

## ACADEMIC CURRICULUM VITA

Name: **Jacob (Jack) Jacoby**

Vita updated: October 21, 2010

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### EDUCATION:

- Ph.D. Michigan State University (1966 -  
Major: Social Psychology; Minors: Statistics, Sociology)
- M.A. Brooklyn College, The City University of New York  
(1963 - Psychology)
- B.A. Brooklyn College, The City University of New York  
(1961 - Psychology)

### PROFESSIONAL EXPERIENCE:

- 1981 - present: **Merchants Council Professor of Consumer Behavior and Retail Management**, Stern School of Business,  
New York University.
- 1981 - 1985: Merchants Council Professor of Marketing, New York University and Director of the Institute of Retail Management.
- 1975 - 1981: Professor, Department of Psychology, Purdue University
- 1971 - 1975: Associate Professor, Department of Psychology,  
Purdue University.
- 1968 - 1971: Assistant Professor, Department of Psychology,  
Purdue University
- 1976 (Jun.-Jul.) Guest Professor, SFB 24, and  
1975 (May): University of Mannheim, Mannheim, Germany
- 1965 - 1968: Active duty (U.S. Air Force). Served as Chief, Behavioral Science Branch, the National Security Agency, Fort George G. Meade, Maryland. Duties were primarily to plan and conduct applied research in industrial/organizational psychology.  
(Security clearance: Top Secret).
- 1966 - 1968: (Part-time) Assistant Professorial Lecturer, Department of Business and Public Administration George Washington Univ. of  
Promoted to Associate Prof. Lecturer the semester I left.

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## MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS:

American Association for Public Opinion Research (1967-1968, 1972-1973; 1982-present)

American Marketing Association (1968-present)

American Psychological Association (Associate, 1963-1967; Member, 1968-1972; Fellow, 1973-present. Also elected to Fellow status by Divisions 8, 23 and 41.)

American Psychological Society (1996-present; Fellow 1998)

American Psychology-Law Society (1988-present; Fellow 1994)

Association for Consumer Research (1969-present, Fellow 1993)

International Trademark Association (1991-present)

Market Research Council (1990-present)

Midwestern Psychological Association (Member, 1968-1975)

Sigma Xi, The Scientific Research Society of North America (Associate Member, 1962-1968; Member, 1969-1981)

Society for the Psychological Study of Social Issues (Member, 1963-1968)

Society for Judgment and Decision Making (Member, 1986-1990)

## ACTIVITIES IN PROFESSIONAL ORGANIZATIONS:

1. American Psychological Association
  - Member, Council of Representatives (governing body of APA), 1971-1973
  - Member, ad hoc Committee on Student Aid (COSA), 1973.
2. **Society of Consumer Psychology** (Division 23) of the American Psychological Association
  - **PRESIDENT**, September 1973 to August 1974
  - Representative to APA Council of Representatives, 1971-1973
  - Member, Committee on Scientific and Professional Affairs, 1968-1971
  - Chairman, Convention Program Committee, 1970-1971
  - Contributing Editor, The Communicator, Division 23 Newsletter, 1970-1973
  - Chairman, Membership Committee, 1971-1971
  - Member, Membership Committee, 1972-73
  - Policy Board Representative to the Journal of Consumer Research, 1971-1974, 1976-1978; Alternate Representative, 1974-1975
  - Chairman, Fellowship Committee, 1975; 1980; Member, 1979, 1981
  - Chairman, Election Committee, 1975

### 3. Association for Consumer Research

- **PRESIDENT**, 1975
  - Member, Advisory Council (ACR's governing body thru 1972), 1969-1972
  - Member, Executive Committee, 1973-1974, 1976
  - Member, Program Committee, 1970-1971
  - Member, Publications Committee, 1970-1972
  - Chairman, Publications Committee, 1973
  - Editor, ACR Newsletter, 1973
  - Chairman, Election Committee, 1976
  - Member, Election Committee, 1975, 1977
  - Policy Board rep., *Journal of Consumer Research*, 1981-1984

### 4. American Association of Public Opinion Research

- Member, Professional Standards Revision Committee, 1983-1984
- Policy Board rep., *Journal of Consumer Research*, 1984-1986
- Member, ad hoc committee on changing *P.O.Q.* publisher, 1986

### 5. Market Research Council

- Executive Committee, Member at Large, 1991-1992
- Chairman, Marketing "Hall of Fame" Award Committee 1991-1992

### 6. International Trademark Association

- Member, Editorial Board, *The Trademark Reporter*, 1993-present
- Member, Advisory Board, Brand Names Educational Foundation, 2004-

### **OTHER PROFESSIONAL ACTIVITIES:**

#### 1. Reviewer of Manuscripts and Editorial Board Memberships.

- *Journal of Consumer Research*, Member, Editorial Board, 1973-1974. -  
Member, Policy Board
  - Representing APA-Division 23, 1971-1974, 1976-78
  - Alternate, 1974-1975
  - Representing ACR: 1981-1984
  - Representing AAPOR: 1984-1986
  - Vice Chairman of Policy Board: 1984-1986
- *Journal of Marketing Research*, Member, Editorial Board, 1972-1974.
- *Computers in Human Behavior*, Member, Editorial Board, 1984-1994.
- *Trademark Reporter*, member, Editorial Board, 1993-present.
  
- American Psychological Association, Annual Conventions: 1970-1976
  
- Association for Consumer Research, Annual Conventions: 1971, 1972,  
1974, 1978, 1979, 1986, 1989, 1990
  
- ACR European Conference, 1995
  
- *Organization Behavior and Human Performance* - 1971
- 1972 American Marketing Association, Fall Convention
- 1972 Research Design Competition, APA-Division 23
- *Journal of Applied Social Psychology* 1972, 1984
- *Journal of Applied Psychology* 1972
- *Public Opinion Quarterly*, 1973, 1974

- *Journal Supplement Abstract Service*, Am. Psych. Assn. 1975
  - American Marketing Association, 1979 Ph.D. dissertation competition
  - *Journal of Marketing* (1980)
  - *Journal of Finance* (1985)
  - *Journal of Nonverbal Behavior* (1988)
  - *International Journal of Research in Marketing* (1988)
  - "Marketing and Public Policy" conference 1995,
  - *Journal of Public Policy and Marketing*, 1997-1999
  - *Reference Manual on Scientific Evidence*.  
Federal Judicial Center 1994 and 1999
2. Reviewer of Proposals
- Food and Drug Administration(1975)
  - National Science Foundation (1973, 1974, 1975, 1976, 1979, 1980, 1986, 1988)
  - Social Science Research Council of Canada (1981)
  - Million Dollar Round Table (1979)
3. Reviewer of Advertising
- Judge, 1991 Effie Awards

HONORS AND AWARDS:

- 1969 - Admitted into Sigma Xi, the National Honorary Society of Science.
- 1973 - Elected a Fellow of the American Psychological Association  
 1973 - Elected a Fellow of the Division of Consumer Psychology  
 1981 - Elected a Fellow of the Division of Personality and Social Psychology  
 1995 - Elected a Fellow of the Division of Law and Psychology
- 1973 - **President**, Division of Consumer Psychology, the American Psychological Association.
- 1975 - **President**, the Association of Consumer Research.
- 1978 - Recipient of the American Marketing Association's **Harold H. Maynard Award** for the article making the most "significant contribution of marketing theory and thought" in the *Journal of Marketing*, 1978.
- 1991 - First recipient, American Academy of Advertising's **Outstanding Contribution to Advertising Award** for having "made a significant and sustained contribution to advertising research through a systematic program of research."
- 1993 - Elected a **Fellow** of the Association of Consumer Research
- 1995 - Recipient of the Society of Consumer Psychology's fifth **Distinguished Scientific Research Award.**

2001 - Appointed an Academic Fellow, the Center for Law and Business, New York University.

Listed in:

*Who's Who in the World*  
*Who's Who in America*  
*Who's Who in the East*  
*Who's Who in Frontier Science and Technology*  
*Who's Who of Emerging Leaders in America*  
*Who's Who in Advertising*  
*Men of Achievement* (13th edition)

MAJOR RESEARCH GRANTS:

\$148,000

from the National Science Foundation for studying: "Amount, type, and order of package information acquisition in purchasing decision." For the period from June 1, 1974 to December 30, 1976. (GI-43687).

\$155,000

from the Federal Trade Commission for: "Study of likely impact of disclosure of life insurance costs on agent and consumer behavior." For the period from January 1, 1977 to August 4, 1978. (L0226).

\$181,000

from the American Association of Advertising Agencies for studying: "The Miscomprehension of Televised Communication". For the period from February 1978 through February 1980.

\$353,000

from the National Science Foundation for studying: "Assessing the effects of science based information on consumer technological choices." (Co-authored with James J. Jaccard). For the period from February 15, 1980 through August 31, 1983 (PRA7920585).

\$270,000

from The Advertising Educational Foundation, Ind. (Co-sponsored by the American Association of Advertising Agencies and the American Advertising Federation) for studying: "The Miscomprehension of Print Communication". For the period from January 1983 through December 1985.

BOARD OF DIRECTORS (Non-academic):

1991-1994 - Advertising Educational Foundation. (New York)  
Member, Board of Directors

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## PUBLICATIONS

### M.S. THESIS AND Ph.D. DISSERTATION:

Jacoby, J. "Imprinting: An experimental approach to a biphasic interpretation." Unpublished Master's Thesis, Brooklyn College, 1963. (Major Professor: Howard Moltz)

Jacoby, J. "Situational anxiety and ordinal birth position as determinants of dogmatism and authoritarianism." Unpublished Doctoral Dissertation. Michigan State University, 1966. (Major Professor: Milton Rokeach) See: *Dissertation Abstracts A. Humanities and Social Science*, 1967, 27, p. 4338-A.

### PUBLISHED TEST:

Jacoby J. and Terborg, J.R. (1975) The Managerial Philosophies Scale. Teleometrics International, The Woodlands, Texas. Copyright. This is a 36-item Likert-type instrument designed to assess McGregor's Theory X-Theory Y managerial orientations. An Examiner's Manual is available (through Teleometrics), as is a manuscript describing the scale's empirical development (entitled: "Development and Validation of Theory X and Y scales for assessing McGregor's Managerial Philosophies").

