan, Soo Juan, Siok Kuan Tambayah, & Lynn R. Kahle (in press). "A Sequential Cross-sectional Study of Values in Singapore." In Bernd Schmitt and Leonard Lee, Eds. *Consumer Psychology and the Asian Consumer*. Armonk, NY: M. E. Sharpe, forthcoming.

Stockard, Jean, Gaylene Carpenter, and Lynn R. Kahle (in press). "Continuity and Change in Values in Midlife: Testing the Age Stability Hypothesis," *Experimental Aging Research*, forthcoming.

Kahle, Lynn R., and Eda Gurel-Atay, Eds. (2014). *Communicating Sustainability for the Green Economy*. Armonk, NY: M. E. Sharpe. ISBN 978-0-7656-3680-5. 320 pages. Library of Congress Call # HC79.E5.C61236.

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Moskowitz, Ethan, and Lynn R. Kahle (2014). "Oregon's Iconic Bottle Bill." In Lynn R. Kahle & Eda Gurel-Atay, Eds. *Communicating Sustainability for the Green Economy*. Armonk, NY: M. E. Sharpe, 242-257.

Jones, Lukas, Scott Owen, and Lynn R. Kahle, (2014). "Legislating Packaging Behavior: Germany's Green Dot Program and Its Communications." In Lynn R. Kahle & Eda Gurel-Atay, Eds. *Communicating Sustainability for the Green Economy*. Armonk, NY: M. E. Sharpe, 191-206.

Kahle, Lynn R. (2013). *Social Values and Cross-Cultural Factors in Consumer Behavior*. Henry Stewart Lecture. <http://www.hstalks.com>

- Minton, Elizabeth, and Lynn R. Kahle (2013). *Belief Systems, Religion, and Behavioral Economics: Marketing in Multicultural Environments*. New York, NY: Business Expert Press. 160 pages. ISBN-13: 978-1-60649-704-3.
- O'Hern, Matthew S., and Lynn R. Kahle (2013). "The Empowered Consumer: User Generated Content and the Future of Marketing." *Global Economics and Management Review*, 18, 21-29.
- Kahle, Lynn R., and Pierre Valette-Florence (2012). *Marketplace Lifestyles in an Age of Social Media: Theory and Method*. Armonk, NY: M. E. Sharpe. ISBN 978-0-7656-2561-8. 320 pages. Library of Congress Call# HQ2042.K34 2012.
- Lu, Zhi, Lynn R. Kahle, Sang M. Lee, and Sing-Young Lee (2012). "Football Fans' Contrasting Motivations: China, S. Korea, and the USA," *Asia Pacific Journal of Innovation and Entrepreneurship*, 6(1), 9-32. (lead article)
- Matsuura, Yukiko, Jeffrey Stinson, and Lynn R. Kahle (2012). "Personality and Personal Values in Travel Destination Preference." In J. F. B. Lengler and C. A. M. Mello (Eds.), *Personal Values and Strategic Marketing*. Santa Cruz do Sul, Brazil: EDUNISC, 69-81.
- Michon, Richard, Jean-Charles Chebat, and Lynn R. Kahle (2012). "Selling Brotherhood to North-American Multicultural Markets: How Life Values Mediate Charitable Donation Behaviors." In J. F. B. Lengler and C. A. M. Mello (Eds.), *Personal Values and Strategic Marketing*. Santa Cruz do Sul, Brazil: EDUNISC, 82-96.
- Minton, Elizabeth, Christopher Lee, Ulrich Orth, C. H. Kim, and Lynn R. Kahle (2012). "Sustainable Marketing and Social Media: A Cross-Country Analysis of Motives for Sustainable Behaviors," *Journal of Advertising*, 41(4), 71-87.
- Burton, Rick, John Tripodi, Scott Owen, & Lynn R. Kahle (2011). "Hospitality: A Key Sponsorship Service in Sports Marketing." In Lynn R. Kahle & Angeline Close, Eds, *Consumer Behavior Knowledge for Effective Sports and Event Marketing*. New York: Psychology Press / Routledge / Taylor & Francis, 209-221.
- Cho, Bong Jin, Chae, Hyoeng, & Lynn Kahle (2011). "An Investigation of the Mediating Role of Customer Satisfaction on PC Repurchase Intention," *Asia Pacific Journal of Innovation and Entrepreneurship*, 5(3), 92-110.
- Kahle, Lynn R., and Angeline Close, Eds. (2011). *Consumer Behavior Knowledge for Effective Sports and Event Marketing*. New York: Psychology Press /

Routledge / Taylor & Francis. (hard ISBN 978 0 415 87357 4; soft 978 0 415 87358 1) 314 pages. Library of Congress Call #: HF5415.32 C65866 2011.

