

CURRICULUM VITAE



Dr. JAMES A. ROBERTS

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Baylor University	9400 Wildflower Drive
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EDUCATION

- Ph.D. in Business Administration, University of Nebraska-Lincoln, 1991.
- Master of Business Administration, St. Cloud State University, 1986.
- Bachelor of Arts, Marketing, College of St. Thomas, 1982.

HONORS

- 2018 – Newsmakers Luncheon - recognized for my contributions to media communications
- 2015 Outstanding Professor – Scholarship Award (Baylor University)
- Faculty Appreciation Awardee, Appreciation Gala (“Go Beyond”), The Men of Beta Theta Phi, October 6, 2014.
- Certificate for Exceptional Research (2): 2-24-2014 & 9-25-2014. Associate Dean for Research & Faculty Development, Hankamer School of Business.
- Favorite Professor, Mortar Board, Spring 2013
- Book Honoree (Shiny Objects), Baylor Book Society, 2012
- 2008 & 2004 Research Leave recipient for fall semester.
- 2003 University-level Recipient of the Outstanding Faculty Award for Scholarship for the schools of Business, Law, or Engineering and Computer Science.

- 2003 Best Paper in Track (consumer behavior) at the Association of Marketing Theory and Practice conference, March 2003.
- 2002 James Comer Award for Best Contribution to Selling and Sales Management Theory/Methodology – The Journal of Personal Selling and Sales Management.
- 2001 Highly Commended Award (Literati Club) for article that appeared in the Journal of Consumer Marketing, 17 (3), 2000.
- 2000 Best Paper Award – The Journal of Personal Selling and Sales Force Management.
- University-wide “Most Valuable Professor” (MVP) award for 1996-1997 school year - awarded by Kappa Sigma fraternity.
- Hankamer School of Business Summer Sabbatical Research Award, Summer 1994, 1995, 1996, and 1997. Competitive college-wide research award. Recipient is released from summer teaching to conduct research.
- Hankamer School of Business nominee for the 1996 University Research Award.
- Recipient of approximately \$50,000 in URC grants from Baylor.
- Graduate School of Baylor University, Young Investigator’s Award, 1995-96.
- Alpha Kappa Psi “Professor of the Month” award for February 1996.
- Hankamer School of Business Young Researcher Award, 1995.
- Baylor American Marketing Association, Outstanding Marketing Professor for Fall 1995 semester.
- Vice-President of the Beta Gamma Sigma Honor Society, Baylor University Chapter, 1994-1996.
- Excellence in Teaching Award by a Graduate Student from the University of Nebraska, 1990-1991.
- Vice-President, Graduate Student Marketing Organization, University of Nebraska-Lincoln, 1989-1990.
- Beta Gamma Sigma, 1986 (St. Cloud State University).

ACADEMIC EXPERIENCE

<u>Dates</u>	<u>Position and Institution</u>
2007 to Present	Professor of Marketing & Ben H. Williams Professor of Marketing, Baylor University
2015 to 2019	<i>Director</i> , Center for Nonprofit Leadership and Service.
1997 - 2007	Associate Professor of Marketing, Baylor University
1991 - 1997	Assistant Professor of Marketing, Baylor University
1987 to 1991	Graduate teaching assistant, University of Nebraska-Lincoln.

1987 (Jan.- July)

Marketing Instructor, St. Cloud State University.

TEACHING INTERESTS

I enjoy teaching marketing research, advertising/promotions, consumer behavior, and non-profit marketing.

RESEARCH INTERESTS

Human-technology interaction, smartphone addiction, social media use, self-control, compulsive buying, materialism, credit card use, happiness, family structure, socially responsible consumer behavior, and the implications of over-consumption on individuals and society.

PUBLICATIONS – Books

Shiny Objects: Why we Spend Money We Don't Have in Search of Happiness We Can't Buy (Harper Collins, 2011). Achieved "Best Selling" on Amazon (Kindle) in August of 2019.

Too Much of a Good Thing: Are You Addicted to Your Smartphone? (Sentia Publishing, 2015).

PUBLICATIONS – Refereed Journal Articles

Roberts, James A., and Meredith E. David (2022), "Partner Phubbing and relationship satisfaction through the lens of social allergy theory," *Personality and Individual Differences*, 195, 1 – 10.