### BOOKS AND MONOGRAPHS:

1. Uhl, J.N., Armstrong, J., Courtenay, H.V., Ishida, J.T., Kepner, K.W., Potter, H.C., and Jacoby, J. (1970) Survey and evaluation of consumer education programs in the United States. (2 volumes). Purdue Research Foundation, Lafayette, Indiana. March. 666 pages. Microfilm \$2.50; hard copy \$33.40 (Available from: ERIC Document Reproduction Service, ED-038-549, Fairmont Avenue, Bethesda, Maryland 20014).
2. Jacoby, J., Olson, J.C., Szybillo, G.J., and Hart, E.W. Jr. (1975) Affirmative nutritional disclosure in advertising and selected alternatives: The likely impact on consumer behavior. Washington, D.C.: Consumer Research Institute (Grocery Manufacturers of America, Inc.), December.
3. Jacoby, J. and Chestnut, R.W. (1977) Amount, type, and order of package information acquisition in purchasing decisions. Final report to the National Science Foundation (GI-43687), June.
4. Jacoby, J. and Olson, J.C. (1976) Consumer reaction to price: An attitudinal, information-processing perspective. Unpublished; 100 pages. (A 30-page condensation was published as article #69; see below).

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5. Jacoby, J. and Chestnut, R.W. (1978) Brand loyalty: Measurement and management. New York: John Wiley and Sons.

6. Jacoby, J., Hoyer, W.D. and Sheluga, D.A. , (1980) The miscomprehension of televised communication. New York: American Association of Advertising Agencies.
7. Jacoby, J. (1980) Psychological foundations of consumer behavior: Lecture notes. Bloomington, Indiana: TIS Incorporated, Publishing Division. (160 pages).
8. Jacoby, J. and Craig, C.S. (Eds.), (1984) Personal selling: Theory, Research and practice. Lexington Books, Lexington, Mass.
9. Jacoby, J. and Jaccard, J.J. (1984) The influence of health and safety information on consumer decision making concerning new technological products. Final report to the National Science Foundation, June.
10. Jacoby, J. and Olson, J.C., (Eds.), (1984) Perceived quality: How consumer view stores and merchandise. Lexington Books, Lexington, Mass.
11. Jacoby J. and Hoyer, W.D., (1987) The comprehension and miscomprehension of print communications: An investigation of mass media magazines. (Sponsored by The Advertising Educational Foundation, Inc.) Lawrence Erlbaum Associates, Hillsdale, New Jersey.

**ARTICLES:**

1967

1. Jacoby, J. (1967) The construct of abnormality: Some cross-cultural considerations. Journal of Experimental Research in Personality, 2, 1-15.
2. Jacoby, J. (1967) Open-mindedness and creativity. Psychological Reports, 20, 822.

1968

3. Jacoby, J. (1968) Birth-rank and pre-experimental anxiety. Journal of Social Psychology, 76, 9-11.
4. Jacoby, J. (1968) Examining the other organization: A methodology for studying informal organizational structure of complex organizations. Personnel Administration, 31, 36-42.
5. Jacoby, J. (1968) Work music and morale: A neglected but important relationship. Personnel Journal, 47, 882-886.
6. Jacoby, J. (1968) Creative ability of task-oriented versus person-oriented leaders. Journal of Creative Behavior, 2, 249-253.

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1969

7. Jacoby, J. (1969) Time perspective and dogmatism: A replication. Journal of Social Psychology, 7, 281-82.

8. Jacoby, J. (1969) Accuracy of person perception as a function of dogmatism. Proceedings, 77th Annual Convention, American Psychological Association, 4, 347-348.

1970

9. Jacoby, J. (1970) The plight of the uniformed Air Force Psychologist. Professional Psychology, 1, 383-387.

1971

10. Jacoby, J. (1971) Innovation proneness as a function of personality. Journal of Marketing Research, 8, 244-247. Reprinted in: H.H. Kassarjian and T.S. Robertson (Eds.), Perspectives in Consumer Behavior (2nd ed.). Glenview, Illinois: Scott Foresman, 1973, pp. 149-155. (A one-page abstract appears in David L. Sparks (Ed.). Broadening the Concept of Marketing. Chicago: American Marketing Association, 1970.)
11. Jacoby J. (1971) An attitudinal model of multi-brand loyalty: Preliminary results and promotional strategies. Journal of Advertising Research, 11(3), 25-31.
12. Jacoby, J. (1971) Training consumer psychologists: The Purdue University program. Professional Psychology, 2, 300-302.
13. Jacoby, J. (1971) A multi-indicant approach for studying new product adopters. Journal of Applied Psychology, 55, 384-388. Reprinted in M. Wallendorf and G. Zaltman (Eds.), The Consumer Behavior of Individuals and Organizations. N.Y.: John Wiley, 1979.
14. Jacoby, J. ( 1971) Interpersonal perceptual accuracy as a function of dogmatism. Journal of Experimental Social Psychology,, 7, 221-236.
15. Jacoby, J. (1971) Brand loyalty: A conceptual definition. Proceedings 79th Annual Convention, American Psychological Association, 6, 655-656.
16. Jacoby, J. and Aranoff, D. (1971) Political polling and the lost letter technique. Journal of Social Psychology, 83, 209-212.
17. Jacoby, J. and Matell, M. (1971) Three point Likert scales are good enough. Journal of Marketing Research, 8, 495-500.



18. Jacoby, J., Olson, J.C., and Haddock, R.A. (1971) Price, brand name, and product composition characteristics as determinants of perceived quality. Journal of Applied Psychology, 55, 570-579.
19. Deering, B.J. and Jacoby, J. (1971) The effect of "alternative relationships" and "relative resources" on consumer decisions between mother and child. In David M. Gardner (Ed.) Proceedings, Second Annual Conference, The Association for Consumer research, 1, 135-142.
20. Matell, M.S. and Jacoby, J. (1971) Is there an optimal number of alternatives for Likert scale items? Study I: Reliability and validity. Educational and Psychological Measurement, 31, 657-674.
21. Olson, J.C. and Jacoby, J. (1971) A construct validation study of brand loyalty. Proceedings, 79th Annual Convention, American Psychological Association, 6, 657-658.

1972

22. Jacoby, J. (1972) Opinion leadership and innovativeness: Overlap and validity. In M. Venkatesan (Ed.), Proceedings, Third Annual Conference, The Association for Consumer Research, 2, 632-649.
23. Jacoby, J. and Kaplan, L.B. (1972) The components of perceived risk, In M. Venkatesan (Ed.), Proceedings, Third Annual Conference, The Association for Consumer Research, 2 382-393.
24. Bowen, D.D., Perloff, R. and Jacoby, J. (1972) Improving manuscript evaluation procedures. American Psychologist, 27, 221-225.
25. Deering, B.J. and Jacoby, J. (1972) Price intervals and individual price limits as determinants of product evaluation and selection. In M. Venkatesan (Ed.), Proceedings, Third Annual Conference, The Association for Consumer Research, 2, 145-166.
26. Deering, B. J. and Jacoby, J. (1972) Risk enhancement and risk reduction strategies for handling perceived risk. In M. Venkatesan (Ed.), Proceedings, Third Annual Conference, The Association for Consumer Research, 2, 404-416.
27. Heimbach, J.T. and Jacoby, J. (1972) The Zeigarnik effect in advertising. In M. Venkatesan (Ed.), Proceedings, Third Annual Conference, The Association for Consumer Research, 2 746-748.
28. Matell, M.S. and Jacoby, J. (1972) Is there an optimal number of alternatives for Likert scale items? Effects of testing time and scale properties. Journal of Applied Psychology, 56, 506-509.

29. Olson, J.C. and Jacoby, J. (1972) Cue utilization in the quality perception process. In M. Venkatesan (Ed.), Proceedings, Third Annual Conference, The Association for Consumer Research, 2, 167-179.
30. Szybillo, G.J. and Jacoby, J. (1972) The relative effects of price, store image, and intrinsic product differences on product quality evaluation. In M. Venkatesan (Ed.), Proceedings, Third Annual Conference, The Association for Consumer Research, 2, 180-186.

1973

31. Jacoby, J., Kohn, C.A. and Speller, D.E. (1973) Time spent acquiring product information as a function of information load and organization. Proceedings, 81st Annual Convention, American Psychological Association, 8 (2), 813-814.
32. Jacoby, J. and Kyner, D.B. (1973) Brand loyalty vs. repeat purchasing behavior. Journal of Marketing Research, 10, 1-9.
33. Hart, E.W. and Jacoby, J. (1973) The relationship of perceived newness to novelty, recency, and scarcity. Proceedings, 81st Annual Convention, American Psychological Association, 8 (2), 839-840.
34. Hollander, S.W. and Jacoby, J. (1973) Recall of crazy, mixed-up TV commercials. Journal of Advertising Research, 13 (3), 39-42.
35. Kohn, C.A. and Jacoby, J. (1973) Operationally defining the consumer innovator. Proceedings, 81st Annual Convention, American Psychological Association, 8 (2), 837-839.
36. Szybillo, G.J., Jacoby, J. and Busato, J. (1973) Effects of integrated advertising on perceived corporate hiring policy. Proceedings, 81st Annual Convention, American Psychological Association, 8 (2), 815-816.

1974

37. Jacoby, J. (1974) Consumer reaction to information displays: Packaging and advertising. In S.F. Divita (Ed.), Advertising and the Public Interest. Chicago: American Marketing Association, 101-118.
38. Jacoby, J. (1974) Consumer behavior: A neglected but fertile field for psychological research. Contemporary Psychology, 19 (7), 543. (Review of S. Ward and T.S. Robertson, Eds., Consumer Behavior: Theoretical Sources. Englewood Cliffs, N.J., Prentice-Hall.)
39. Jacoby, J. (1974) The construct validity of opinion leadership. Public Opinion Quarterly, 38 (1), 81-8

40. Jacoby, J. and Olson, J.C. (1974) An extended expectancy model of consumer comparison process. In S. Ward and P. Wright (Eds.), Advances in Consumer Research, 1 319-333. Urbana, Illinois: Association for Consumer Research.
41. Jacoby, J., Speller, D.E. and Kohn, C.A. (1974) Brand choice behavior as a function of information load: Journal of Marketing Research, 11 (1), 63-69.
42. Jacoby, J., Speller, D.E. and Berning, C.A.K. (1974) Brand choice behavior as a function of information load: Replication and extension. Journal of Consumer Research, 1 (1), 33-42.
43. Berning, C.A.K. and Jacoby, J. (1974) Patterns of information acquisition in new product purchases. Journal of Consumer Research, 1 (2). 18-22.
44. Kaplan, L.B., Szybillo, G.J. and Jacoby, J. (1974) Components of perceived risk in product purchase: A cross-validation. Journal of Applied Psychology, 59 (3), 287-291.
45. Szybillo, G.J. and Jacoby, J. (1974) Intrinsic vs. extrinsic cues as determinants of perceived product quality. Journal of Applied Psychology, 59 (1), 74-78.
46. Szybillo, G.J. and Jacoby, J. (1974) Effects of different levels of integration on advertising preference and intention to purchase. Journal of Applied Psychology, 59 (3), 274-280.

