

Chris P. Pullig

Curriculum Vitae – August 2021

Office:

Hankamer School of Business
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Education:

Ph.D. Business Administration, Louisiana State University, 2000
Major: Marketing Minor: Experimental Statistics

MBA Angelo State University (Texas), 1996

BBA Angelo State University (Texas), 1981
Major: Accounting

Research Interests:

- Consumer Judgments
- Brand Value in the Marketplace
- Retail Pricing and Promotion
- Consumer Welfare and Public Policy

Teaching Interests:

- Consumer Behavior
- Strategic Brand Management
- Research Methods
- Retailing Management

Academic and Administrative Positions:

Department Chair and Professor of Marketing, Hankamer School of Business, Baylor University, Waco, TX, 2014 - Present.

Department Chair and Associate Professor of Marketing, Hankamer School of Business, Baylor University, Waco, TX, 2008 - 2014.

Visiting Research Professor in Marketing, Coventry Business School – Coventry University, Coventry, UK, 2012 - Present.

Visiting Professor of Marketing, IAE - French American Center, University of Caen, Caen, France, 2006 - Present.

Associate Professor of Marketing, Hankamer School of Business, Baylor University, Waco, TX, 2007 - 2008.

Assistant Professor of Marketing, Hankamer School of Business, Baylor University, Waco, TX, 2003-2007

Assistant Professor of Commerce, McIntire School of Commerce, University of Virginia, Charlottesville, VA, 2000-2003.

Director - Center for Professional Selling, Baylor University, Hankamer School of Business. (2006 - 2008).

Director - Keller Research Center, Baylor University, Hankamer School of Business. (2006 - 2008).

Selected Publications:

Journal Articles:

Kipnis, E., Demangeot, C., **Chris Pullig**, et. al (2021). Institutionalizing Diversity and Inclusion Across the Marketing Research, Education and Practice Fields for Multicultural Marketplace Wellbeing. *Journal of Public Policy & Marketing* 40 (2), 143-164.

Kharouf, H., **Chris Pullig**, Lund, D., Krallman, A. (2020). A Signaling Theory Approach to Relationship Recovery. *European Journal of Marketing* 54 (9), 2139-2170.

Carpenter, T., **Chris Pullig**, Pogacar, R., Kouril, M., Aguilar, S., LaBouff, J., Isenberg, N. (2019). Survey-Software Implicit Association Tests: A Methodological and Empirical Analysis. *Behavioral Research Methods*, 51, 2194–2208.

Demangeot, C., Kipnis, E., **Chris Pullig**, Cross, S. N.N., Emontspool, J., Galalae, C., Grier, S. A., Rosenbaum, M. S., Best, S. F. (2019). Constructing a Bridge to Multicultural Marketplace Well-Being: A Consumer-centered Framework for Marketer Action. *Journal of Business Research* 100, 339-353.

Kipnis, E., Demangeot, C., **Chris Pullig**, Broderick, A. (2019) Consumer Multicultural Identity Affiliation: Reassessing identity segmentation in multicultural markets, *Journal of Business Research*, 98(C), 126-141.

Roberts, James, **Chris Pullig**, Meredith David (2019). Family Conflict and Adolescent Compulsive Buying Behavior, *Young Consumers*, 20(3), 208-218.

Tu, Lijiang and **Chris Pullig** (2018) "Penny Wise and Pound Foolish? How Thinking Style Affects Price Cognition," *Marketing Letters* 29 (2), 261-273.

Carpenter, T., Pogacar, R., **Pullig, Chris**, Kouril, M., Aguilar, S. J., LaBouff, J., Isenberg, N., Chakroff, A. (2017) "Building and Analyzing Implicit Association Tests for Online Surveys: A Tutorial and Open-Source Tool," *Open Science Framework*.

Mirabito, A., Otnes, C., Crosby, E., Wooten, D., Machin, J., **Chris Pullig**, et al. (2016) "The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma," *Journal of Public Policy and Marketing*, 35(2), 170-184.

Demangeot, C., Broeckerhoff, A., Kipnis, E., **Chris Pullig**, & Visconti, L. M. (2015) "Consumer Mobility and Well-being Among Changing Places and Shifting Ethnicities," *Marketing Theory*, 15(2), 271.

Roberts, J., Manolis, C., and **Chris Pullig** (2015) "I Need My Smartphone: A Hierarchical Model of Personality and Cell-phone Addiction," *Personality and Individual Differences*, 79 (June), 13.