- King, Jesse, Lynn R. Kahle, & Angeline Close (2011). "Introduction: The Study of Sports and Events Consumer Behavior." In Lynn R. Kahle & Angeline Close, Eds, *Consumer Behavior Knowledge for Effective Sports and Event Marketing*. New York: Psychology Press / Routledge / Taylor & Francis, 1-28.
- Gurel-Atay, Eda, Guang-Xin Xie, Johnny Chen, and Lynn R. Kahle (2010). "Changes in Social Values in the United States, 1976-2007: 'Self-Respect' Is on the Upswing as 'Sense of Belonging' Becomes Less Important." *Journal of Advertising Research*, 50(1), 57-67.
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- Thompson, Derek W., Roy C. Anderson, Eric N. Hansen, and Lynn R. Kahle (2010). "Green Segmentation and Environmental Certification: Insights from U.S. Forest Products." *Business Strategy and the Environment*, 19, 319-334.
- Kahle, Lynn R., and Kurtus E. Kahle (2009). "The Silence of the Lambdas: Science, Technology, and Public Knowledge." *International Journal of Technology, Knowledge, and Society*, 5(2), 137-142.
- Limon, Yonca, Lynn R. Kahle, and Ulrich Orth (2009). "Package Design as a Communications Vehicle in Cross-Cultural Values Shopping." *Journal of International Marketing*, 17(34), 30-57.
- Kahle, Lynn R., and Guang-Xin Xie (2008). "Social Values in Consumer Psychology," in Curtis P. Haugvedt, Paul M. Herr, and Frank R. Kardes, Eds. *Handbook of Consumer Psychology*. Mahwah, NJ: Lawrence Erlbaum, 275-285.
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- Kahle, Lynn R., and C. H. Kim, Eds. (2006). *Creating Images and the Psychology of Marketing Communication*. Mahwah, NJ: Lawrence Erlbaum. (hard ISBN 0-8058-5216-6; soft ISBN 0-8058-0000-0). 405 pages. Library of Congress Call #: HF5415.32 C74 2006.
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- Kim, Woo Sung, David M. Boush, Adam Marquardt, and Lynn R. Kahle (2006). "Values, Brands, and Image." In Lynn R. Kahle and C. H. Kim, Eds. *Creating Images and the Psychology of Marketing Communication*. Mahwah, NJ: Lawrence Erlbaum, 279-290.
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- Kahle, Lynn R., Aviv Shoham, Greg Rose, Malcolm Smith, and Rajeev Batra (2003). "Economic versus Personal Future-Oriented Attitudes as Consumer Shopping Indicators," *Journal of Euromarketing*, 12(3/4), 35-54. (reprinted in Kahle, 2003). (Recipient of Emerald Management Reviews Citations of Excellence for Research Implications, Originality)
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- Sukhdial, Ajay, Damon Aiken, and Lynn Kahle (2002). "Are You Old School? An Investigation of the Sports Fans' Attitudes and Values," *Journal of Advertising Research*, 42 (July/Aug), 71-81. (Citation of Excellence, awarded by the Emerald Management Review, as one of the year's Top 50 Most Influential Articles in Business. Citations for Research Implications, Practical Implications, Originality, Readability).
- Batra, Rajeev, Pamela M. Homer, and Lynn R. Kahle (2001). "Values, Susceptibility to Interpersonal Influence, and Attribute Importance Weights: A Nomological Analysis," *Journal of Consumer Psychology*, 11(2), 115-128.
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- Kahle, Lynn R., Ed. (2001). *Internet Applications in Euromarketing*. Binghamton, NY: International Business Press. (ISBN #0-7890-2032-7 hard; 0-7890-2033-5 soft). 109 pages. Library of Congress Call #: HF5415.1265 .I56 2001.
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[Reprinted in Nancy L. Lough & William A. Sutton, Eds. (2012). *Handbook of Sport Marketing Research*. Morgantown, WV: Fitness Information Technology, 361-374.]

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Kahle, Lynn R., Raymond Liu, Gregory M. Rose, and Woo-Sung Kim (2000). "Dialectical Thinking in Consumer Decision Making." *Journal of Consumer Psychology*, 9(1), 53-58.