1975

47. Jacoby, J. (1975) Consumer psychology as a social psychological sphere of action. American Psychologist, 30 (10), 977-987. APA-Division 23 Presidential Address (Reprinted in: M. Wallendorf and G. Zaltman (Eds.), The Consumer Behavior of Individuals and Organizations, New York: John Wiley and Sons.)
48. Jacoby, J. (1975) Perspectives on a consumer information processing research program. Communication Research, 2 (3), 203-215. (Reprinted in: Michael Ray and Scott Ward (Eds.), Communicating with Consumers: The Information Processing Approach. Beverly Hills, Calif.: Sage, 13-25.)
49. Jacoby, J. (1975) A brand loyalty concept: Comments on a comment. Journal of Marketing Research, 12 (4), 484-487.
50. Jacoby, J. (1975) Ruminations of a consumer psychologist on the emerging energy crisis. In R. N. Andrews (Ed.), Can we meet our energy needs? President's Council Symposium, Purdue University. West Lafayette, Indiana: Purdue Research Foundation, 32-44.

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51. Jacoby, J. and Small, C.B. (1975) The FDA approach to defining misleading advertising. Journal of Marketing, 39 (4), 65-68. Reprinted In: Jeffrey

S. Edelstein (Ed.) (1999) Advertising Law in the New Media Age. New York: Practising Law Institute.

52. Jacoby, J., Speller, D.E. and Berning, C.A.K. (1975) Constructive criticism and programmatic research: Reply to Russo. Journal of Consumer Research, 2 (2), 154-156.
53. Edel, E.C. and Jacoby, J. (1975) Examiner reliability in polygraph chart analysis: Identification of physiological responses. Journal of Applied Psychology, 60 (5), 632-634.
- 53a. Jacoby, J. and Terborg, James R. (1975) How to interpret your scores on the Managerial Philosophies scale. Teleometrics Int'l., 1-7.

1976

54. Jacoby, J. (1976) Consumer psychology: An octennium. In P. Mussen and M. Rosenzweig (Eds.), Annual Review of Psychology, 27, 331-358.
55. Jacoby, J. (1976) Consumer and industrial psychology: Prospects for theory corroboration and mutual contribution. In M.D. Dunnette (Ed.), The Handbook of Industrial and Organizational Psychology. Chicago: Rand McNally, 1031-1061.
56. Jacoby, J. (1976) Consumer research: Telling it like it is. In B.B. Anderson (Ed.), Advances in Consumer Research, 3, 1-11. ACR Presidential Address (Reprinted in M. Wallendorf and G. Zaltman (Eds.), The Consumer Behavior of Individuals and Organizations. New York: John Wiley and Sons, 1979.)
57. Jacoby, J. (1976) Defining misleading advertising: Reply to Preston. Journal of Marketing, 40(3), 57-58.
58. Jacoby, J., Chestnut, R.W., Weigl, K.C. and Fisher, W. (1976) Pre-purchase information acquisition: Description of a process methodology, research paradigm, and pilot investigation. In B.B. Anderson (Ed.), Advances in Consumer Research, 3, 306-314.
59. Jacoby, J., Szybillo, G.J. and Berning, C.A.K. (1976) Time and consumer behavior: An interdisciplinary overview. Journal of Consumer Research, 2 (3), 320-339. (Reprinted in: R. Ferber (Ed.), Selected Aspects of Consumer Behavior: A Summary from the Perspective of Different Disciplines. Prepared for the National Science Foundation. Directorate for Research Applications (RANN). NSF/RA 77-0013. Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 451-476.)
60. Bettman, J.R. and Jacoby, J. (1976) Patterns of processing in consumer information acquisition. In B.B. Anderson (Ed.), Advances in Consumer Research, 3, 315-320.

61. Kyner, D.B., Jacoby, J. and Chestnut, R.W. (1976) Dissonance resolution by grade school consumers. In B.B. Anderson (Ed.), Advances in Consumer Research, 3, 315-320.
62. Raffee, H., Hefner, M., Scholer, M., Grabicke, K. and Jacoby, J. (1976) Informationsverhalten und Markenwahl. Die Unternehmung, 2, 95-107.

1977

63. Jacoby, J. (1977) Information load and decision quality: Some contested issues. Journal of Marketing Research, 14 (4), 569-573.
64. Jacoby, J. (1977) The emerging behavioral process technology in consumer decision making research. In W.D. Perrault, Jr. (Ed.), Advances in Consumer Research, 4, 263-265.
65. Jacoby, J. (1977) History and objectives underlying the formation of ACR's Professional Affairs Committee in W.D. Perrault, Jr. (Ed.) Advance in Consumer Research 4, 256-257.
66. Jacoby, J. (1977) Laboratory experiments: Faulty and necessary. Journal of Consumer Policy, 1 (2), 183-185.
67. Jacoby, J., Berning, C.A.K., and Dietvorst, T.F. (1977) What about disposition? Journal of Marketing, 41 (2) 22-28.
68. Jacoby, J., Chestnut, R.W. and Silberman, W. (1977) Consumer use and comprehension of nutrition information. Journal of Consumer Research, 4 (2), 119-128.
69. Jacoby, J. and Olson, J.C. (1977) Consumer reaction to price: An attitudinal, information-processing perspective. In Y. Wind and M. Greenberg (Eds.), Moving Ahead with Attitude Research. Chicago: American Marketing Association, 73-86.
70. Jacoby, J., Szybillo, G.J. and Busato-Schach, J. (1977) Information acquisition behavior in brand choice situations. Journal of Consumer Research, 3 (4), 209-216.
71. Chestnut, R.W. and Jacoby, J. (1977) Consumer information processing: Emerging theory and findings. In A. Woodside, PhD. Bennett, and J.N. Sheth (Eds.), Foundations of Consumer and Industrial Buying Behavior. New York: Elsevier, North-Holland, Inc., 119-133.

1978

72. Jacoby, J. (1978) Consumer Research: A state of the art review. Journal of Marketing, 87-96.

73. Jacoby, J., Chestnut, R.W. and Fisher, W. (1978) A behavioral process approach to information acquisition in non-durable purchasing. Journal of Marketing Research, 15 532-544.
74. Jacoby, J., Chestnut, R.W., Hoyer, W., Sheluga, D.A. and Donahue, M.J. (1978) Psychometric characteristics of behavioral process data: Preliminary findings on validity and reliability, In Keith Hunt (Ed.) Advances in consumer research, 5, 546-554.
75. Jacoby, J., Sheluga, D., and Major, B. (1978) Does format make a difference?: Three studies. In C. Leavitt (Ed.), Proceedings of the Division 23 Program, 85th Annual Convention of the American Psychological Association, 15-16.
76. Sheluga, D.A. and Jacoby, J. (1978) Do comparative claims encourage comparison shopping? -- the impact of comparative claims on consumers' acquisition of product information. In J. Leigh and C.R. Martin (Eds.), Current Issues and Research in Advertising. Ann Arbor, Michigan: University of Michigan Press, 5, 23-28.
77. Sheluga, D.A., Jacoby, J. and Major, B.N. (1978) Whether to agree disagree or disagree-agree: The effects of anchor order on item response. In Keith Hunt (Ed.) Advances in consumer research, 5, 109-113.

1979

78. Jacoby, F. and Jacoby, J. (1979) You're twenty years behind your market. 1979 Proceedings of the Million Dollar Round Table, Volume II. Des Plaines, Illinois: MDRT, 895-898.
79. Jacoby, F. and Jacoby, J. (1979) The psychology of persuasion. 1979 Proceedings of the Million Dollar Round Table, Volume II. Des Plaines, Illinois: MDRT, 899-906.
80. Kulich, R.J., Curran, J.P., Jacoby, J. and Mariotto, M.J. (1979) The application of assertiveness training to the consumer-salesperson interaction. In F.M. Nicosia (Ed.), Proceedings of the Division 23 program, 86th Annual Convention of the American Psychological Association, 60-63.
81. Raffee, H., Jacoby, J., Hefner, M., Scholer, M. and Grabicke, (1979) K. Informationsentscheidungen bei unterschiedlichen Entscheidungsobjekten (Information-decisions over different decision-objects). In H. Meffert, H.Steffenhagen, and H.Freter (Eds.), Konsumenten-verhalten und Information (Consumer Behavior and Information) Weisbaden, West Germany, 113-159.
82. Sheluga, D.A., Jaccard, J.J. and Jacoby, J. 1979, Preference, search and choice: An integrative approach. Journal of Consumer Research, 6 (2), 166-176.

1980

83. Chestnut, R.W. and Jacoby, J. (1980) Product comprehension: The case of permanent vs. term life insurance. In J.C. Olson (Ed.), Advances in Consumer Research, 7 424-428.