Dutta, S., & **Chris Pullig** (2015) "A Commentary on Reporting Effect Size and Confidence Intervals: Response to Palmer and Strelan," *Journal of Business Research*, 68(5), 1082.

Visconti, L. M., Jafari, A., et al., **Chris Pullig**, et al. (2014) "Consumer Ethnicity Three Decades After: A TCR Agenda," *Journal of Marketing Management*, 30(17-18), 1882.

Roberts, J., Manolis, C., and **Chris Pullig** (2014) "Contingent Self-esteem, Self-presentational Concerns, and Compulsive Buying," *Psychology & Marketing*, 31(2), 147.

Davis, B., Stafford, M. and **Chris Pullig** (2014) "How Gay-Straight Alliance Groups Mitigate the Relationship Between Gay-Bias Victimization and Adolescent Suicide Attempts," *Journal of the American Academy of Child & Adolescent Psychiatry*, 53 (12), 1271.

Kipnis, E., et al., **Chris Pullig**, et al. (2013) "Branding Beyond Prejudice: Navigating Multicultural Marketplaces for Consumer Well-being," *Journal of Business Research*, 66(8), 1186.

Demangeot, C., et al., **Chris Pullig**, et al. (2013) "Towards Intercultural Competency in Multicultural Marketplaces," *Journal of Public Policy & Marketing* 32, 156.

Cooper, M. and **Chris Pullig** (2013) "I'm Number One! Does Narcissism Impair Ethical Judgment Even For the Highly Religious?," *Journal of Business Ethics* Volume 112, Number 1, pp. 167-176.

Broderick, A., et al., **Chris Pullig**, et al. (2011) "Consumer Empowerment in Multicultural Marketplaces: Navigating Multicultural Identities to Reduce Consumer Vulnerability," *Journal of Research for Consumers*, Issue 19, 1.

Broderick, A., et al., **Chris Pullig**, et al. (2011). "No Harm Done? Navigating Culture-based Branding in Multicultural Marketplaces: A Research Agenda," *Social Business*, 1(3), 263.

Dutta, S. and **Chris Pullig** (2011) "Effectiveness of Corporate Responses to Brand Crises: The Role of Crisis Types and Response Strategies," *Journal of Business Research*. 64(12), 1281.

Pullig, Chris, C.J. Simmons and R.G Netemeyer (2006) "Brand Dilution: When Do New Brands Hurt Existing Ones?," *Journal of Marketing*, Vol. 70 (2), 52.

Pullig, Chris, R.G. Netemeyer and A. Biswas (2006) "Attitude Basis, Certainty, and Challenge Alignment: A Case of Negative Brand Publicity," *Journal of the Academy of Marketing Science*, Vol. 34 (4), 528.

Biswas, A., **Pullig, Chris**, Dutta, S. (2006) "Low Price Guarantees as Signals of Lowest Price: The Moderating Role of Perceived Price Dispersion," *Journal of Retailing*, Vol. 82 (3), 245.

Netemeyer, R. G., J. G. Maxham, and **Chris Pullig** (2005) "Conflicts in the Work-Family Interface: Links to Job Stress, Customer Service Employee Performance, and Customer Purchase Intent," *Journal of Marketing*, Vol. 69 (2), 130.

Netemeyer, R. G., B. Krishnan, **Chris Pullig**, H.D. Dean, J. Ricks, G. Wang, F. Wirth, and M. Yagci (2004), "Developing and Validating Measures of Facets of Consumer-Based Brand Equity", *Journal of Business Research*, Vol. 57 (1), 209.

Biswas A., **Chris Pullig**, M.I. Yagci, and D.H. Dean (2002) "Consumer Evaluation of Low-Price Guarantees: The Moderating Role of Reference Price and Store Image," *Journal of Consumer Psychology*, Vol. 12(2): 107.

Chris Pullig, J.G. Maxham III, and J. F. Hair (2002) "Salesforce Automation Systems: An Exploratory Examination of Organizational Factors Associated with Effective Implementation and Salesforce Productivity," *Journal of Business Research*, Vol. 55 (5), 401.

Biswas, A., J. Licata, D. McKee, **Chris Pullig**, and C. Daughtridge (2000) "The Recycling Cycle: An Empirical Examination of Consumer Waste Recycling and Shopping Behaviors", *Journal of Public Policy and Marketing*, (2000) Vol.19 (1), 93.