Rose, Gregory M., Lynn R. Kahle, and Aviv Shoham (2000). "Role Relaxation and Organizational Culture: A Social Values Perspective." In Neal M. Ashkanasy, Celeste P. M. Wilderom, & Mark F. Peterson, Eds. *Handbook of Organizational Culture & Climate*. Thousand Oaks, Calif.: Sage, 437-446. Note: this book was selected as an outstanding academic publication by Choice Magazine a publication of the Association of College and Research Libraries. Only 3% of all books submitted receive this award.

Shoham, Aviv, Gregory M. Rose, and Lynn R. Kahle (2000). "Practitioners of Risky Sports: A Quantitative Examination." *Journal of Business Research*, 47 (March), 237-251.

Kahle, Lynn R. (1999). "Book Review of *Ice to the Eskimos: How to Market a Product Nobody Wants*," *European Journal of Marketing*, 33 (3/4), 1-2.

Kahle, Lynn R., and Carla Meeske (1999). "Sports Marketing and the Internet: It's a Whole New Ball Game," *Sport Marketing Quarterly*, 8(2), 9-12. (Lead article for special issue on Internet and sports marketing).

Kahle, Lynn R., Robert Madrigal, Nancy P. Melone, and Kerry Szymanski (1999). "An Audience Survey from the first Gridiron Cybercast." In David W. Schumann and Esther Thorson, Eds. *Advertising and the World Wide Web*. Mahwah, NJ: Lawrence Erlbaum Associates, 275-286.

Kahle, Lynn R., Aviv Shoham, and Gregory M. Rose (1999). "Findings of LOV from Around the World and the Search for International Psychographics." *Journal of EuroMarketing*, 8(1/2), 1-14. (Lead article for special issue on psychographics. Reprinted in Kahle (2000)).

Rose, Gregory M., Victoria D. Bush, and Lynn R. Kahle (1998). "The Influence of Family Communication Patterns on Parental Reactions toward Advertising: A Cross-National Examination." *Journal of Advertising*, 27(Winter), 71-86. (Recipient of ANBAR Citations of Excellence for Quality of Research Implications).

Shoham, Aviv, Kahle, Lynn R., and Rose, Gregory M. (1998). "Born International: Exporting from Day One as an Alternative to Traditional



Internationalization." *Asian Journal of Business and Entrepreneurship*, Vol 1 (1, Feb.), 1-24. (Lead article)

Shoham, Aviv, Gregory M. Rose, and Lynn R. Kahle (1998). "Marketing of Risky Sports: From Intention to Action." *Journal of the Academy of Marketing Science*, 26(Fall), 307-321. (Recipient of ANBAR Citations of Excellence for Quality of Research Implications, Originality).

Kahle, Lynn R. (1997a). "Book Review of 'Consumption and Marketing: Macro Dimensions.'" *Journal of Marketing Research*, 34 (3), 417.

Kahle, Lynn R. [Conference Chairman] (1997b). *Proceedings of the Sixth Symposium on Cross-Cultural Consumer and Business Studies*. Provo: Brigham Young University.

Kahle, Lynn R., and Larry Chiagouris, Eds. (1997). *Values, Lifestyles, and Psychographics*. Mahwah, NJ: Lawrence Erlbaum Associates. (ISBN 0-8058-1496-5) 428 pages. Library of Congress Call #: HF5821 .V334 1997.

Kahle, Lynn R., Mark P. Elton, and Kenneth M. Kambara (1997). "Sports Talk and the Development of Marketing Relationships," *Sport Marketing Quarterly*, 6(2), 35-40.

Kahle, Lynn R., Douglas B. Hall, and Michael J. Kosinski (1997). "The Real-Time Response Survey in New Consumer Product Research: It's about Time." *Journal of Consumer Marketing*, 14(3), 234-248.

Kahle, Lynn R., Pamela M. Homer, Robert M. O'Brien, and David M. (1997). "Maslow's Hierarchy and Social Adaptation as Alternative Accounts of Value Structures," In Lynn R. Kahle and Larry Chiagouris, Eds. *Values, Lifestyles, and Psychographics*. Mahwah, NJ: Lawrence Erlbaum Associates, 111-137.

Shoham, Aviv, Gregory M. Rose, Fredric Kropp, and Lynn R. Kahle (1997). "Generation X Women: A Sport Consumption Community Perspective," *Sport Marketing Quarterly*, 6(4), 23-34.

