

V I T A
MARIAN CHAPMAN MOORE
Professor

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Darden Graduate School of Business
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ACADEMIC POSITIONS

July 2002-present

Professor
Darden Graduate School of Business
Administration, University of Virginia

July 2007-July 2008

Associate Dean, MBA for Executives

June 2004-July 2007

Academic Director
Darden MBA for Executives
Darden Graduate School of Business

June 2002 – present

Associate Professor Emeritus, Fuqua
School of Business, Duke University

January 1980–June 2002

Faculty
Fuqua School of Business, Duke University

March, 1998-July, 2000

Associate Dean, Executive MBA Programs
Fuqua School of Business, Duke University

August 2000-July 2001

Visiting Associate Professor
Darden Graduate School of Business
University of Virginia

October-December 1995

Visiting Professor, INSEAD
Fontainebleau, France

1974-1975

Instructor
Virginia Commonwealth University
Richmond, Virginia

NON-ACADEMIC POSITIONS

- 1970- 1974 Procurement Analyst, Systems Analyst
Defense Logistics Agency, Richmond, Va.
- 1968-1970 Administrative Assistant
Central Fidelity Bank, Lynchburg, Va.

EDUCATION

- Ph.D. 1982 Graduate School of Management, UCLA
Major Area: Marketing
Dissertation: An Analysis of Business
Level Strategic Marketing Objectives
- M.S. 1974 Virginia Commonwealth University
Richmond, Virginia
- B.A. 1968 College of William and Mary
Williamsburg, Virginia

PUBLICATIONS

- Erin L. Sutfin, Lisa M. Szykman, and Marian Chapman Moore, "Adolescents' Responses to Anti-Tobacco Advertising: The Role of Smoking Status and Advertisement Theme," Journal of Health Communications, 2008.
- David Montgomery, Marian Chapman Moore, and Joel E. Urbany, "Reasoning About Competitors: Evidence from Executives," Marketing Science, Winter, 2005
- Jennifer Edson Escalas, Marian Chapman Moore, and Julie A. Edell, "Fishing for Feelings? Hooking Viewers Helps," Journal of Consumer Psychology, 2003.
- Marian Chapman Moore, Ruskin M. Morgan and Michael J. Moore, "Only the Illusion of Possible Collusion? Cheap Talk and Similar Goals: Some Experimental Evidence," Journal of Public Policy and Marketing, Spring, 2001.
- William T. Ross, Jr., Marian Chapman Moore, and Richard Staelin, "Recurrent Marketing Decisions: Decision Complexity, Decision Focus, and Firm Performance," Marketing Letters, v. 11, 2000.
- Charles T. Clotfelter, Philip J. Cook, Marian Chapman Moore, and Julie A. Edell, "State Lotteries at the Turn of the Century: Report to the National Gambling Impact Study Commission," 2000.

