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Academic Degrees

Doctor of Philosophy in Business Administration
University of Missouri-Columbia
Major: Marketing Minors: Mathematical Statistics and Social Psychology
Dissertation: "Investigating the Delayed Communication Effects of Direct Consumer Premiums"
Chair: Dr. Albert R. Wildt, the Bailey K. Howard World Book Professor of Marketing

Master of Business Administration
Southeast Missouri State University

Bachelor of Science
Southeast Missouri State University
Major: Mathematics Minor: English

Teaching Interests

Primary teaching interests are undergraduate and graduate level courses in the areas of promotion strategy, consumer behavior, direct marketing, and marketing strategy.

Research Interests

Current areas of research include consumer sales promotion, product origin, and in-home shopping. Specific interests focus on the study of attitude formation, persistence, and change. In the consumer sales promotion literature, there is a lack of theory-based research on the ways individuals perceive and respond to different promotions. With the goal of bringing theory to this area of research, I have conducted a series of repeated measures experiments on examining effects of non-price oriented promotions in different time periods. In the area of product origin, colleagues and I have investigated the effects of state-pride labels (e.g., Pride of Dakota, Ohio Proud) on information processing and product acceptability. We have examined when state-pride labels are likely to serve as positive or negative promotion cues or influence individuals' thoughts about products. In the area of in-home shopping, I have used experiments and surveys to examine individuals' attitudes toward using catalogs and websites for product information and purchases. These studies extend previous research on more traditional modes of in-home shopping.

Academic Experience

North Dakota State University – Fargo, ND (1994 - present)

Associate Professor and Assistant Professor. Promoted to Associate Professor with Award of Tenure: July 2001. 2002 Outstanding Faculty Service Award, College of Business. 2001 Teacher of the Year Award, College of Business. NDSU Peer Review of Teaching Fellow. Beta Gamma Sigma Honor Society. Bison Ambassadors Apple Polisher Award. New Courses Developed: Promotion Strategy, Marketing Strategy, Internet Marketing and Marketing Research. Courses Taught: Graduate Strategic Marketing, Graduate Marketing Research, Consumer Behavior, Promotion Strategy, Marketing Strategy, Internet Marketing, Marketing Research, Marketing Management, Principles of Marketing, International Marketing, Sales and Sales Force Management, Seminar in Survey Design.

Clarkson University – Potsdam, NY

Assistant Professor and Instructor. Promoted to Assistant Professor and Placed on Tenure Track: July 1991. Courses Taught: Promotion Strategy, Marketing Research, Consumer Behavior, Principles of Marketing, Graduate Strategic Marketing, Graduate Marketing Research, Graduate Seminars in Direct Marketing and Advertising.

University of Missouri – Columbia, MO

Instructor (Ph.D. Student). Course Taught: Marketing Management.

William Woods University – Fulton, MO

Assistant Professor and Instructor. Courses Taught: Marketing Research, Consumer Behavior, Marketing Management, Principles of Marketing, Advertising, Retailing, Personal Selling, Business Statistics, Small Business Management.

Selected Publications

“Consumer Response to State-of-Origin Labels: The Moderating Role of Residency” (2020), *Journal of Consumer Marketing*, 37 (7), 761-773 (with J.M. Jung, C.P. Haugtvedt, and S. Banerjee)

“When and Why Do Consumers Buy Products Bearing Locally-Produced Labels” (2019), *Enhancing Knowledge Development in Marketing*, American Marketing Association International Conference (August) (with J.M. Jung, C.P. Haugtvedt, and S. Banerjee)

“Catalog and Online Retailing: Effects of Signals of Quality” (2019) *Developments in Marketing Science*, Academy of Marketing Science International Conference (May)

“Non-Price Sales Promotion Impact and Moderator Role” (2019), *Journal of Promotion Management*, 25 (6), 861-889.