Roberts, James A., and Meredith E. David (2022), "On the Outside Looking In: Social Media Intensity, Social Connection and User Well-Being: The Moderating Role of Passive Social Media Use," *Canadian Journal of Behavioural Sciences*.

Roberts, James A., and Meredith E. David (2022), "Partner Phubbing as a Social Allergen: Support for a Dual Process Model," *Human Behavior and Emerging Technology*.

Roberts, James A. and Meredith E. David (2021), "Me, My Smartphone, and I: Development of the Smartphone Orientation Scale (SOS)," *International Journal of Human-Computer Interaction*, DOI: 10.1080/10447318.2021.1990521

Roberts, James A. and Meredith E. David (2021), "Improving predictions of COVID-19 preventive behavior: Development of a sequential mediation model," *Journal of Medical Internet Research*, 23 (3): e23218. Doi: 10.2196/23218

Roberts, James A. and Meredith E. David (2021), "The pandemic within a pandemic: Testing a sequential mediation model to better understand racial/ethnic disparities in COVID-19 preventive behavior," *Healthcare*, 9, 230.

David, Meredith E., and James A. Roberts (2021), "Smartphone Use during the COVID-19 pandemic: Social versus physical distancing," *International Journal of Environmental Research and Public Health*.

Roberts, James A. and Meredith E. David (2021), "Investigating the impact of partner phubbing on romantic jealousy and relationship satisfaction: The Moderating role of attachment anxiety," *Journal of Social and Personal Relationships*.

David, Meredith E., and James A. Roberts (2020), "Developing and testing a scale designed to measure perceived phubbing," *International Journal of Environmental Research and Public Health*.

Roberts, James A. and Meredith E. David (2020), "Boss Phubbing, Trust, Job satisfaction and employee performance," *Personality and Individual Differences*, 155 (1).

Roberts, James A., Chris Pullig, and Meredith David (2019), "Family conflict and adolescent compulsive buying behavior," *Young Consumers*, 20 (3), 208-218.

Roberts, James A. and Meredith David (2019), "The social media party: Fear of missing out, social media intensity, connection, and well-being," *International Journal of Human-Computer Interaction*.

Roberts, James A. and Meredith David (2018), "Holier than thou: Investigating the relationship between religiosity and charitable giving," *International Journal of Nonprofit and Voluntary Sector Marketing*.

Bradley, Steve, James A. Roberts, and Preston Bradley (2017), "Experimental Evidence of Observed Social Media Status Cues on Perceived Likability," *Psychology of Popular Media Culture*.

David, Meredith, James A. Roberts, and Brett Christenson (2017), "Too much of a good thing: Investigating the association between actual smartphone use and individual well-being," *International Journal of Human-Computer Interaction*.

Roberts, James A. and Meredith David (2017), "Put down your phone and listen to me: How boss phubbing undermines the psychological conditions necessary for employee engagement," *Computers in Human Behavior*.

David, Meredith and James A. Roberts (2017), "Phubbed and Alone: Phone Snubbing, Social Exclusion, and Attachment to Social Media," *Journal of the Association for Consumer Research*, 2 (2), 15-163.

Roberts, James A. and Meredith E. David (2016), "My life has become a major distraction from my cell phone: Partner phubbing and relationship satisfaction among romantic partners," *Computers in Human Behavior*, 54, 134-141.

Roberts, James A., Chris Pullig, and Chris Manolis (2015), "I need my smartphone: A hierarchical model of personality and cell phone addiction," *Personality and Individual Differences (PAID)*.

Roberts, James A., Jo-Ann Tsang, and Chris Manolis (2015), "Looking for happiness in all the wrong places: The moderating role of gratitude and affect in the materialism-life satisfaction relationship," *The Journal of Positive Psychology*.

Roberts, James A. and Chloe' A. Roberts (2015), "Does thin always sell? The moderating role of thin ideal internalization on advertising effectiveness," *Atlantic Marketing Journal*.

Roberts, James A., Luc Honore Petnji Ya-Ya, and Chris Manolis (2014), "The invisible addiction: Cell-phone activities and addiction among male and female college students," *Journal of Behavioral Addictions*.

Tsang, Jo-Ann, Tom Carpenter, James A. Roberts, and Michael Frisch (2014), "Why Are Materialists Less Happy? The Role of Gratitude and Need Satisfaction in the Relationship between Materialism and Life Satisfaction," *Personality and Individual Differences (PAID)*.