- Marla Tuchinsky, Jennifer Edson Escales, Marian Chapman Moore, and Blair Sheppard, "Beyond Name, Rank, and Function: Construal of Relationships in Business," Academy of Management Best Papers Proceedings, Dorothy P. Moore, ed. 1994.
- William Boulding, Marian Chapman Moore, Richard Staelin, et al., "Understanding Managers' Strategic Decision Making Process," Marketing Letters, v. 5, 1994.
- Marian Chapman Moore and Joel E. Urbany, "Blinders, Fuzzy Lenses, and the Wrong Shoes: Potential Pitfalls in Competitive Conjecture," Marketing Letters, v. 5, 1994.
- Marian Chapman Moore and Harris Sondak, "Marketing Relationships: An Exercise in Strategic Interdependence," with Teaching Note, National Institute of Dispute Resolution, Washington, DC., 1993.
- Harris Sondak and Marian Chapman Moore, "Relationship Frames and Cooperation," Group Decision and Negotiation, vol. 2, 1993.
- Julie A. Edell and Marian Chapman Moore, "The Impact and Memorability of Ad-Induced Feelings: Implications for Brand Equity," in Brand Equity and Advertising, David A. Aaker and Alexander Biel, Eds., Lawrence Erlbaum Associates, 1993.
- Marian Chapman Moore, "Signals and Choices in a Competitive Interaction: The Role of Moves and Messages," Management Science, April, 1992.
- Ronald C. Goodstein, Julie A. Edell, and Marian Chapman Moore, "When Are Feelings Generated? Assessing the Presence and Reliability of Feelings Based on Storyboards and Animatics," in S. Agres, J. Edell, and T. Dubitsky, Eds., Emotion in Advertising, Quorum Books, 1990.
- Marian Chapman Moore, "Signaling and Screening: Tactics in Negotiations Across Organizations," in Blair Sheppard, Max Bazerman and Roy Lewicki, Eds., Research on Negotiation in Organizations, Vol. 2, 1990, JAI Press.
- Marian Chapman Moore and Michael J. Moore, "Cooperation, Hierarchy, and Structure," in Blair Sheppard, Max Bazerman, and Roy Lewicki, Eds., Research on Negotiation in Organizations, Vol. 2., JAI Press, 1990.
- Michael J. Moore and Marian Chapman Moore, "Adaptive Learning, Adaptive Utility, and Rational Behavior in a Repeated Prisoner's Dilemma," Journal of Risk and Uncertainty, December, 1989.
- Marian Chapman Burke and Julie A. Edell, "The Impact of Feelings on Ad-Based Affect and Cognition," Journal of Marketing Research, February, 1989.
- Julie A. Edell and Marian Chapman Burke, "The Feelings Mechanism: The Impact of Feelings on Ad-Based Affect and Cognition," Report #88-110, Marketing Science Institute, 1988.

- Julie A. Edell and Marian Chapman Burke, "The Power of Feelings in Understanding Advertising Effects," Journal of Consumer Research, December, 1987.
- Marian C. Burke and Julie Edell, "Ad Reactions Over Time: Capturing Changes in the Real World," Journal of Consumer Research, June, 1986.
- Julie Edell and Marian C. Burke, "The Relative Impact of Prior Brand Attitude and Attitude Toward the Ad on Brand Attitude after Ad Exposure," Advertising and Consumer Psychology, Jerry Olsen and Keith Sentis, Eds., Praeger Publishers, 1986.
- Marian C. Burke, "Strategic Choice and Marketing Managers: An Examination of Business Level Marketing Objectives," Journal of Marketing Research, November, 1984.
- Julie Edell and Marian Burke, "The Moderating Effect of Attitude Toward an Ad on Ad Effectiveness under Different Processing Conditions," Association for Consumer Research Conference Proceedings, 1983.
- Noel Capon and Marian Burke, "Individual, Product Class, and Task-Related Factors in Consumer Information Processing," Journal of Consumer Research, December, 1980.
- Marian Burke, George E. Belch, Richard J. Lutz, and James R. Bettman, "Affirmative Disclosure in Home Purchasing," Journal of Consumer Affairs, Winter, 1979.
- Marian Burke and Barton A. Weitz, "The Use of the BCG Portfolio Model in Strategic Marketing," American Marketing Association Educators' Conference Proceedings, 1979.
- Marian Burke, W. David Conn, and Richard J. Lutz, "Using Psychographic Variables to Investigate Disposition Behaviors," American Marketing Association Educators' Conference Proceedings, 1978.
- Jayne Gackenbach, Marian Burke, and Stephen Auerbach, "A 'Women in Business' Seminar: Exploring an Approach to Change in Sex Role Awareness," Business, March-April, 1976.
- Leonard L. Berry, James S. Hensel, and Marian C. Burke, "Organizing for Effective Consumerism Response," Journal of Retailing, Winter, 1975-76.
- Marian Burke and Leonard L. Berry, "Do Social Actions of a Corporation Affect Store Image and Profits?" Journal of Retailing, Winter, 1974-75.

RESEARCH IN PROGRESS

- "Blind Spots in Reasoning About Competitors: Evidence from Executives," with Joel E. Urbany and David B. Montgomery.

"Ad-Induced Affect and Corporate Brand Equity," with Julie A. Edell.