1981

84. Jacoby, J. (1981) Some perspectives on risk acceptance. In K.B. Monroe (Ed.), Advances in Consumer Research, 8 511-516.
85. Jacoby, J. and Hoyer, W.D. (1981) What if opinion leaders didn't know more? A question of nomological validity. In k. Monroe (Ed.), Advances in Consumer Research, 8, 299-303.
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## ORAL PRESENTATIONS

### ACADEMIC AND SCHOLARLY CONFERENCES: REFEREED PAPERS AND ADDRESSES

1. Jacoby, J. Accuracy of person perception as a function of dogmatism. Presented at the 77th Annual Convention of the American Psychological Association, September 1969, Washington, D.C. (See Article #8.)
2. Jacoby, J. Heider's balance model and negative source influence. Presented at the 1st Annual Conference of the Association for Consumer Research, University of Massachusetts, August 1970. (Available as Working Paper PPCP No. 110).
3. Jacoby, J., Olson, J.C. and Haddock, R.A. Quality perception as a function of price, brand name, and product composition characteristics. Presented at the 1st Annual Conference of the association for Consumer Research, University of Massachusetts, August 1970. (See Article #18.)
4. Jacoby, J. Innovation proneness as a function of personality. Presented at the American Marketing Association's Fall Conference, Boston, Massachusetts, August 1970. (See Article #10.)
5. Deering, B. J. and Jacoby, J. The effect of "alternative relationships" and "relative resources" on consumer decisions between mother and child. Presented at the 2nd Annual Conference of the Association for Consumer Research, College Park, Maryland, September 1971. (See Article #15.)
6. Jacoby, J. Brand loyalty: A conceptual definition. Presented at the 79th Annual Convention of the American Psychological Association, Washington, D.C., September 1971. (See Article #21.)
7. Olson, J. C. and Jacoby, J. A construct validation study of brand loyalty. Presented at the 79th Annual Convention of the American Psychological Association, Washington, D.C., September 1971. (See Article #22.)
8. Jacoby, J. Establishing the construct validity of opinion leadership. Presented at the 3rd Annual Conference of the Association for Consumer Research, University of Chicago, November 1972. (See Article #22.)
9. Olson, J. C. and Jacoby, J. Cue utilization in the quality perception process. Presented at the 3rd Annual Conference of the Association for Consumer Research, University of Chicago, November 1972. (See Article #29.)

10. Hollander, S.W. and Jacoby, J. Improving brand recall through "split" commercials. Presented at the 3rd Annual Conference of the Association for Consumer Research, University of Chicago, November 1972. (See Article #34.)
11. Deering, B.J. and Jacoby, J. Price intervals and individual price limits as determinants of product evaluation and selection. Presented at the 3rd Annual Conference of the Association for Consumer Research, University of Chicago, November 1972. (See Article #25.)
12. Deering, B.J. and Jacoby, J. Risk reduction and risk enhancement as strategies for handling risk in consumer decisions. Presented at the 3rd Annual Conference of the Association for Consumer Research, University of Chicago, November 1972. (See Article #26.)
13. Jacoby, J. and Kaplan, L.B. The components of perceived risk. Presented at the 3rd Annual Conference of Association for Consumer Research, University of Chicago, November 1972. (See Article #23).
14. Szybillo, G.J. and Jacoby, J. The relative effects of price, store image, and composition differences on product evaluation. Presented at the 3rd Annual Conference of the Association for Consumer Research, University of Chicago, November 1972. (See article #30.)
15. Heimbach, J.T. and Jacoby, J. The Zeigarnik effect in advertising. Presented at the 3rd Annual Conference of the Association for Consumer Research, University of Chicago, November 1972. (See Article #27.)
16. Jacoby, J., Kohn, C.A. and Speller, D.E. Time spent acquiring product information as a function of information load and organization. Presented at the 81st Annual Convention of the American Psychological Association, Montreal, Canada, August 1973. (See Article #31.)
17. Hart, E.W., Jr. and Jacoby, J. Novelty, recency, and scarcity as predictors of perceived newness. Presented at the 81st Annual Convention of the American Psychological Association, Montreal, Canada, August 1973. (See Article #33.)
18. Kohn, C.A. and Jacoby, J. Operationally defining the consumer innovator. Presented at the 81st Annual Convention of the American Psychological Association, Montreal, Canada, August 1973. (See Article #35.)
19. Szybillo, G.J., Jacoby, J. and Busato, J. Effects of integrated advertising on perceived corporate hiring policy. Presented at the 81st Annual Convention of the American Psychological Association, Montreal, Canada, August 1973. (See Article #36.)
20. Olson, J.C. and Jacoby, J. Measuring multi-brand loyalty. Presented at the 4th Annual Conference of the Association for Consumer Research, Boston, Massachusetts, November 1973. Abstract appears in: S. Ward and P. Wright (Eds.), Advances in Consumer Research, 1973, VI, 447-448.



21. Jacoby, J. and Olson, J.C. An extended expectancy model of consumer comparison processes. Presented at the 4th Annual Conference of the Association for Consumer Research, Boston, Massachusetts, November 1973. (See Article #40.)
22. Kohn, C.A. and Jacoby, J. Patterns of information acquisition in new product purchases. Presented at the 4th Annual Conference of the Association for Consumer research, Boston, Massachusetts, November 1973. Abstract appears in: S. Ward and P. Wright (Eds. ), Advances in Consumer Research, 1973, 1, 427-430. (See Article #43.)
23. Jacoby, J., Speller, D.E. and Kohn, C.A. Brand choice behavior as a function of information load: Replication and extension. Presented at the 4th Annual Conference of the Association for Consumer Research, Boston, Massachusetts, November 1973. Abstract appears in: S. Ward and P. Wright (Eds. ), Advances in Consumer Research, 1973, 1, 381-384. (See Article #42.)
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25. Chestnut, R.W., Sheluga, D.A., Lubitz, A.L., Fisher, W. and Jacoby, J. the processing vs. storage of consumer information. Presented at the 84th Annual Convention of the American Psychological Association, Washington, D.C., September 1976.
26. Chestnut, R.W. and Jacoby, J. consumer decision making and utilization of preventative health care. TIMS/ORSA session on "Marketing research in health care." San Francisco, May 1977. (Available as Working Paper PPCP No. 170.)
27. Sheluga, D.A., Jacoby, J. and Major, B.N. Whether to agree-disagree or disagree-agree: The effects of anchor order on item response. Presented at the 8th Annual Conference of the Association for Consumer Research, Chicago, October 1977. (See Article #77.)
28. Kulich, R.J., Curran, J.P., Jacoby, J. and Mariotto, M. The application of assertiveness training techniques to the consumer salesperson dyad. Presented at the 86th Annual Convention of the American Psychological Association, Toronto, August 1978. (Available as Working Paper PPCP No. 175.)
29. Chestnut, R.W. and Jacoby, J. Product comprehension: The case of permanent vs. term life insurance. Presented at the 10th Annual Conference of the Association for Consumer Research, San Francisco, October 1979. (See Article #83.)
30. Jacoby, J. and Hoyer, W.D. What if opinion leaders didn't know more? A question of nomological validity. Presented at the 11th Annual Conference of the Association for Consumer Research, Washington, D.C., October 1980. (See article #85.)

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31. Hoyer, W.D., Jacoby, J. and Jaccard, J.J. Encoding and retention in an information acquisition an choice task. Presented at the 90th Annual Convention of the American Psychological Association, Washington, D.C., August 1982.

32. Hoyer, W.D. and Jacoby, J. Three-dimensional information acquisition: an application to contraceptive decision making. Presented at the 13th Annual Conference of the Association of Consumer research, San Francisco, October 1982. (See Article # 97.)

33. Zimmer, M. R. and Jacoby, J. The selection of a contraceptive method as a joint decision of married couples. Presented at the 91st Annual Convention of the American Psychological Association. August, 1983.

34. Jacoby, J. and Szybillo, G. The implication of replying on deceptive research to determine deceptive advertising. Presented at the 1994 Marketing and Public Policy Conference. Arlington, Va. May 13.

ACADEMIC AND SCHOLARLY CONFERENCES: INVITED PAPERS AND ADDRESSES

1. Jacoby, J. Toward a definition of consumer psychology: One psychologist's views. American Psychological Association's 77th Annual Convention (Division 23), Washington, D.C., September 1969. Delivered as part of a symposium entitled "Toward a Definition of Consumer Psychology." Chaired by Robert Perloff. (Available as Working Paper PPCP No. 101.)

2. Jacoby, J. Trends in consumer research and the future of the Association: A psychologist's perspective. The Association for Consumer Research, First Annual Conference. University of Massachusetts, August 1970. Delivered as part of a symposium. Chaired by Joel B. Cohen. Participants: Robert Ferber, John Coulson, Jacob Jacoby.

3. Jacoby, J. and Kaplan, L.B. A profile of the Division 23 members' interests, concerns, and affiliations: Responses to a Divisions 23 survey of its membership. A written report of the Committee on the Training of Consumer Psychologists presented at the Business Meeting, Division 23, American Psychological Association's 8th Annual Convention, Miami Beach, September 1970. (Available as Working Paper PPCP No. 116.)

4. Jacoby, J. and Olson, J.C. An attitudinal model of brand loyalty: Conceptual underpinnings and instrumentation research. Presented at the University of Illinois Conference on "Attitude Research and Consumer Behavior." December 1970.

5. Jacoby, J. Consumer reaction to information displays: Packaging and Advertising. Presented at "Advertising and the Public Interest," a workshop sponsored by the American Marketing Association, Washington, D.C., May 1973. (See Article #37.)

6. Jacoby, J. The role, value and training of a consultant. American Psychological Association's 82nd Annual Convention (Division 13 and 23), New Orleans, Louisiana, August 1974. Delivered as part of a symposium. Chairman: Clifford Swensen. Participants: Anthony Broskowski and Jean Driscoll; Wendell Wilkin and Patrick DeLeon; Jacob Jacoby. (Available as Working Paper PPCP No. 141.)
7. Jacoby, J. Is consumer psychology the legitimate child of social psychology? **PRESIDENTIAL ADDRESS**, Division of Consumer Psychology of the American Psychological Association, 82nd Annual American Psychological Association convention, New Orleans, Louisiana, September 1974. (See Article #47.)
8. Jacoby, J., Szybillo, G.J. and Berning, C.A.K. Time and consumer behavior: An interdisciplinary review. NSF (RANN) Conference "Synthesis of Consumer Behavior." Lake Geneva, Wisconsin, April 1975. Chaired by R. Ferber. (See Article #59.)
9. Jacoby, J. Information overload: Recent experimental evidence. Invited address to the Division of Consumer Psychology, American Psychological Association Convention, August 1975. Session Chairman: Monroe Friedman. Discussant: J. Edward Russo.
10. Jacoby, J. Consumer Research: Telling it like it is. **PRESIDENTIAL ADDRESS**, 6TH Annual Conference of the Association for Consumer Research, Cincinnati, November 1975. (See Article #56.)
11. Jacoby, J., Chestnut, R.W., Weigl, K.C. and Fisher, W. Pre-purchase information acquisition: Description of a process methodology, research paradigm, and pilot investigation. 6th Annual Conference of the Association for Consumer research, Cincinnati, November 1975. (See Article #58.)
12. Bettman, J. and Jacoby, J. Patterns of processing in consumer information acquisition. 6th Annual Conference of the Association for Consumer research, Cincinnati, November 1975. (See Article #60.)
13. Jacoby, J. and Olson, J.C. Price as a cognitive element: An attitudinal, information-processing perspective. American Marketing Association's "Attitude Research Conference," Hilton Head, South Carolina, February 1976. (Expanded version of Article #69.)
14. Chestnut, R.W. and Jacoby, J. Consumer information processing: Emerging theory and findings. Symposium on Consumer and Industrial Buying Behavior, University of South Carolina, Columbia, S.C., March 1976. (Same as Article #71.)
15. Jacoby, J. History and objectives underlying formation of ACR's Professional Affairs Committee. 7th Annual Conference of the Association for Consumer Research, Atlanta, October 1976. (See Article #65.)