Biswas, A., **Chris Pullig**, B. Krishnan, and S. Burton "Consumer Evaluation of Reference Price Advertisements: Effects of 'Other' Brand's Prices and Semantic Cues," *Journal of Public Policy and Marketing*, (1999) Vol. 18 (1), 52.

Chris Pullig, S. K. Chawla, F. D. Alexander (1997). Critical Success Factors from an Organizational Life Cycle Perspective: Perceptions of Small Business Owners from Different Business Environments. *Journal of Business & Entrepreneurship*, 9(1), 47.

Book Chapters:

Netemeyer, R. G., **Chris Pullig**, and W. O. Bearden "Observations on Some Key Psychometric Properties of Paper-and-Pencil Measures," In A.G. Woodside and E.M. Moore (Eds.), *Advances in Business Marketing and Purchasing: Essays by Distinguished Scholars, Volume 11*, (2004) New York, Elsevier Science.

Selected Service to Academy:

- Editorial Review Board Member, *Journal of the Academy of Marketing Science*. (January 2020 - Present)
- Editorial Review Board, *Journal of Business Research* (2006-2016)
- Ad-hoc Reviewer, *Journal of Marketing* (2008-Present)
- Ad-hoc Reviewer, *Journal of Consumer Research* (2001-Present)
- Ad-hoc Reviewer, *Journal of the Academy of Marketing Science* (2007-Present)
- Ad-hoc Reviewer, *Journal of Retailing* (2007-Present)
- Ad-hoc Reviewer, *Journal of Public Policy and Marketing* (2000-Present)
- Ad-hoc Reviewer, *Harvard Business Review* (2007–Present)

University Service:

- Business School Executive Council, Hankamer School of Business, Baylor University (2008-Present).
- Department Chair (Marketing), Hankamer School of Business, Baylor University (2008-Present).
- Committee Member – Strategic Planning Committee, Hankamer School of Business, Baylor University (2011-Present).
- Committee Member – Council on Global Engagement, Baylor University (2016-Present).
- Committee Member – Core Decision Group – New Foster Campus Building Design Committee, Baylor University (2012-2015).
- Research Advisor – “National Study of the Baylor Brand” working with John Barry, Vice-President of Marketing, Baylor University on National Branding Study for Baylor University (2013 – 2015).
- Committee Member – University Survey Committee, Baylor University (2010-2013).
- Committee Member – Faculty Development Committee, Hankamer School of Business (2004-2013).
- Faculty Co-Advisor – Baylor Chapter of American Marketing Association, Hankamer School of Business, Baylor University (2009-Present).
- Faculty Co-Advisor – Baylor Chapter of American Advertising Federation, Hankamer School of Business, Baylor University (2009-2012).
- Advisor – Adult and Continuing Education, Baylor University (2004-2010).
- Marketing Department Subject Pool Coordinator, Hankamer School of Business, Baylor University (2004-2008).
- McIntire Subject Pool Coordinator, McIntire School of Commerce, University of Virginia, 2001-2003.
- Teaching Development Committee Member, McIntire School of Commerce, University of Virginia, 2001-2003.
- Tenure Clock Task Force Committee Member, McIntire School of Commerce, University of Virginia, 2000-2001.
- Faculty Co-Advisor, McIntire Marketing Association, McIntire School of Commerce, University of Virginia, 2000-2003.

Doctoral Students Advised

Thomas Carpenter – Baylor University (Psychology)

Theeranuch Pusaksrikit – University of Manchester (Marketing)

Adele Huber – University of Bern (Marketing)

Huma Asif - Coventry University (Marketing)

Research Awards and Grants:

- *University Outstanding Professor Award* - recognition of outstanding scholarship, Baylor University, 2016.
- *Distinguished Professor Award* - recognition of outstanding scholarship and teaching, Hankamer School of Business, Baylor University, 2015.
- *Dean’s Award for Research Excellence for Tenure Track Faculty*, Hankamer School of Business, Baylor University, 2006.
- Proctor and Gamble’s *Innovation in Marketing Research Award*, 2000
- Society for Consumer Psychologists, *Sheth Foundation Dissertation Award*, 1999
- American Marketing Association - Doctoral Consortium Fellow, 1999

- Irwin/McGraw-Hill *Distinguished Paper Award*, 1997
- Annual H. L. Saunders Distinguished Paper Award, Best Published Paper, *Journal of Business and Entrepreneurship*, 1997 (MBA Thesis)

Professional Affiliations:

- American Marketing Association
- Association for Consumer Research
- Society of Consumer Psychologists