"Brand Affect and Brand Equity" with Kevin Keller and Julie A. Edell.

TEACHING MATERIALS, Darden Business Publishing

Cases

"Brooke Correll and Clos Du Val: Adventures in Napa Valley, (A), (B), and (C)" with Gosia Glinska, 2008

"Kalashnikov: What's In A Name?" (A) and (B) with Lynn Isabella and Gerry Yemen, 2007

"Green Ox" with Geraldine R. Henderson and Ronald T. Wilcox, 2005

"Snibbie: Spit Happens" with Geraldine R. Henderson and Gerry Yemen, 2004

Notes

"Positioning: The Essence of Marketing Strategy," with Richard Helstein, 2008.

"Uncovering Value Using Consumer Benefit Ladders," 2008.

"Market Definition, Segmentation, and Targeting," in process, 2004.

"Marketing Economics" with Paul R. Farris, Ronald T. Wilcox, and Richard Johnson, 2001

PRESENTATIONS

"Branding and the Executive MBA: A Primer," Southeastern Executive MBA Council meeting, March, 2006.

"Integrating Ethics into the MBA Marketing Management Course (or Not)," American Marketing Association Summer Educators' Conference, August, 2005.

"Teaching Executives: Continuing Education for the Marketing Professor," American Marketing Association Summer Educators' Conference, August, 2004.

"The Role of Affect in Young Adults' Reaction to Anti-Tobacco Advertising," with Lisa Szykman and Erin Sutfin, Marketing and Public Policy Conference, May, 2004.

"Dave Montgomery's (Excellent) Research Adventure: A Tribute to David B. Montgomery," American Marketing Association Educators' Conference, August, 2002.

- “Branding and the MBA,” Graduate Management Admissions Council Annual Meeting, January, 2002.
- "Preferences and Competitive Interactions" with Ruskin M. Morgan and Michael J. Moore, Marketing Science Institute Conference on Competitive Reactions, May, 2001. Also, Marketing Science Annual Conference, July, 2001.
- “Competitive Reactions and Modes of Competitive Reasoning: Downplaying the Unpredictable?” with Joel E. Urbany and David B. Montgomery, Marketing Science Institute Conference on Competitive Reactions, May, 2001. Also, Marketing Science Annual Conference, July, 2001.
- "Music Has Charms" with Ronald C. Goodstein and Julie A. Edell, Society for Consumer Psychology Annual Meeting, February, 2001.
- "Competitive Conjectures," University of Arizona, April, 1997.
- "Teaching Executives: Continuing Education for the Marketing Strategy Professor," AMA Doctoral Consortium, August, 1996, 1990.
- "Cheap Talk and Similar Preferences," Carnegie Mellon University, July, 1996.
- "Competitive Conjectures in Strategic Decision Making," with Kim Corfman, TIMS/ORSA Marketing Science Conference, March, 1994, 1996.
- "Cheap Talk, Similar Preferences, and Strategic Information," with Michael Moore and Ruskin Morgan, TIMS/ORSA Marketing Science Conference, March, 1994.
- "Cheap Talk, Similar Preferences, and Strategic Information," with Michael Moore and Ruskin Morgan, UCLA Marketing Conference, February 1994.
- "Actions and Reactions in a Competitive Environment," Duke Invitational Symposium on Choice Modeling and Behavior, August, 1993.
- "Blinders, Fuzzy Lenses, and the Wrong Shoes: Potential Pitfalls in Competitive Conjecture," with Joel Urbany, Conference on Understanding Competitive Decision Making, Charleston, SC, May, 1993.
- “New Directions for Marketing Strategy Research,” with Erin Anderson, American Marketing Association Doctoral Consortium, Michigan State University, August, 1992.
- "Marketing in the 1990s: An Academic's View," Board of Trustees Annual Meeting, Marketing Science Institute, April, 1992.
- "Ad-Induced Affect and Brand Equity," with Julie A. Edell, Association for Consumer Research Conference, October, 1991.

"The Impact and Memorability of Ad-Induced Feelings: Implications for Brand Equity," with Julie A. Edell, Advertising and Consumer Psychology Conference, May, 1991.