16. Jacoby, J. History and objectives underlying formation of ACR's Professional Affairs Committee. 7th Annual Conference of the Association for Consumer Research, Atlanta, October 1976. (See Article #65.)
17. Jacoby, J., Chestnut, R.W., Hoyer, W., Sheluga, D.A. and Donahue, M.J. The psychometric Characteristics of behavioral process data: Preliminary findings on validity and reliability. 8th Annual Conference of the Association for Consumer Research, Chicago, October 1977. (See Article #74.)
18. Jacoby, J., Olson, J.C., Szybillo, G.J. and Hart, E.W. Jr. Behavioral science perspectives on conveying nutrition information to consumers. Presented at the International Symposium on the role of Food Components in Food Acceptance; organized by the Swiss Federal Institute of Technology and sponsored by the International Union of Food Science and Technology, the Swiss Society of Analytical and Applied Chemistry, the Swiss Society of Food Science and Technology, and the Swiss Society for Nutrition Research. Einsiedeln, Switzerland, October 1979. (See Article #90)
19. Chestnut, R.W. and Jacoby, J. Product comprehension: The case of permanent vs. term life insurance. 9th Annual Conference of the Association for Consumer Research, San Francisco, October 1979. (See Article #83)
20. Jacoby, J. A process descriptive approach to studying pre-decision information accessing behavior. VI International Symposium of the Information Sciences, Division of Humanities and Social Sciences, University of Monterrey, Monterrey, Mexico, April 1980.
21. Jacoby, J., Hoyer, W.D. and Sheluga, D.A. Miscomprehending televised communication: A brief report of findings. 10th Annual Conference of the Association for Consumer Research, Washington, D.C., October 1980. (See Article #87)
22. Jacoby, J., Nelson, M.C. and Hoyer, W.D. Correcting corrective advertising. 10th Annual Conference of the Association for Consumer Research, Washington, D.C., October 1980. (See Article #89)
23. Chestnut, R.W. and Jacoby, J. Behavioral Process Research: Applications to Business and Public Policy. Conference of Information Processing and Decision Making Research, University of Oregon, March 1981.
24. Jacoby, J. A conceptualization of validity. 11th Annual Conference of the Association for Consumer Research, St. Louis, Missouri, October 1981.
25. Jacoby, J. Miscomprehending Televised Communication. The German Psychological Association, Frankfurt, West Germany October 1982.
26. Jacoby, J. Some social psychological perspectives on closing. IRM-ACR Conference on Personal Selling: Theory Research and Practice, New York University, May 1983.

27. Chestnut, R.W. and Jacoby, J. The impact of interpersonal attraction non salesperson effectiveness. IRM-ACR Conference on Personal Selling : Theory, Research, and Practice, New York University, May 1983.
28. Jacoby, J. and Mazursky, D. Linking brand and retailer images: The impact on perceptions of quality. IRM-ACR Conference on Quality Perceptions, Stores and Merchandise, New York University, September 1983.
29. Mazursky, D. and Jacoby, J. Forming impressions of merchandise and service quality: An exploratory study, IRM-ACR Conference on Quality Perceptions, Stores and Merchandise, New York University, September 1983.
30. Jacoby, J. The vices and Virtues of consulting: Responding to a fairy tale. 14th Annual Conference of the Association for Consumer Research, Washington, D.C., October 12, 1984.
31. Jacoby, J., Troutman, T., Kuss, A. and Mazursky, D. Experience and expertise in complex decision making. 15th Annual Conference of the Association for Consumer Research, Las Vegas, Nevada. October 1985.
32. Jacoby, J., and Hoyer, W.D. University of Illinois. The Comprehension and miscomprehension of print communications: An item level re-analysis. May, 1987.
33. Jacoby, J. The History of Behavioral Process Methods. San Francisco American Marketing Association 1994 Conference (Aug).

34. Jacoby, J. , the dark side of ACR: Implications for our future. Fellows Address, Association for Consumer Research Annual Conference, Boston October

ACADEMIC AND SCHOLARLY CONFERENCES: CHAIRMAN OR DISCUSSANT AT SYMPOSIA, WORKSHOPS AND PAPER SESSIONS

1. Consumer psychology and siblings: Exploring mutual interests. 78th Annual Convention of the American Psychological Association, Miami Beach, Florida, September 1970. Participants: Ward Edwards, Charles A. Kiesler, John T. Lanzetta, Irwin Pollack, Harry C. Triandis. Discussants: Robert Perloff, Lewis C. Winters. Chairman: Jacob Jacoby.
2. Consumer behavior and Housing. The Association for Consumer Research, Second Annual Convention, University of Maryland, August 1971. Participants: Don Conway (Director, Research Programs, American Institute of Architects, Washington, D.C.); Richard Seaton (Environment Psychologist, Office of Academic Planning, University of British Columbia); Calvin W. Taylor (Co-Director, Architectural Psychology Program, University of Utah); and Robert Werhli (Chief, Building Systems Section, Building Research Division, IAT, U.S. Department of Commerce). Chairman: Jacob Jacoby.

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3. Research on moderator variables. 1972 American Marketing Association Fall Conference, Houston, Texas, August 1972. Speakers: Richard Neilson, John L. Stanton, Michael B. Mazis, and Timothy W. Sweeney, Discussant: Peter Wright. Chairman: Jacob Jacoby.
4. Personality and consumer behavior. American Psychological Association's 81st Annual Convention (Division 23), Montreal, Canada, August 1973. Chairman: Brian Blake. participants: Harold Kassarian and Masao Nakanishi, Thomas Robertson, Raymond Schucker. Discussants: Jacob Jacoby, William Wells.
5. Workshop on brand loyalty. 1973 Association for Consumer Research, . Fourth Annual Convention, Boston, Massachusetts, November 1973. Speakers: Maureen Kallick, Joseph Nearby, Jerry Olson, Jay Shaffer, Jagdish Sheth. Chairman: Jacob Jacoby. See Scott Ward and Peter Wright (Eds.), Advances in Consumer Research, Vol. 1, 1973 447-462.
6. Recent thinking in attitude theory. 83rd Annual Convention of the American Psychological Association, Chicago, Illinois, August 1975. Participants: Martin Fishbein, Jagdish Sheth, Harry Triandis, and Donald Carlson. Chairman: Jacob Jacoby.
7. Establishing standards for Professional Conduct in Consumer Research. 7th Annual Conference of the Association for Consumer Research, Atlanta, October 1976. Chairman: Monroe Friedman. Participants: Jacob Jacoby, Frank Walker, Charles McClintlock, Brenda Gurel, and George Brosseau.
8. Approaches to the Study of consumer decision making from different disciplines. 7th Annual Conference of the Association for Consumer Research, Atlanta, October 1976. Chairman: Robert Ferber. Participants: Tom Bonoma, Don Granbois, Jacob Jacoby, Jagdish Sheth.
9. Response effects in field research on consumer behavior. "Does format make a difference? Three studies." American Psychological Association's 85th Annual Convention, San Francisco, August 1977. Participants: Seymour Sudman, Ed Blair, David Wackspress, Jagdish Sheth, Jacob Jacoby. Chairman: Jagdish Sheth. (Abstract appears in C. Leavitt (Ed.), Proceedings, APA's Division 23, 1978.)
10. Public policy and consumer behavior: Issues in life insurance purchasing. "Cost disclosure in life insurance purchasing." American Psychological Association's 87th Annual convention, New York, August 1979. Participants: Jacob Jacoby, William Scheel, and Walter Zultowski. Chairman: Robert Chestnut.
11. Trends in preference research. TIMS/ORSA Joint National Meeting, Detroit, April 1982. Participants: George Haines, Jr., Jacob Jacoby. Chairman: John Keon.

12. Personality and self-image. The American Psychological Association's 90th Annual Convention, Washington, D.C., August 1992. Participants: M. Joseph Sirgy, E. Mazak Bard, Isadore Newman, Daniel Greeno, Montrose S. Summers and Lorne Bozinoff. Chairman: Jacob Jacoby.
13. Serving two masters: Perspectives on consulting. Association for Consumer Research, Washington, D.C. October 1984. Participants: Russell Belk, James Bettman, Morris Holbrook Jacob Jacoby, Jagdish Sheth, Jerry Wind (and Jerry Zaltman as special moderator).
14. Dissatisfaction, complaint behavior and boycotting ACR, Toronto, Canada, October 1986. Chair: Jacob Jacoby; participants: Richard Oliver, Michella Morganosky, Hilda Buckley, Cathy Cobb, Gary Walgren, Mary Hallowed, George Belch and Michael Belch.
15. Quantitative research. AMA Doctoral Consortium, N>Y> August 1987. Participants: Richard Lutz, Donald Lehman, Joel Huber, Robert Myers. Moderator: Jacob Jacoby.
16. Marketing communication effects of consumer behavior: Legal perspectives. Annual Convention of the American Psychological Association, New York 1987. Chairman: Ivan Ross. Participants: Candace Dugan, Arnold Fried, Jacob Jacoby, Elizabeth Loftus, James Skiles, Ron Smithies, and James Swire.
17. Consumer perceptions of quality, values and satisfaction. Chairman: Jacob Jacoby. annual Conference of the American Association for advances in health care research. Snowbird, Utah. April 7, 1988.