James A. Roberts, Chris Manolis, and Chris Pullig (2014), "Contingent Self-Esteem, Self-Presentational Concerns and Compulsive Buying," *Psychology & Marketing*, 31 (2), 147-160.

Roberts, James A. and Stephen F Pirog, III (2013), "A preliminary investigation of materialism and impulsiveness as predictors of technological addictions among young adults," *Journal of Behavioral Addictions*.

Neubert, Mitchel J, Cindy Wu, and James A. Roberts (2013), "The influence of ethical leadership and regulatory focus on employee outcomes," *Business Ethics Quarterly*.

VanMeter, Rebecca, Douglas Grisaffe, Larry Chonko, and James A. Roberts (2012), "Generation Y's Ethical Ideology and Its Potential Workplace Implications," *Journal of Business Ethics*.

Roberts, James A. and Camille Rose Roberts (2012), "Money matters: Does the symbolic presence of money affect charitable giving and attitudes among adolescents?" *Young Consumers*, 13 (4), 329-336.

Roberts, James A. and Camille Rose Roberts (2012), "Stress, Gender and Compulsive Buying Among Early Adolescents," *Young Consumers*, 13 (2), 113-123.

Roberts, James A. and Chris Manolis (2012), "Subjective Well-Being among Adolescent Consumers: The Effects of Materialism, Compulsive Buying, and Time Affluence," *Applied Research in Quality of Life (Arqol)*, 7 (2), 117-135.

Roberts, James A. And Chris Manolis (Spring, 2012), "Cooking Up a Recipe for Self-Control: The Three Ingredients of Self-Control and Its Impact on Impulse Buying," *Journal of Marketing Theory and Practice*, 20 (2), 173-188.

Fernando Jaramillo, Douglas B. Grisaffe, Lawrence B. Chonko, and James A. Roberts (Fall 2009), "Examining the Impact of Servant Leadership on Salesperson's Turnover Intention," *Journal of Personal Selling & Sales Management*, vol. XXIX, no. 4, 351-365.

Neubert, Mitchell. J., Kacmar, K. M., Carlson, Dawn. S., Chonko, Lawrence, & James A. Roberts (2009), "The Virtuous Influence of the Ethical Manager: From Climate and Justice to Job Satisfaction and Affective Organizational Commitment," *Journal of Business Ethics*, 90 (20), 157-170.

Roberts, James A., Chris Manolis, & Jeff Tanner (2008), "Interpersonal Influence and Adolescent Materialism and Compulsive Buying," *Social Influence*.

Neubert, Mitchell. J., Kacmar, K. M., Carlson, Dawn. S., Chonko, Lawrence, & James A. Roberts (2008), "Regulatory Focus as a Mediator of the Influence of Initiating Structure and Servant Leadership on Employee Behavior," *Journal of Applied Psychology*. JCR Impact Factor: 3.047.

Manolis, Chris, James A. Roberts, and Vishal Kashyap (2008), "A Critique of Two Scales from Fifteen Years of Studying Compulsive Buying," *Psychological Reports*.

Manolis, Chris and James A. Roberts (2007), "Compulsive Buying: Does it Matter How It's Measured?" *Journal of Economic Psychology*.

Jones, Eli, Lawrence Chonko, Deva Rangarajon, and James A. Roberts (2007), "The Role of Overload on Job Attitudes, Turnover Intentions, and Sales Professional Performance," *Journal of Business Research*, 60 (7), 663-671.

Pirog, Steve and James A. Roberts (2007), "Personality and Credit Card Misuse among College Students: The Mediating Role of Impulsiveness," *Journal of Marketing Theory and Practice*.

Roberts, James A., Chris Manolis, and Jeff Tanner (2006), "Adolescent Autonomy and the Impact of Family Structure on Materialism and Compulsive Buying," *Journal of Marketing Theory and Practice*.

Roberts, James A. and Aimee Clement (2007), "Materialism and Satisfaction with Over-All-Quality of Life and Eight Life Domains," *Social Indicators Research*.

Chonko, Larry, James A. Roberts, and Eli Jones (2006), "Diagnosing Sales Force Change Resistance: What We Can Learn from the Addiction Literature," *Marketing Management Journal*.

Francois-Lecompte, Agnes and James A. Roberts (2006), "Developing a Measure of Socially Responsible Consumption in France," *Marketing Management Journal*.