PRESENTATIONS (Continued)

"The Effect of Feelings on Attitude Toward the Ad and Brand Beliefs," with Julie Edell, Marketing Science Institute Conference: Tears, Cheers, and Fears: The Role of Emotions in Advertising, February, 1991.

"Emotional Intensity and Cue Type as Moderators of the Effect of Ad-Induced Emotions on Ad and Brand Evaluation," with Julie A. Edell, Association for Consumer Research Conference, October, 1990.

"Signals and Choices in a Competitive Interaction," Marketing Science Institute Conference on Understanding and Managing Competitive Reactions, October, 1990.

"Cheap Talk and Strategic Information," with Michael J. Moore, TIMS/ORSA Joint National Conference, October, 1989.

"Moderating Influences on the $A_{Ad} - A_B$ Relationship," with Julie A. Edell, Association for Consumer Research Conference, October, 1989.

"Competitor Communication: Signals to Cooperate," with J. Keith Murnighan, ORSA/TIMS Marketing Science Conference, March, 1989; International Association for Conflict Management Conference, June, 1990. College, May, 1986.

"The Relative Impact and Memorability of Feelings and Brand Claims under Cued versus Repeated Conditions," with Julie A. Edell, Association for Consumer Research Conference, October, 1988.

"When Are Feelings Generated? Assessing the Presence and Reliability of Feelings Generated in Pretests," with Ronald Goodstein and Julie A. Edell, Advertising and Consumer Psychology Conference, May, 1988.

"Predicting Managers' Reactions to Competitor's Moves," with James R. Bettman and Barton A. Weitz, Marketing Science Conference, March, 1988.

"The Feelings Mechanism: The Impact of Feelings on Ad-Based Affect and Cognition," with Julie A. Edell, Marketing Science Institute, March, 1988.

"How does that ad make you feel? A Question We Ought to be Asking," with Julie Edell, Association for Consumer Research Conference, October, 1987; American Marketing Association, Charlotte, N.C. Chapter, May, 1989.

"The Role of Feelings in Understanding Advertising Effects," with Julie Edell, presented to the Marketing Communications Task Force at E.I. DuPont de Numours Co., July, 1987.

PRESENTATIONS (Continued)

"The Impact of Forecasting Competitor Actions on Firm Performance," with Rick Staelin and Bill Ross, Marketing Science Conference, June, 1987; Amos Tuck School of Business, May, 1986.

"Signals and Screening: Tactics in Negotiations Across Organizations," Research on Negotiations in Organizations Conference, April, 1987.

"The Dynamic Effects of Competitor Signals," presented to the Marketing faculty at Columbia University, March, 1987.

"Exploring the Diverse Roles of Marketing Strategy Formulation at the Corporate, Business, and Functional Level," American Marketing Association Marketing Theory Conference, February, 1987.

"Schemer Schema: A Tough Nut to Crack," with Ronald Goodstein, Association for Consumer Research Conference, October, 1986.

"Understanding Competitors: The Impact on Firm Performance," Amos Tuck School of Business Administration, Dartmouth

"Decision Rules and Firm Performance: What Matters?" with Richard Staelin and William Ross, Marketing Science Conference, March, 1986.

"The Impact of Competitor Analysis on Firm Performance: A Management Game Experiment," with William Ross and Richard Staelin, TIMS/ORSA Meeting, November, 1985.

"Behavioral Approaches to Marketing Strategy Research," American Marketing Association Doctoral Consortium, August, 1985.

"Changes in Affective Responses to Ads Following Repeated Exposure to the Ad in a Natural Environment," with Julie Edell, American Psychological Association Conference, August, 1984.

"The Relative Impact of Prior Brand Attitude and Attitude Toward the Ad on Brand Attitude after Ad Exposure," with Julie Edell, Third Annual Advertising and Consumer Psychology Conference, June, 1984.

"The Moderating Effect of Attitude Toward an Ad on Ad Effectiveness Under Different Processing Conditions," with Julie Edell, Association for Consumer Research Conference, October,

1983.