COLLOQUIA:

1. Experimentally validating a conceptualization of brand loyalty. Department of Marketing, Pennsylvania State University, May 1972. (See Pennsylvania State University Working Series in Marketing Research No. 16)
2. Brand Loyalty vs. repeat purchasing behavior. The 1972 American Marketing Association's 5th Annual Doctoral Consortium, University of Texas, Austin, Texas, August 1972.
3. Can we have too much consumer information? Department of Entomology "Friday Forum," Purdue University, March 1974.
4. Consumer psychology as applied social psychology. (An impromptu colloquium.) Department of Psychology, University of Iowa, April 1974.
5. Consumer information processing. College of Business Administration, University of Iowa, April 1974.
6. Consumer information processing. School of Business, University of Chicago, May 1974.

7. Consumer information processing of simulated supermarket packages: A programmatic experimental approach. The American Marketing Association's 7th Annual Doctoral consortium, University of Oregon, Eugene, Oregon, August 1974.
8. Consumer information processing A programmatic approach. College of Commerce and Business Administration, University of Illinois, January 1975.
9. On defining misleading advertising. College of Commerce and Business Administration, University of Illinois, February 1975.
10. Consumer information acquisition behavior. SFB 24, University of Mannheim, Mannheim, West Germany, May 1975.
11. Consumer information acquisition behavior. Department of Psychology, Tilburg University, The Netherlands, may 1975.
12. Division of Consumer Psychology "Contact Hour." 83rd Annual Convention, American Psychological Association, Chicago, August 1975.
13. Consumer psychology as applied social psychology. A joint Department of Marketing and Department of Psychology graduate student colloquium, Louisiana State University, November 1975.
14. On defining and assessing misleading advertising. Department of Marketing, Purdue University, March 1976.
15. Process technology: An emerging orientation in research on consumer decision making. SFB 24, University of Mannheim, Mannheim, West Germany, June 1976.
16. Defining and assessing misleading advertising. The Free University, West Berlin, West Germany, June 1976.
17. An emerging process technology for studying consumer decision-making. Joint colloquium presented to the faculty and doctoral students in the Departments of Marketing at the University at Toronto, York University, and McMaster University, Toronto, Canada, November 1976.
18. Information processing in consumer decision making. The American Marketing Association's 10th Annual Doctoral Consortium, University of Pennsylvania, Philadelphia, Pennsylvania, August 1977.
19. Miscomprehending televised communication. Department of Marketing, University of Southern California, Los Angeles, California, January 1980.
20. Theory construction and theory assessment in consumer behavior. Department of Marketing, University of Oregon, Eugene, Oregon, March 1980.
21. The relevance and application of consumer psychology to contemporary real-world issues. Department of Psychology, University of Houston, Houston, Texas, April 1980.

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22. Perspectives on consumer behavior. The American Marketing Association's 13th Annual Doctoral Consortium, Pennsylvania State University, State College, Pennsylvania, August 1980.



23. Miscomprehending Televised Communication. Department of Marketing, New York University, N.Y., N.Y., December 1980.
24. Pre-decision information accessing: A programmatic overview. Department of Psychology, New York University, N.Y., N.Y., December 1981.
25. Consumer behavior as a psychological sphere of activity. Brooklyn College - CUNY, Brooklyn, N.Y., September 1982.
26. Pre-decision information accessing: A programmatic overview. The Free University, West Berlin, West Germany, October 1982.
27. Recent advances in Behavioral Process Technology. Krannert School of Industrial Administration, Purdue University, October 1983.
28. Recent advances in Behavioral Process Technology. Leon Racanati School of Business, Tel Aviv University, December 1983.
29. Recent advances in Behavioral Process Technology. Department of Marketing, New York University, April 1984.
30. Consumer behavior as a subject for psychological inquiry. Department of Psychology, S.U.N.Y. - Albany, November 1984.
31. Recent advances in Behavioral Process Research. Department of Psychology, S.U.N.Y. - Albany, November 1984.
32. Behavioral Process Technology and advertising research, Department of Advertising, University of Illinois. September 1985.
33. The future of consumer behavior research. American Marketing Association's 19th Doctoral Consortium. Notre Dame University, August 1986.

INDUSTRY, PRACTITIONER, AND GENERAL AUDIENCES: TALKS, PAPERS, AND ADDRESSES

1. An attitudinal model of multi-brand loyalty: Preliminary results and promotional strategies. Invited paper presented at the Spring Conference on Research Methodology. American Marketing Association, New York Chapter, Americana Hotel, New York City, May 1970. (See publication #15)
2. Models of consumer behavior. E.I. DuPont Company, Wilmington, Delaware, February 1970.
3. Examining the determinants of quality perception. General Electric Company, Louisville, Kentucky, October 1971.

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4. Color perception in consumer behavior: The current state of the art and directions for research. E.I. DuPont Company, Wilmington, Delaware, March 1972.
5. Using social psychological principles to develop effective advertising. Benton and Bowles Advertising, Inc., New York City, May 1972.

6. A technique for evaluating the "curb appeal" of houses. Presented at the 9th Annual Research Conference of the American Institute of Architects, Chicago, November 1972. (Brief paper co-authored with CJ. Levin.)
7. Behavioral science and consumer behavior. Lecture presented and session taught at the AT&T - Wharton School "Advanced Marketing Management Program," The University of Pennsylvania, July 1973.
8. The psychology of persuasion. Metropolitan Life Insurance Company Mini-Leaders Conference, Indianapolis, Indiana, September 1973.
9. Consumer behavior and newspaper advertising. Lecture presented and session taught at the Harrison C. MacDonald & Sons - Purdue University "Skills/Perspectives Management Seminar for Newspaper Advertising Executives," May 1974.
10. Assessing advertising effectiveness. Lecture presented and session taught at the Harrison C. MacDonald & Sons - Purdue University "Skills/Perspectives Management Seminar for Newspaper Advertising Executives," May 1974.
11. Consumer behavior and newspaper advertising. Lecture presented and session taught at the Harrison C. MacDonald & Sons - Purdue University "Skills/Perspectives Management Seminar for Newspaper Advertising Executives" October 1974.
12. Selling is persuading: The psychology behind closing sales. Presented to the Graduate Seminar at the Life Insurance Marketing Institute, Purdue University, January 1975.
13. Information acquisition behavior: Assessing what consumers do versus what they say they do. Bureau of Drugs Seminar, Food and Drug Administration (HEW), Rockville, Maryland, March 1975.
14. Ruminations of a consumer psychologist on the emerging energy crisis. Part of "Can we meet our energy needs?" A President's Council Symposium, Purdue University, April 1975.
15. Consumer information processing: How much information can consumers handle? The J.C. Penney Company "Consumer Affairs Forum," New York, N.Y., July 1975.

16. Ruminations of a consumer psychologist on the emerging energy crisis. University Distinguished Lecturer Series, Louisiana State University, November 1975.
17. Sex and symbolism in advertising. New York Copy Research Council, Harvard Club, New York, N.Y., April 1976.
18. Process technology in consumer research. Metropolitan New York Association for Applied Psychology (METRO), Harvard Club, New York, N.Y., April 1976.
19. The emerging process technology in decision research. British Market Research Society, London, England, July 1976.
20. A new approach to consumer decision making. Psi Chi invited lecture, Purdue University, February 1977.
21. Psychological skills in salesmanship. The Longley Agency annual meeting. Bar Harbor, Maine, August 1978.
22. The psychological foundations of effective selling. Life Underwriters Association of Westchester, Westchester Country Club, Rye, New York, April 1979.
23. (with Fran Jacoby) The psychology of persuasion. CNA Western/Midwest Regional Sales Meeting, Denver, June 1979.
24. (with Fran Jacoby) The psychology of pre-approach fact-finding. CNA Western/Midwest Regional Sales Meeting, Denver, June 1979.
25. (with Fran Jacoby) The psychology of persuasion. CNA Eastern/Southern Regional Sales Meeting, Atlanta, June 1979.
26. (with Fran Jacoby) The psychology of pre-approach fact finding. CNA Eastern/Southern Regional Sales Meeting, Atlanta, June 1979.
27. (with Fran Jacoby) You're 20 years behind your market. (Main Platform). Million Dollar Round Table, Annual Convention, Chicago, June 1979.
28. (with Fran Jacoby) The psychological foundations of effective selling. (Expanded Session.) Million Dollar Round Table, Annual Convention, Chicago, June 1979.
29. Insights on selling from the behavioral sciences. Century 21 salesforce of Lafayette, Indiana, February 1980.
30. The miscomprehension of televised communication. 1980 Annual Meeting of the American Association of Advertising Agencies, May 1980, The Greenbrier, White Sulphur Springs, West Virginia.

31. The miscomprehension of televised communication. Senior Staff of the Federal Trade Commission, Washington, D.C., July 1980.
32. The miscomprehension of televised communication. Chicago Sun-Times, Chicago, Illinois, August 1980.
33. Deceptive and corrective advertising. Advertising Club of Lafayette, Lafayette, Indiana, September 1980.
34. The miscomprehension of televised communication. 1980 Annual Meeting of the Western Region of the American Association of Advertising Agencies, Monterey, California, October 1980.
35. The miscomprehension of televised communication. 1980 Annual Meeting of the Central Region of the American Association of Advertising Agencies, Chicago, Illinois, November 1980.
36. Advertising: What people see and hear (A Study of Miscomprehension). 27th Annual Conference of the Advertising Research Foundation, New York, N.Y., February 1981.
37. The psychological foundations of effective selling. 1981 Sales Congress of the Life Underwriters of Jamaica, Ltd., Ocho Rios, Jamaica, May 1981.
38. The miscomprehension of televised communication. A presentation made at open public hearings before the commissioners of the Federal Trade Commission, May 1981.
39. A consumer psychological perspective on the restructuring of financial institutions. A presentation made at the "Conference on the Emerging Financial Industry: Implications for Insurance Products, Portfolios and Planning" -- a conference jointly sponsored by the Salomon Brothers Center for the Study of Financial Institutions (N.Y.U.) and the Life Insurance Marketing and Research Association (Hartford, Connecticut), held at New York University, October 1982. (See Article #103)
40. The Institute of Retail Management: Past, Present, Future. Talk given before the Retail Research Society.
41. The miscomprehension of televised communication. BDP (the Association of German Professional Psychologists, Division of Marketing and Communication Psychology) and BVM (the Association Of German Market Researchers). Frankfurt, W. Germany, October, 1982.
42. The miscomprehension of televised communication. "Lectures," St. John's University, October 1983.
43. Miscomprehending the advertising message. Top Executive Course, Leon Racanati School of Business, Tel Aviv University, December 1983.