Roberts, James A., John F. Tanner, Jr., and Chris Manolis (2005), "Materialism and the Family Structure – Family Stress Relationship," *Journal of Consumer Psychology*.

Gwin, Carol, James A. Roberts, and Carlos Ruy Martinez (2005), "Nature vs. Nurture: The Role of Family in Compulsive Buying," *Marketing Management Journal*.

Roberts, James A., Carol Gwin, and Carlos Ruy Martinez (2005), "The Influence of Family Structure on Consumer Behavior: a Re-Inquiry and Extension of Rindfleisch et al. (1997) in Mexico," *Journal of Marketing Theory and Practice*.

Roberts, James A. and Steve F. Pirog, III (2004), "Personal Goals and Their Role in Consumer Behavior: The Case of Compulsive Buying," *Journal of Marketing Theory and Practice*.

Weeks, William, James A. Roberts, Lawrence Chonko, and Eli Jones (2004), "Organizational Readiness for Change, Individual Fear of Change, and Sales Manager Performance: An Empirical Investigation," *Journal of Personal Selling & Sales Management*, 24 (1), 7-17.

Gwin, Carol, James A. Roberts, and Carlos Ruy Martinez (2003), "Does Family Matter: Family Influences on Compulsive Buying in Mexico," *Marketing Management Journal*, 14 (1), 45-62.

Jones, Eli, Lawrence B. Chonko, and James A. Roberts (2003), "Antecedents and Consequences of Sales Force Obsolescence: Perceptions from Sales and Marketing Executives," *Industrial Marketing Management*.

Roberts, James A., Chris Manolis, and John F. (Jeff) Tanner (2003), "Family Structure, Materialism, and Compulsive Buying: A Re-inquiry and Extension," *Journal of the Academy of Marketing Science (JAMS)*, 31 (3), 300-311.

Rangarajan, Deva, Eli Jones, Lawrence B. Chonko, and James A. Roberts (2004), "Organizational Variables, Sales Force Perceptions of Readiness for Change, Learning and Performance among Boundary-Spanning Teams: A Conceptual Framework and Propositions for Research," *Industrial Marketing Management*.

Chonko, Lawrence B., Eli Jones, James A. Roberts, and Alan Dubinsky (2002), "The Role of Environmental Turbulence, Readiness for Change, and Salesperson Learning in the Success of Sales Force Change," *Journal of Personal Selling and Sales Management*.

Bradley, Don and James A. Roberts (2003), "Self-Employment and Job Satisfaction: Investigating the Role of Self-Efficacy, Depression, and Seniority," *Journal of Small Business Management*.

Jones, Eli, Larry Chonko, and James A. Roberts (2003), "Creating a Partnership-Oriented, Knowledge Creation Culture in Strategic Sales Alliances: A Conceptual Framework," *Journal of Business and Industrial Marketing*.

Roberts, James A. and Jeff Tanner (2002), "Compulsive Buying and Sexual Attitudes, Intentions, and Activity among Adolescents: An Extension of Roberts and Tanner (2000)," *Psychological Reports*.

Chonko, Lawrence B., Alan J. Dubinsky, Eli Jones, and James A. Roberts (2003), "Organizational and Individual Learning in the Sales Force: An Agenda for Sales Research," *Journal of Business Research*.

Dubinsky, Alan J., Larry Chonko, Eli Jones, and James A. Roberts (2003), "Development of a Relationship Selling Mindset: Organizational Influencers," *Journal of Business-to-Business Marketing*.

Roberts, James A. and Eli Jones (2001), "Money Attitudes, Credit Card Use, and Compulsive Buying Among American College Students," *Journal of Consumer Affairs*.

Roberts, James A. (2000), "Consuming in a Consumer Culture: College Students, Materialism, Status Consumption, and Compulsive Buying," *Journal of Marketing Management*.

Jones, Eli, James A. Roberts, and Lawrence Chonko (2000), "Motivating Sales Entrepreneurs to Change: A Conceptual Framework of Factors Leading to Successful Change Management Initiatives in Sales Organizations," *Journal of Marketing Theory and Practice*.

Roberts, James A. and Chris Manolis (2000), "Baby Boomers and Busters: An Exploratory Investigation of Attitudes Toward Marketing, Advertising, and Consumerism," *Journal of Consumer Marketing*.