PROFESSIONAL ACTIVITIES

Faculty Senate, University of Virginia, 2002-2005; Academic Affairs Committee

Co-Editor, International Journal of Marketing Education, June 2002-present

Co-Chair, American Marketing Association Winter Educators' Conference, 2003.

Marketing Area Coordinator, Fuqua School of Business, Duke University, January 1990 - September 1992

Dean Search Committee, Fuqua School of Business, Duke University, 1994-1996

Academic Program Coordinator, Ford Strategic Marketing Program (Executive Education), June 1992-June 2002

Academic Council, Duke University, 1988-1992, 1994-1996

Executive Committee of the Academic Council, Duke University, 1994-1996

Marketing Science Institute Marketing Strategy Steering Committee, 1988-2001

Co-Chair, American Marketing Association Marketing Theory Conference, 2003

Program Committee, Charleston Conference on Competitive Conjectures, 1993, 1996

Program Committee: 1987, 1995 Association for Consumer Research Conference

Editorial Board: Journal of Marketing, Journal of Business Research

Ad-hoc Reviewer: Journal of Marketing Research, Management Science, Journal of Consumer Research, Journal of Marketing, International Journal of Research in Marketing, Organization Science, Marketing Science Institute

Dissertation Committees: William Ross (co-chair), Kevin Keller, Elizabeth Creyer, Bart van Dissel (Organization Behavior), Helen Anderson, Ronald Goodstein, Carole Alperson (Organization Behavior), James Jeck, Jonelle Roth (Organization Behavior), Carolyn Yoon (co-chair), Euyunku Lee, Jennifer Escalas, Ann Brumbaugh, Russ Morgan (co-chair), Markus Christen

Reviewer American Marketing Association Dissertation Competition
American Marketing Association Marketing Conferences
Association for Consumer Research Conference

Textbooks: Times-Mirror Mosby, Prentice Hall, Dryden Press, D. C. Heath & Company.

Session Co-Chair and Organizer: ORSA/TIMS Joint National Meeting, 1988. "Signaling," with William Boulding; Association for Consumer Research, 1986. "Schemer Schema Revisited: A Look at the Marketplace Game," with William Boulding and Julie Edell; Association for Consumer Research, 1983. "Time Related Phenomena in Advertising," with Julie Edell.

AWARDS, HONORS, GRANTS

Elected Faculty Marshall, Darden Graduate School of Business, University of Virginia, 2008

Wachovia Award for Excellence in Teaching Materials, Darden Graduate School of Business, University of Virginia, 2008

Virginia Youth Tobacco Program, "Understanding Young Adults' Emotional Reactions to Anti-Tobacco Advertising," \$2500, \$5000

Marketing Science Institute Grant, "Competitive Conjectures in Strategic Decisions," with Kim Corfman (\$3000).

Fuqua School of Business NationsBank Faculty Award, 1992.

Outstanding Teacher Award, Fuqua School of Business, Duke University, Weekend MBA Class, 1992.

Marketing Science Institute Grant - "Ad-Induced Affect and Brand Equity," 1991, with Julie Edell, (\$2500).

National Institute for Dispute Resolution Grant - "Conflict Resolution in Marketing Relationships," 1991, with Harris Sondak, (\$7500).

Research Council Grants, Duke University - 1982,1983,1985-1987, (\$250-\$2950).

Marketing Science Institute Grant - "Affective Responses to Advertising Over Time," 1986-87, with Julie Edell, (\$5000).

"Most Valued Professor" Award, Fuqua School of Business, Duke University, Weekend MBA Class, 1988.

Kraft Award for Excellence in Management Education, 1987-1988.

Outstanding Teaching Award, Fuqua School of Business, Duke University, MBA Class, 1984.

John A. Howard AMA Dissertation Award, 1983.

UCLA Graduate School of Management Alumni Association Award for Academic Distinction, 1982.

American Marketing Association Doctoral Consortium Fellow, 1978.

Outstanding Performance Award, Commendable Service Award, Defense Logistics Agency, 1973-1975.