44. Deceptive and corrective advertising. Top Executive Course, Leon Racanati School of Business, Tel Aviv University, December 1983.
45. The application of behavioral process psychology to advertising. Top Executive Course, Leon Racanati School of Business, Tel Aviv University, December 1983.
46. Sex and Symbolism in Advertising. Top Executive Course, Leon Racanati School of Business, Tel Aviv University, December 1983.
47. The uses of behavioral process simulations in advertising research. BDP (The Association of German Professional Psychologists; Division of Marketing and Communication Psychology). University of Munich, West Germany, September, 1984.
48. The expert-attorney interface. Trademark and Unfair Competition Committee of the Association of the Bar of New York City, N.Y. April, 1986.
49. The comprehension/miscomprehension of print communications: Preliminary results of a study of mass media magazines. Presented to the Staff of the Federal Trade Commission. November, 1986.
50. The comprehension/Miscomprehension of print communications: Preliminary results of a study of mass media magazines. Presented to the Staff of the Food and Drug Administration. November, 1986.
51. The relationship of miscomprehension to deceptive and misleading advertising. Communication Research Council, N.Y. December, 1986.
52. The comprehension/miscomprehension of print communication: A study of mass media magazines. Presentation and press conference. Time/Life Building, N.Y. February, 1987.
53. The comprehension/miscomprehension of print communication: A study of mass media magazines. American Association of Advertising Agencies/Annual Meeting, Boca Raton, Florida, March, 1987.
54. The comprehension/miscomprehension of print communication: A study of mass media magazines. Invited presentation to the Commissioners of the Federal Trade Commission, Washington, D.C. April, 1987.
55. The comprehension/miscomprehension of print communication: A study of mass media magazines. N.Y. Communication Research Council, May, 1987.
56. The Comprehension/miscomprehension of print communication: A study of mass media magazines, Advertising Research Foundation, N.Y., May, 1987.
57. Pre-decision information accessing, N.Y. Marketing Modelers, October, 1987.

58. Consumer perception in consumer deception advertising cases. National Association of Attorneys General, Washington, DC. April, 1988.
59. Psychological Perspective on Trademarks. Presented at a plenary session of the 110th Annual Meeting of the U.S. Trademark Association. Phoenix, Arizona. May, 1988.
60. Research quality and the frailty of verbal report data. Advertising Research Foundation Conference on Research Quality. New York. September, 1988.
61. The Why's and How's of Trademark Surveys. International Bar Association, Buenos Aires, Argentina. September, 1988.
62. Misunderstanding Mass Media Communications. NYU Advertising Club. February, 1989.
63. Advertising perception and deception. National Association of Attorneys General. "Consumer Protection Seminar," Washington, DC April 4, 1989.
64. Consumer Survey Research for Litigation. Talk before Pepper Hamilton & Sheetz's Advertising and Consumer Protection Seminar." Washington, DC. May 22, 1989.
65. Things I wish Lawyers understood. Presented at American Marketing Association, NY Chapter Conference on "Marketing and the law: A growing partnership." New York, June, 1989.
66. Avoiding Pitfalls in Constructing a Consumer Survey. Presented at Franklin Pierce Law Center, Conference on "Patent, Trademark and Computer Litigation: Trial Techniques & Strategies." Boston, September 11, 1989.
67. When asking questions is asking for trouble. Marketing Research Council. November 16, 1990. Yale Club, New York.
68. Experimental designs in deceptive advertising and claim substantiation research. Better Business Bureau - National Advertising Division Workshop: "Advances in Claim Substantiation" New York. April 30, 1991.
69. Misleading research on the subject of misleading advertising. Talk delivered to the Pharmaceutical Advertising Council, New York. October 20, 1992 and January 21, 1993.
70. Litigation Surveys. New York Intellectual Property Law Association. Fordham University, Law School. November 1994.
71. Survey Research Evidence in the Court. Delivered at the Federal Judicial Center's (National workshop for District Court Judges I) Atlanta, Ga. March 21, 1995.

72. Survey Research Evidence in the Court. Delivered at the Federal Judicial Center's (National Workshop for District Court Judges III) Seattle, Wa. August 31, 1995.
73. Measuring deception: The use of consumer surveys to challenge and defend advertising. (with Kenneth A. Plevan, Esq.) Delivered at the Practising Law Institute conference on "False advertising and the law: Coping with today's challenges" N.Y. September 17, 1996.
74. Truth in Advertising: Fact or Fiction? (with Edward L. Wax, Chairman & CEO of Saatchi & Saatchi Advertising Worldwide; and C. Lee Peeler, Associate Director and Chief of the Division of Advertising Practices, Federal Trade Commission.) 1996 Burkenroad Symposium, October 11, 1996. Tulane University.
75. The psychological foundations of trademark law. The Gottlieb, Rackman & Riesman Seminar in Intellectual Property, School of Law, New York University, November 3, 1998
76. Consumer surveys. Delivered at the Practising Law Institute conference on "Advertising Law in the New Media Age" November 3, 1999.
77. Is it rational to assume consumer rationality? Some consumer psychological perspectives on Rational Choice Theory. Presentation at the symposium entitled "Rational actors or rational fools? The implications of psychology for products liability." Roger Williams University School of Law, April 21, 2000.

TECHNICAL REPORTS OF SPONSORED RESEARCH:

1. Jacoby, J. Some psychological considerations relating to "overcoming resistance to change" and "new product experiences." Prepared for the Procter and Gamble Company, April 1969 (26 pages; 14 references). Proprietary report; not available for public distribution.
2. Jacoby, J. and Haddock, R.A. A motivational model for predicting consumer acceptance-rejection decision. Prepared for the Procter and Gamble Company, April 1970 (27 pages; 16 references; + 3 page appendix). Proprietary report; not available for public distribution.
3. Jacoby, J. The determinants of brand loyalty: Thoughts for a research approach. Prepared for the Procter and Gambel Company, June 1970 (10 pages; 9 references).
4. Jacoby, J., Olson, J.C. and Kaplan, L.B. Operationalizing an attitudinal model of multi-brand loyalty. Prepared for the Pillsbury Company, August 1970 (79 pages; 22 references; + 23 page appendix). Proprietary report; not available for public distribution.
5. Jacoby, J., Olson, J.C. and Szybillo, G. Operationalizing and attitudinal model of multi-brand loyalty: Second report. Prepared for the Pillsbury Company, April 1971 (51 pages; 17 references; + 41 page appendix). Proprietary report: not available for public distribution.
6. Jacoby, J. and Kyner, D.B. Developing a comprehensive motivational taxonomy for examining new product experiences. Second annual progress report. Prepared for the Procter and Gamble Company, Jine 1971 (14 pages; + 136 page apendix). Proprietary report; not available for public distribution.
7. Fromkin, H.L. and Jacoby, J. The attitudes of Tippecanoe County registered voters toward the proposed Wildcat Reservoir. Prepared for a private interest group in Lafayette, Indiana, August 1971 (21 pages; 7 references). Proprietary report; not available for public distribution.
8. Jacoby, J. and Olson, J.C. The utility of expectancy models of motivation for studying brand choice behavior. Prepared for the Procter and Gamble Company, September 1971 (25 pages; 13 references). Proprietary report; not available for public distribution. Revised and abbreviated version in: S. Ward and P. Wright (Eds.), Advances in Consumer Research, Vol. 1, Urbana Illinois: Association for Consumer Research, 1974, 319-333.
9. Jacoby, J. Toward establishing guidelines for developing packing cartons which communicate information effectively. Prepared for the General Electric Company, December 1971 (27 pages; 39 references). Proprietary report; not available for Public distribution.



10. Jacoby, J. Notes for a research program designed to determine the major (design) factors associated with consumer purchase of major home appliances. Prepared for the General Electric Company, February 1972 (26 pages). Proprietary report; not available for public distribution.
11. Jacoby, J. Developing procedures for assessing comparative brand profiles. Prepared for the General Electric Company, March 1972 (11 pages). Proprietary report; not available for public distribution.
12. Jacoby, J. Procedures for assessing the relative importance of product attributes associated with home laundry machines. Prepared for the General Electric Company, July 1972 (4 pages). Proprietary report; not available for public distribution.
13. Jacoby, J. and Speller, D.E. Developing a comprehensive motivational taxonomy for examining new product experiences. Third annual progress report. Prepared for the Procter and Gamble Company, August 1972 (13 pages; + 38 page appendix). Proprietary report; not available for public distribution.
14. Jacoby, J. and Bell, R.A. Color use guidelines and abstracts of the literature bearing on human reaction to color: A monograph. Prepared for the E.I. DuPont Company, December 1972 (1688 pages). Proprietary report; not available for public distribution.
15. Jacoby, J., Speller, D.E. and Kohn, C.A. Brand choice behavior as a function of information load. Prepared for the Consumer Research Institute, Inc. (Washington, D.C.), March 1973 (54 pages; + 75 page appendix). Proprietary report; not available for public distribution. Revised and abbreviated version appears as article No. 42.
16. Jacoby, J. and Roberts, J. Consumer attitudes toward banking services in the greater Lafayette, Indiana community. Prepared for Lafayette National Bank, Lafayette, Indiana, June 1973, (50 pages; + 6 page appendix). Proprietary report; not available for public distribution.
17. Jacoby, J. and Szybillo, G.J. Concept testing: A critical review of the published literature. Prepared for the Procter and Gamble Company, January 1974, (80 pages; + 68 page appendix). Proprietary report; not available for public distribution.
18. Jacoby, J. The motivation taxonomy project: An overview. Prepared for the Procter and Gamble Company, January 1974, available for public distribution.
19. Jacoby, J. Exploring children's behavioral, attitudinal, and emotional states relative to prolonging interest in and active use of the GAF Viewmaster and slide reels. Prepared for the GAF Corporation, May 1974, (17 pages; + 40 page appendix). Proprietary report; not available for public distribution.