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- Kahle, Lynn R. Invited Keynote address on "International Sports Marketing" at scholarly conference in Seoul, Korea, May 1996.
- Rose, Gregory M., Lynn R. Kahle, and Aviv Shoham (1995). "The Influence of Employment Status and Personal Values on Time-Related Food Consumption Behavior and Opinion Leadership." In Frank R. Kardes and Mita Sujan, Eds. Vol. 22. Advances in Consumer Research, 367-372.
- Kahle, Lynn R. (1997). From the President. The Communicator, 34(June), 7.
- Kahle, Lynn R. (1997). From the President: Ethics are OK. The Communicator, 34(December), 4.
- Kahle, Lynn R. (1997). Social Values and International Values. Invited Keynote address at the Sixth Symposium on Cross-Cultural Consumer and Business Studies, Honolulu.
- Shoham, Aviv, Gregory M. Rose, and Lynn R. Kahle (1997b). "Opinion Leadership and Self-concept: A Product-Type Examination," European ACR, Stockholm.
- Kahle, Lynn R. (1998). Dialectical Thinking and Consumer Behavior. Invited Presidential Address at the Society for Consumer Psychology, Austin.
- Kahle, Lynn R. (1998). The Psychology of Sports Fans. Invited major address at American Psychological Association, San Francisco.
- Kahle, Lynn R., Woo-Sung Kim, and Kenneth Kambara (1998). "The Silence of the Lambdas: Science, Consulting, and Public Knowledge." In Dhruv Grewal and Connie Pechmann, Eds. Marketing Theory and Applications. Chicago, AMA, 217-218. (Winter AMA Proceedings)

Kahle, Lynn R. (2003b). "Introduction: Euromarketing and the Future." *Journal of Euromarketing*, 12(3/4), 1-3. (reprinted in Kahle, 2003a). (Lead article for special issue).

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#### COURSES TAUGHT:

Attitude Theories and Attitude Change (Senior, Master's levels)  
Basic Marketing (Junior level)  
Black/White Behavior--Psychology of Prejudice (Sophomore level)  
Business/Corporate Social Responsibility (Senior, Master's level)  
Concept of Interaction (Doctoral level)  
Consumer Behavior (Senior, Master's, Doctoral levels)  
Cultural Values and European Trade (Senior level)  
Developmental Psychology (Sophomore level)  
Fan Behavior (Master's level)  
International Marketing Management (Senior, Master's level)  
Introduction to Psychology (Freshman level--PSI Method & lecture method)  
Lifestyle Marketing (Doctorate level)  
Marketing Communication (Senior, Master's levels)  
Marketing Management (Master's, Executive level)  
Marketing Mentoring (Senior level)  
Marketing Research (Senior, Master's levels)  
Marketing Strategy and Policy (Senior level)  
Methods of Applied Social Psychology (Doctoral level)  
Personality Psychology (Sophomore level)  
Research Methods in Social Psychology (Senior level)  
Research in Sports Consumer Behavior (Master's level)  
Social Psychology (Sophomore level)  
Social Interaction and Small Group Dynamics (Senior, Master's levels)  
Sports Marketing (Senior, Master's, Doctorate levels)  
Social Media Marketing (Senior level)  
Sports Marketing Communication (Senior level)  
Theories of Development (Senior, Master's levels)  
Theory and Research in Marketing Information (Doctoral level)

Have taught in Applied Information Management Master's program in Portland (and online) and Oregon Executive MBA program in Portland.

#### HONORS:

American Psychological Association Council Rep., 2013-2015  
Distinguished Career Contributions to the Scientific Understanding of Sports Business, American Marketing Assoc. SIG, 2011  
Article in Top 20 for 20 Years in Sport Marketing Quarterly  
Beta Gamma Sigma (member and UO faculty advisor), 2007-present.  
Teaching Award, Applied Information Management Master's Program, 2006  
Ph.D. Program Director, Lundquist College of Business, 2006-2009  
President-Elect, President Sports & Special Events SIG AMA, 2006-2010  
President-Elect, President Consumer Behavior SIG AMA, 2013-  
Founding Director, Warsaw Sports Marketing Center, 1983 ("Oregon...best sports management school." -- *Sports Illustrated*, Oct 7, 2002, p. 62)  
Who's Who: in Advertising, in American Education, in the West, of Emerging Leaders in America, Madison's, Strathmore's, Worldwide, in the World  
Chair, Intercollegiate Athletic Committee, University of Oregon, 1992-1993  
Chair, Campus Planning Committee, University of Oregon, 1995-1996  
Chair, Scholarship Committee, Univ. of Oregon, 2001-2003  
Co-Chair, NTTIF Committee, Univ. of Oregon, 2003-2004  
Chair, Senate Budget Committee, Univ. of Oregon. 2003-2005  
Secretary-Treasurer, Society for Consumer Psychology, 1990-1992  
President-elect, President, Past-pres., Society for Consumer Psychology, 1996-9  
Co-Chair, Advertising & Consumer Psychology Conference, 1993, 1997, 2003, 2011(New York, Portland, Seoul, Eugene)  
Chair, 6<sup>th</sup> Symposium on Cross-Cultural and Business Studies, 1997,