Roberts, James A. and John F. (Jeff) Tanner (2000), "Compulsive Buying and Risky Behavior among Adolescents," *Psychological Reports*.

Roberts, James A. and Lawrence B. Chonko (1999), "The Role of Perceived Equity and Justice in Managing the Modern Salesforce," *Journal of Marketing Management*.

Straughan, Robert D. and James A. Roberts (1999), "Environmental Segmentation Alternatives: A Look at Green Consumer Behavior in the New Millennium," *Journal of Consumer Marketing*.

Chonko, Lawrence B., Terry Loe, James A. Roberts, and Jeff Tanner (1999), "Sales Management: Timing of Measurement and Type of Measurement Make a Difference," *Journal of Personal Selling and Sales Force Management*.

Roberts, James A. and Cesar J. Sepulveda M. (1999), "Money Attitudes and Compulsive Buying: An Exploratory Investigation of the Emerging Consumer Culture in Mexico," *Journal of International Consumer Marketing*, 11, 4.

Roberts, James A. and Cesar J. Sepulveda M. (1998), "Demographics and money attitudes: a test of Yamauchi and Templer's (1982) money attitude scale in Mexico," *Personality and Individual Differences Journal*, 32, 2.

Roberts, James A. (1998), "Compulsive Buying Among College Students: An Investigation of its Antecedents, Consequences, and Implications for Public Policy," *Journal of Consumer Affairs*, 32, 2.

Lapidus, Richard S., James A. Roberts, and Lawrence B. Chonko (1998), "Stressors, Leadership Substitutes, and Relations with Supervision among Industrial Salespeople: Some Further Thoughts on Spatial Distance and Supervisory Relationships in Virtual Settings," special issue of *Industrial Marketing Management*.

Roberts, James A., Kevin Coulson, and Lawrence B. Chonko (1998), "Salesperson Perceptions of Equity and Justice and Their Impact on Organizational Commitment and Intent to Turnover," *Journal of Marketing Theory and Practice*.

Roberts, James A. and Carlos Ruy Martinez (1997), "The Emerging Consumer Culture in Mexico: An Exploratory Investigation of Compulsive Buying in Mexican Young Adults," *Journal of International Consumer Marketing*, 10, 1.

Roberts, James A. and Donald R. Bacon (1997), "Exploring the Subtle Relationships between Environmental Concern and Ecologically Conscious Consumer Behavior," *Journal of Business Research*, 40, 1.

Roberts, James A. (1997), "The Changing Family and its Impact on Compulsive Buying in the Baby Bust Generation," *Journal of Nonprofit and Public Sector Marketing*.

Chonko, Lawrence B. and James A. Roberts (1996), "An Innovative Introduction to Business Course: Preparing Students for Undergraduate Marketing and Business Careers," *Marketing Education Review*.

Roberts, James A., Richard S. Lapidus, and Lawrence B. Chonko (1996), "Salespeople and Stress: The Moderating Role of Locus of Control on Work Stressors and Felt Stress," *Journal of Marketing Theory and Practice*.

Roberts, James A., John F. Tanner, David R. Eppright, and James B. Hunt (1996), "Marketing the AIDS Message to College Students: Gender Differences in AIDS Knowledge, Attitudes, and Behavior and Their Implications for Communication Strategy," *Journal of Nonprofit and Public Sector Marketing*.

Tanner, John F., and James A. Roberts (1996), "Active Learning: Students as Teachers," *Marketing Education Review*.

Roberts, James A. (1996), "Will the Real Socially Responsible Consumer Please Step Forward?" *Business Horizons*.

Lapidus, Richard S., James A. Roberts, and Lawrence B. Chonko (1996), "Stressors, Leadership Substitutes, and Relations with Supervision among Industrial Salespeople," *Industrial Marketing Management*.

Roberts, James A. (1996), "Green Consumers in the 1990s: Profile and Implications for Advertising," *Journal of Business Research*.

Roberts, James A. and Lawrence B. Chonko (1996), "Pay Satisfaction and Sales Force Turnover: The Impact of Different Facets of Pay Satisfaction and its Implications for Sales Force Management," *Journal of Managerial Issues*.

Roberts, James A. (1995), "Profiling Levels of Socially Responsible Consumer Behavior: A Cluster Analytic Approach and Its Implications for Marketing," *Journal of Marketing Theory and Practice*.