20. Jacoby, J., Hart, E.W. Jr., Szybillo, G.J., and Busato-Schach, J. The persuasive impact of a smiling source. Prepared for the Life Insurance Marketing Research Association (formerly LIAMA), Hartford, CT., September 1974 (49 pages; 15 references; + 21 page appendix). Available as working paper PPCP 138.

21. Jacoby, J. and Chestnut, R.W. The measurement and marketing applications of brand loyalty: A comprehensive and critical review of the published literature. Prepared for the Procter and Gamble Company, September 1974 (114 pages; 296 references; + 29 page appendix). Proprietary report; not available for public distribution. Revised version previously cited under Books and Monographs as #5.

22. Jacoby, J., Olson, J.C., Szybillo, G.H. and Hart, E.W. Jr. Affirmative nutritional disclosure in advertising and selected alternatives: The likely impact on consumer behavior. Prepared for the Consumer Research Institute, July, 1975, (230 pages; 144 references; + 59 page appendix). Previously cited under Books and Monographs as #2.

23. Jacoby, J. Executive summary of "Affirmative nutritional disclosure in advertising and selected alternatives: The likely impact on consumer behavior." Prepared for the Consumer Research Institute, July 1975 (27 pages).

24. Jacoby, J. and Chestnut, R. W. Amount, type, and order of package information acquisition in purchasing decision. A final technical report submitted to the National Science Foundation (RANN), June 1977 (284 pages; 123 references; + 53 page appendix). Previously cited under Books and Monographs as #3.

25. Jacoby, J., Sheluga, D.A., Hoyer, W. and Chestnut, R.W. Consumer accessing and use of information in making life insurance purchase decisions. A technical report submitted to the Life Insurance Task Force of the Federal Trade Commission, June 1978, (61 pages; + 50 page appendix).

26. Jacoby, J., Sheluga, D.A., Hoyer, W. and Nelson, M.C. Effectiveness of the proposed FTC, NAIC, and Belth Cost Disclosure systems. A technical report submitted to the Life Insurance Task Force of the Federal Trade Commission, August 1978 (115 pages; + 59 page appendix).

27. Jacoby, J. A psychological analysis of consumer complaint behavior: Its sources, meaning, and validity. Prepared for the Firestone Tire and Rubber Company, Novemer 1978, (40 pages; 16 references). Proprietary report; not available for public distribution. Revised version previously cited as Article #88.

28. Jacoby, J. The NFL/Cook Apparel Study. Prepared (in collaboration with Guideline Research Corp., N.Y.) for Townley and Updike, the New York law firm representing NFL Properties, Inc., July 1981, (87 page; 2000 plus pages of appendix material).

29. Jacoby, J. The Rawlings/MasGregor Baseball Study. Prepared (in collaboration with Guideline Research Corp., N.Y.) for Skadden, Arps, Slate, Meagher and Flom, the N.Y. law firm representing the Rawlings Co., August 1982, (63 pages; 250 plus pages of appendix material).

30. Jacoby, J. and Jaccard, J.J. (with the assistance of Alfred Kuss and Tracy Troutman) The influence of health and safety information on consumer decision making concerning new technological products. A final technical report submitted to The National Science Foundation, June 1984.

TECHNICAL REPORTS OF SPONSORED RESEARCH

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GRADUATE STUDENTS SUPERVISED AS "MAJOR PROFESSOR"

<u>Completed Ph.D.</u>	<u>Last Known Position:</u>
1971 - Heimbach, James	Technical Assessment Systems, Inc. Washington, D.C.
1971 - Kaplan, Leon B.	Princeton Research and Consulting Center Princeton, New Jersey
1972 - Haddock, Rafael A.	Organizational Psychologists, P.C. Chicago, Illinois
1972 - Hollander, Steven W.	Dial Corp. Phoenix
1972 - Kyner, David B.	Private Business, New York City
1972 - Olson, Jerry C.	School of Business Pennsylvania State University
1973 - Deering, Barbara J.	U.S. West, Inc. Seattle, Washington
1973 - Szybillo, George J.	TIAA/CREF New York
1974 - Buck, Meera	retired (formerly at Shell Oil) Houston, Texas
1974 - Hart, Edward W., Jr.	Edward Hart Associates Hartford, Connecticut
1974 - (Berning) Kohn, Carol A.	Procter & Gamble Co. Cincinnati, Ohio
1974 - Moreno, Nelson	Department of Psychology University of Puerto Rico
1977 - Chestnut, Robert	Chestnut Partners Tampa, Florida
1979 - Sheluga, David A.	The NPD Group, Inc. Rosemont, Ill 60018
1980 - Hoyer, Wayne D.	Department of Marketing University of Texas at Austin
1983 - Mazursky, David	Department of Marketing The Hebrew University Jerusalem, Israel

1991 - Handlin, Amy	School of Business Monmouth College
1992 - Johar, Gita	School of Business Columbia University
1994 - Morrin, Mimi	School of Business

Completed M.S.

Currently at:

1970 - Olson, Jerry C.	as above
1970 - Stolting, Richard	PERQ Research Wilton, CT
1971 - Deering, Barbara	as above
1972 - Hart, Edward W., Jr.	as above
1972 - (Berning) Kohn, Carol A.	as above
1972 - Szybillo, George J.	as above
1972 - Wolf, Robert N.	Cedarhurst, New York
1974 - (Schach) Busato, Jacqueline	Ontario, Canada
1974 - Williams-Jones, Joyce A.	Private Business Mexico
1974 - Speller, Donald E.	Donald Speller & Associates Toronto, Ontario, Canada
1975 - Chestnut, Robert W.	as above
1975 - Weigl, Karl	
1976 - Silva-McSorley, Rasario	Homestead, Florida
1978 - Sheluga, David A.	as above
1979 - Hoyer, Wayne D.	as above
1979 - Pite, Elizabeth	Pite Plus Marketing Hartford, Connecticut
1980 - Nelson, Margaret C.	Currently unknown
1981 - Zimmer, Mary R.	Department of Marketing University of Georgia
1984 - Troutman, Tracy	Hershey Foods Corp. Hershey, PA

**JACOB JACOBY**

**Merchants Council Professor of Consumer Behavior  
and Retail Management**

## New York University - Stern School of Business

### BIOGRAPHICAL

### SKETCH

Jacob (Jack) Jacoby received his B.A. and M.A. in Psychology from Brooklyn College and his Ph.D. in Social Psychology from Michigan State University in 1966. From 1965 through 1968, he served on active duty with the U.S. Air Force. From 1968 through 1981, he directed the Consumer Psychology Program within the Department of Psychological Sciences at Purdue University. In September 1981, he assumed the Merchants Council Professorship, an endowed Chair at New York University.

According to a 1993 study (by Hoffman and Holbrook, *Journal of Consumer Research*), Jacob Jacoby has been the consumer researcher most often cited by his peers in the consumer research community. Specifically, of the hundreds of articles published by the 42 most frequently published authors in the *Journal of Consumer Research* for the 15 year period from 1974 through 1989, Jacob Jacoby was the most frequently cited author by these peers. Another study (by Cote, Leong, and Cote, 1990, Washington State University) revealed Dr. Jacoby to be the second-most often cited marketing or consumer researcher by other social scientists. Of the 2700 empirical articles published in the *Journal of Consumer Research*, *Journal of Marketing*, and *Journal of Marketing Research* during 1966-1986, Jacob Jacoby ranked second in having his articles from these journals cited in the 1400 other behavioral and management journals comprising the Social Science Citation Index.

Dr. Jacoby is a Past President of both the Association for Consumer Research (1975) and the American Psychological Association's Division of Consumer Psychology (1973-74). He was also elected a Fellow of the American Psychological Association, the American Psychological Society, the Association for Consumer Research, the Society for Social Psychology, the Society for Consumer Psychology, and the Society for Psychology and Law. In 1978 he received the American Marketing Association's Harold H. Maynard Award for his article in the *Journal of Marketing* that the Editorial Board judged to have made "the most significant contribution to marketing theory and thought" during the preceding year. In 1991, he became the first recipient of the American Academy of Advertising's "Outstanding Contribution to Advertising" award for having "made a significant and sustained contribution to advertising research through a systematic program of research." The award was for his work on the (mis)comprehension of mass media communication and deceptive/misleading advertising. In 1995, he became the fifth person to receive the Society of Consumer Psychology's bi-annual "Distinguished Scientist Award" for sustained, outstanding contributions to the field of consumer psychology.

Professor Jacoby's scholarly output includes more than 135 chapters and articles, ten monographs and books, and several hundred talks at professional conferences, universities, and before industry audiences. Portions of his research have been funded by grants from the National Science Foundation, the Consumer Research Institute, the Federal Trade Commission, the American Association of Advertising Agencies, and The Advertising Educational Foundation.

Professor Jacoby has served on a number of editorial boards, including the *Journal of Marketing Research*, the *Journal of Consumer Research*, *Computers in Human Behavior* and the *Trademark Reporter*.

Dr. Jacoby has served as a consultant to for-profit organizations, not-for-profit organizations and governmental agencies. Among Dr. Jacoby's past and present clients are numerous Fortune 500 companies (including General Motors, Ford Motor Co., Chrysler Corp., General Electric, ConAgra, Kelloggs, AT&T, Johnson & Johnson, Estee Lauder, CitiCorp., Dean Witter, Sears Roebuck, E.I. dupont de Nemours, Standard Oil of California, Chevron, Anheuser Busch and Procter and Gamble), several federal agencies (including the U.S. Senate, the Department of Justice, the Federal Trade Commission, and the Food and Drug Administration), and a number of associations (including the American Association of Advertising Agencies, the American Petroleum Institute, the Grocery Manufacturers of America, the Million Dollar Round Table, the American Plastics Council, the National Football League, the Proprietary Association, and the U.S. Polo Association). Among others, Dr. Jacoby's international clients have included Ferrari, Porsche, and Hugo Boss.

Professor Jacoby has also conducted research for and/or provided expert opinion testimony in more than 100 cases heard in U.S. District Courts. On behalf of the Federal Judicial Center, in March and August of 1995, he gave a series of talks to U.S. District Court judges on how to evaluate survey evidence offered in litigated matters.