#### Honolulu

Chair, Sports Business and Internet Technology Conference, 2000, New York  
Co-Chair, 28<sup>th</sup> International Research Seminar in Mktg., 2001, La Londe, France  
President, City of Eugene Commission on the Rights of the Aging, 1988-1990  
President, City of Eugene Human Rights Presidents Council, 1988-1990  
National Research Service Award, University of Michigan, 1978-1980  
Harry K. Wolfe Memorial Award (University of Nebraska outstanding psychology graduate student), 1977  
Maude Hammond Fling Graduate Fellowship, 1976-1977  
Student Body President, Concordia College, Portland, 1971-1972

#### DISSERTATION STUDENTS:

Pamela Homer, 1986  
John Mager, 1986  
Gordon Badovick, 1988  
Patricia Kennedy, 1990  
Chung-Hyun Kim, 1991  
Malcolm Smith, 1993  
Fredric Kropp, 1994  
Gregory Rose, 1995

Marc Duncan, 2000  
Woo-Sung Kim, 2001  
Adam Marquardt, 2007  
Guang Xie, 2008  
Eda Gurel-Atay, 2011  
Christopher Lee, pending

UO UNITS WHERE SERVED ON DISSERTATION COMMITTEES:  
business, economics, education (2 depts.), journalism (2 depts.), geography,  
mathematics, psychology, sociology.

JOURNAL REVIEWING:

Ad hoc reviewer: American Marketing Association Educators Conference, Academy of Marketing Science Program Committee, American Psychologist, American Psychological Association Program Committee (Society for Consumer Psychology and Society for the Psychological Study of Social Issues), Association for Consumer Research Program Committee, Child Development, International Journal of Research in Marketing, Journal of Applied Social Psychology, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Personality, Journal of Personality and Social Psychology, Law and Human Behavior, Journal of Social Behavior and Personality, National Science Foundation, Perceptual and Motor Skills, Personality and Social Psychology Bulletin, Psychological Reports, Psychology & Marketing, Schizophrenia Bulletin, Sex Roles: A Journal of Research, Social Psychology Quarterly, Southern Marketing Association Program Committee, Sport Marketing Quarterly, Zeitschrift für Sozialpsychologie.

Associate Editor or Editorial Board:

Psychology & Marketing, 1982-1985  
Sport Marketing Quarterly, 1996-1999, 2001-2003  
Journal of Marketing Education, 1996-1999  
Journal of Consumer Psychology, 1996-2003  
Asian Journal of Busin. & Entrepreneurship, 1997-2005  
Journal of Current Issues & Research in Advertising, 2003-present  
Journal of Consumer Affairs, 1998-2000  
Special Issue Editor: Psychology & Marketing, 1985  
Special Issue Editor: Journal of Business Research, 1989  
Special Issue Editor: Sport Marketing Quarterly, 1999  
Special Issue Editor: Journal of EuroMarketing, 1999, 2002, 2003  
Editor: The Communicator (APA Division 23 Newsletter) 1987-1989

Editor: Sport Marketing Quarterly, 1999-2000

PROFESSIONAL MEMBERSHIPS:

Academy of Marketing Science  
American Marketing Association (Sports, CB, Global SIGs) (Executive Member)  
American Psychological Association (Divisions 8, 23) (Fellow)  
Association for Psychological Science (Charter Fellow)  
Association for Consumer Research  
Society for Consumer Psychology (Fellow)  
Sport Marketing Association

Foreign Travel

Albania, Australia, Austria, Belgium, Bosnia and Herzegovina, Brazil, Cambodia, Canada, China, Croatia, The Czech Republic, Denmark, Finland, France, Germany (BRD, DDR, and unified), Great Britain, Greece, Hong Kong, Hungary, Indonesia, Ireland, Italy, Japan, Latvia, Luxembourg, Macao, Malaysia, Mexico, Monaco, Montenegro, New Zealand, The Netherlands, N. Korea, Norway, Palestine, Poland, Portugal, Russia, Singapore, Slovakia, Slovenia, Spain, S. Korea, Sweden, Switzerland, Thailand, Turkey, Vatican, Vietnam.

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