Roberts, James A. and Lawrence B. Chonko (1994), "Sex Differences in the Effect of Satisfaction with Pay on Sales Force Turnover," *Journal of Social Behavior and Personality*, 9 (3), 507-516.

Livingstone, Linda, James A. Roberts and Lawrence B. Chonko (1994), "Perceptions of Internal and External Equity as Predictors of Outside Salespeoples' Job Satisfaction," *The Journal of Personal Selling and Sales Management*, 15 (2), 33-46.

Roberts, James A., Richard S. Lapidus and Lawrence B. Chonko (1994), "An Exploratory Examination of Situational Variables, Effort, and Salesperson Performance," *Journal of Marketing Theory and Practice*, 2 (3), 70-93.

Roberts, James A. (1993), "Sex Differences in Socially Responsible Consumers' Behavior," *Psychological Reports*, 73, 139-148.

Roberts, James A. and Lawrence B. Chonko (1993), "Sex Differences in the Effect of Supervisory Consideration on Sales Force Turnover," *Psychological Reports*, 72, 675-679.

Easley, Richard W., James A. Roberts, Mark G. Dunn and Charles S. Madden (1992), "Diagnosing Consumer Information Problems: An Investigation of Deception in the Mail-Order Video Camcorder Market," *Journal of Public Policy and Marketing*, 11 (2), 37-44.

Conference Proceedings

David, Meredith & James A. Roberts (2019), "How phubbing (phone snubbing) upsets the social appplecart," Society for Consumer Psychology Boutique Conference, Montreal, Canada, June 19-20.

Bjornsen, Chris Madison P. Lowry, Brian E. Kinghorn, and James A. Roberts (2018), "Lord of my own tiny screen-sized kingdom: Social media creeping, catfishing, gossiping, and personality traits," 30th Annual Convention of the Association for Psychological Science, San Francisco, CA, May 26, 2018.

David, Meredith, James A. Roberts and Brett Christenson (2017), "Too much of a good thing: Investigating the association between actual smartphone use and individual well-being," Association of Psychological Science Conference, Boston, MA.

Roberts, James A. and Meredith E. David (2015), "My life has become a major distraction from my cell phone: Partner phubbing and relationship satisfaction among romantic partners," Proceedings, American Marketing Association, Chicago, IL.

James A. Roberts and Chloe' A. Roberts (2013), "Model size in magazine advertising and body esteem among female college students: The Moderating Role of BMI," Proceedings, Association of Marketing Theory & Practice, Charleston, SC.

Manolis, Chris & James A. Roberts (2008), "A Time Affluence Model of Adolescent Compulsive Buying: The Mediating Role of Core Self-Evaluations," MacroMarketing Conference, Clemson, SC.

Neubert, Mitch, Dawn Carlson, Micki Kumar, Larry Chonko, and James A. Roberts (2007), "Regulatory Focus as a Mediator of the Influence of Initiating Structure and Servant Leadership on Employee Behavior," Academy of Management Conference, Philadelphia, PA.

Roberts, James A. and Stephen F. Pirog III, (2003), "Personal Goals and Their Role In Consumer Behavior: The Case of Compulsive Buying," Proceedings, Association of Marketing Theory and Practice Conference, Hilton Head Island, SC.*

* Awarded Best Paper in Track.

Yujuico, Emmanuel, Eli Jones, James A. Roberts, and Larry Chonko, "All Stressed Up and Nowhere to Go? The Role of Overload on Job Attitudes, Turnover Intentions, and Sales Professional Performance," National Conference on Sales Management (NCSM), April 2003, Cincinnati, OH.

Roberts, James A. (2002) "Female College Students and Compulsive Buying: The Over-Extended Self and its Implications for Consumer Policy and Treatment," Proceedings, Association of Marketing Theory and Practice Conference, Savannah, GA – March 2002.

Tanner, Jeff and James A. Roberts (2000), "Materialism in the Sport of Kings: An Exploratory Study of Race Horse Ownership," Proceedings, Society for Marketing Advances, Orlando, FL – November 2000.

Jones, Eli, James A. Roberts, and Larry Chonko (2000), Motivating Sales Entrepreneurs to Change: A Conceptual Framework of Factors Leading to Successful Change Management Initiatives in Sales Organizations," AMA Summer Educator's Conference, Chicago Illinois.