“The Dark Side of Power in Innovation Adoption” (2019), *Journal of Managerial Issues*, 31 (4), 388-408. (with S. Banerjee, R. Ganesh Pillai, K-T. Hung, and C. Tangpong)

- “Free Toy Promotions, Fast Food Children’s Meals and Social Responsibility: Examining the Effects of Toy Value, Nutrition Information, and Moderating Variables” (2015), *Journal of Managerial Issues*, 26 (3), 240-258.
- “Post-Promotion Effects of Free Gift Premium: Examining the Moderator Role” (2015), *Journal of Marketing Development and Competitiveness*, 9 (1), 74-82.
- “Impact of Sales Promotion on New Fast Moving Consumer Goods” (2015), *Marketing Advances in Pedagogy, Process, and Philosophy*, Society for Marketing Advances International Conference.
- “An Exploratory Study on Consumer Catalog Shopping and the Moderating Influence of Need for Cognition” (2013), *Marketing Advances in Pedagogy, Process, and Philosophy*, Society for Marketing Advances International Conference.
- “Responses to Free Toys and Fast Food” (2012), *Developments in Marketing Science*. Academy of Marketing Science International Conference, (May)
- “Effective Employment Brand Equity through Sustainable Competitive Advantage, Marketing Strategy, and Corporate Image” (2011), *Journal of Business Research*, 64 (11), 1207-12011. (with K.H. Kim, B.J. Jeon, H.S. Jung, and W. Ku).
- “An Exploratory Study on Catalog Affiliation as a Risk Reducer Signal” (2011), *Journal of Management Policy and Practice*, 12 (2), 84-96.
- “Preliminary Results from a Study on Catalog Shopping and Perceived Risk” (2011), Society for Consumer Psychology International Conference, (February)
- “Consumers’ Perceptions of Nonprofit Solicitations: Preliminary Evidence on Framing and Price Effects” (2010), *Journal of Nonprofit & Public Sector Marketing*, 22 (1), 1-13. (with L. Compeau, K. Zolner and J. Munger)
- “An Exploratory Study on Attitude Persistence Using Sales Promotion” (2008), *Journal of Managerial Issues*, 20 (3), 401-416.
- “Preliminary Results from Studies on the Effects of State of Origin Labels” (2006), *Enhancing Knowledge Development in Marketing*, American Marketing Association International Conference, 17 (August), 241-242. (with J.M. Jung and C.P. Haugtvedt)
- “Sales Promotion Effects and New Products” (2006), *Marketing Theory and Applications*, American Marketing Association Winter Conference, 17 (February), 243-244.
- “Examinations of Relatedness between Direct Consumer Premiums and Promoted Products: Assessing Impact in Different Time Periods” (2005), *Advances in Consumer*

Research, 32, 482-483.

- “Preliminary Results from Sales Promotion Studies” (2002), *Marketing Advances in Pedagogy, Process, and Philosophy*, Society for Marketing Advances International Conference (November), 81-82.
- “Do Internet Shopping Aids Make a Difference? An Empirical Investigation” (2001), *Electronic Markets* (The International Journal on Networked Business), 11 (1), 75-83. (with L. Vijayasarathy)
- “Print and Internet Catalog Shopping: Assessing Attitudes and Intentions” (2000), *Journal of Internet Research: Electronic Networking Applications and Policy*, 10 (3), 191-202. (with L. Vijayasarathy)
- “Intentions to Shop Using Internet Catalogs: Exploring the Effects of Product Types, Shopping Orientations, and Attitudes toward Computers” (2000), *Electronic Markets* (The International Journal on Networked Business), 10, (1), 29-38. (with L. Vijayasarathy)
- “Shopping Mode Images of Internet- and Print-Catalogs: Individual Perceptions vs. Important Others’ Perceptions” (1999), *WebNet Journal*, 1, (October-December), 28-36. (with L. Vijayasarathy)
- “Internet Consumer Catalog Shopping: Findings from an Exploratory Study and Directions for Future Research” (1998), *Journal of Internet Research: Electronic Networking Applications and Policy*, 8, (4), 322-330. Received Citation of Excellence, Highest Quality Rating – March 1999. (with L. Vijayasarathy)
- “Preliminary Results from Two Experiments on the Delayed Attitudinal Effects of Direct Consumer Premiums” (1998), *Advances in Consumer Research*, 25, 80.