Roberts, James A. (2000), "Materialism, Status Consumption, and Compulsive Buying: Consuming in a Culture of Consumption," Association of Marketing Theory and Practice Conference, Hilton Head, SC.

Tanner, Thomas (Teddy), James A. Roberts and Jeff Tanner, Jr. (1999), "Compulsive Buying Among Adolescents: An Examination of Purchase Behavior," Society of Marketing Advances Conference, Atlanta, GA.

Straughan, Robert D. and James A. Roberts (1999), "College Students and the Environment: A Look at Green Consumer Behavior in the New Millennium," AMA Winter Marketing Educator's Conference, St. Petersburg, FL.

Cooper, Marjorie, James A. Roberts, and Stan Madden (1995), "Building Relationships: Gift Giving In A Sales Context And Its Impact On Customer Referrals," Seventh BI-Annual World Marketing Congress, Australia, July 6-10, 1995.

Tanner, Jeff, Larry Chonko and James A. Roberts (1993), "Interactive Observation: A Behavioral Observation Technique in the Study of Salespeople," 30th Annual Southern Marketing Association Conference, Atlanta, Georgia, November 3-6.

Roberts, James A. (1992), "An Investigation of the Efficacy of Demographics as Predictors of Socially Responsible Consumer Behavior," 17th Annual MacroMarketing Conference, The Netherlands, May.

Easley, Richard W., James A. Roberts, Mark G. Dunn and Charles S. Madden (1992), "Deceptive Advertising in the Mail-Order Industry: A Case Study of the Video Camcorder Market," Marketing and Public Policy Conference, Washington, DC, May.

Roberts, James A. and Grant Bassett (1992), "Growth in the Ecologically Conscious Consumer Segment and its Implications for Franchising," Society of Franchising Conference, Palm Springs, CA, February.

Schulz, Steven A., James A. Roberts and Raymond A. Marquardt (1990), "Pesticide Use in Food Production: An Attitudinal Survey of Nebraska," Second Annual Meeting of the Western Regional Coordinating committee-72, Agribusiness Research Emphasizing Competitiveness, Las Vegas, NV, June.

Roberts, James A. (1990), "The Demarketing of America's Farmland: Sumptuary Legislation's Impact on Rural Land Prices," 15th Annual MacroMarketing Conference, Malvern, PA, August.

PROFESSIONAL EXPERIENCE

<u>Dates</u>	<u>Position</u>
1991-2021	Principal , Roberts and Associates Bull's-Eye Marketing - <i>Information and Marketing Strategy Specialists</i> . Roberts and Associates is a full-service research agency that specializes in information retrieval, analysis, and strategy formulation. The firm has been involved with brand name and brand mark design, surveys (phone, mail, e-mail, etc.), development of marketing plans, conducting focus groups, sales and market forecasting, and as an expert witness.
1984-1985	Retail Management , PM Shoes, TX.
1984	Stock Broker , Mpls., MN.
1983-1984	Sales Representative , Megabit Communications, St. Paul, MN.
1983	Management Trainee , Norwest Financial, Golden Valley, MN.

SELECT COMMUNITY AND PROFESSIONAL SERVICE

- Past Chair, Outstanding Faculty Committee (University level).
- Member of the HSB (Hankamer School of Business) Sabbatical committee.
- Member of the Academic Reputation Committee (College level).
- Past President of the Board of Trustees of Waco Baptist Academy, Waco, TX.
- Review manuscripts for numerous conferences and Marketing publications.
- Ad-Hoc reviewer for the Journal of Happiness Studies, Journal of Consumer Behavior, Journal of Consumer Research, etc.
- Discussant and session leader for numerous conference tracks.
- Presented papers at regional, national, and international conferences.
- Member of the Board of Directors of the Juvenile Diabetes Research Foundation (JDRF). Helped raise over \$1,000,000.00.
- Participate in numerous Baylor-sponsored events, including: Faculty mentoring program, Faculty Research Day, Santa's Workshop, Storybook Christmas, and others.
- Member of Calvary Baptist Church (1991 – present). Past member of the Coordinating Council (church governing body), Sunday school co-director for Median Adults, do readings, offertory prayers, substitute Sunday school teacher, usher when needed, and have been a past Sunday School Outreach Leader, member of the Personnel committee, and participate in numerous programs that benefit neighborhood children and their families. I also lead a Financial Peace Class each fall.

REFERENCES AVAILABLE UPON REQUEST