Recent Conference Presentations

- “Catalog and Online Retailing: Effects of Signals of Quality” (May 2019), Presentation at the Academy of Marketing Science International Conference, Vancouver, British Columbia, Canada
- “Impact of Sales Promotion on New Fast Moving Consumer Goods” (November 2015), Presentation at the Society for Marketing Advances International Conference, San Antonio, TX.
- “An Exploratory Study on Consumer Catalog Shopping and the Moderating Influence of Need for Cognition” (November 2013), Presentation at the Society for Marketing Advances International Conference, Hilton Head, SC

“Responses to Free Toys and Fast Food” (May 2012), Presentation at the Academy of Marketing Science International Conference, New Orleans, LA.

Working Papers

“When do State-of-Origin Effects Occur?”

“Shopping for Non-Digital Products through Different Direct Channels: Effects of Cross-Channel Advertising, Impact of Local Association, and Role of Moderator”

Professional Activities/Affiliations

American Marketing Association, Member
Competitive Paper Reviewer, Session Chair, Discussant
Co-Chair Consumer Behavior Track Winter AMA
Organized Special Session on State-Pride Labels and Product Origin
Society for Marketing Advances, Member
Competitive Paper Reviewer, Session Chair, Discussant
Academy of Marketing Science, Member
Competitive Paper Reviewer, Session Chair, Discussant
Association for Consumer Research, Member
Competitive Paper Reviewer
Served as a reviewer for several journals, such as:
Journal of Business Research
European Journal of Marketing
Journal of Promotion Management
Journal of Business Ethics
Journal of Nonprofit & Public Sector Marketing

Service Activities - University and Community

Current and Recent NDSU Committees:
University Program Review & Subcommittees
University Studies Program
University Assessment, Graduate School Representative
Department of MM PTE
University Return to Campus Task Force
University Faculty Senate, Senate Executive
College of Business Nomination Committee, Chair
College of Business Learning Assurance, Chair
Department of MM PhD Program Interest Group
Selected Other University Committees over the Past Years:
University General Education, Co-Chair
Institutional Review Board, Vice Chair
University Retreat on Shared Governance

University Assessment
University Academic Integrity Committee
Provost's PTE Advisory Committee
Program Review
Community Development Minor Committee
Development Foundation Grants and Awards
University Awards Committees, Alumni & Academic
Electronic Commerce Steering Committee
Honors Council
Peer Review of Teaching

Selected Other College of Business Committees over the Past Years:

College of Business PTE, Chair
Department of MM PTE, Chair
Department of AFIS PTE
Dean's Council
Curriculum Committee, Math Subcommittee
Faculty Search – Marketing, Business Law, OB
MBA Committee
Phi Beta Lambda, Faculty Advisor

Served as the Graduate School Appointee on Numerous Graduate Student Plans of Study

Recent Newspaper Articles: "The Psychology behind How Deals Entice Shoppers" (2013) ("Black Friday" front page lead article; C. Owings and P. Springer), *The Forum of Fargo-Moorhead*, Friday November 29, A1, A13; "Tech has Transformed Delivery Services, the Way We Shop" (2017) (front page lead article, H. Schmidt), *The Forum of Fargo-Moorhead*, Sunday April 2, A1, A8.

Given over Twenty Community Presentations, for example: "Pride of Dakota Logos", "Impact of Consumer Sales Promotions", "Opportunities and Challenges in the Internet Age" Presentations at the North Dakota Marketplace Meetings, Bismarck and Grand Forks; "Non-price Consumer Sales Promotions" and "Internet Marketing" Presentations at the Governor's School, Fargo; "Sales Promotion and Services Marketing" Presentation at the Hotel, Motel, and Restaurant Management Meeting, Fargo; "Product Marketing: The Impact of the Pride of Dakota Label" Presentation to the Fargo Chamber of Commerce