
Barry J. Babin, Ph.D.

Marketing Department Chair Morris Lewis Lecturer Professor of Marketing

Academic Background

Ph.D. Louisiana State University, 1991.

M.B.A. University of Central Florida, 1987.

B.S. LSU, 1982.

Academic Experience

Morris Lewis Professor of Marketing and Chair, University of Mississippi (August, 2019 - Present), Oxford, Mississippi.

Max P. Watson Professor of Business and Chair, Louisiana Tech University (July, 2007 - July, 2019), Ruston, Louisiana.

Professor of Marketing and Chair, University of Southern Mississippi (August, 1991 - June, 2007), Hattiesburg, Mississippi.

Refereed Articles

Iyer, R., Babin, B. J., Eastman, J.K., & Griffin, M. (2022). Drivers of attitudes toward luxury and counterfeit products: the moderating role of interpersonal influence. *International Marketing Review*, 39 (2), 242-267.

Arndt, A. A., Ford, J. B., Babin, B. J., & Luong, V. (2022). Collecting Samples from Online Services: How to Use Screeners to Improve Data Quality. *International Journal of Research in Marketing*, 39 (1).

Cleveland, M., Iyer, R., & Babin, B. J. (in press, 2022). Social media usage, materialism and psychological well-being among immigrant consumers. *Journal of Business Research*, 155, 1-14.

Locander, D. A., Darrat, M. A., & Babin, B. J. (in press, 2022). Examining the impact of salesperson orientation on creative selling, passive deviance, and organizational outcomes. *Journal of Business Research*, 154.

Eastman, J.K., Iyer, R., & Babin, B. J. (2022). Luxury Not for the Masses: Measuring Inconspicuous Luxury Motivations. *Journal of Business Research*, 145, 509-523.

Babin, B. J. (2022). What is augmented reality marketing? Its definition, complexity, and future. *Journal of Business Research*, 142, 1140-1150.

Babin, B. J., Zhuang, W., & Borges, A. (2021). Managing service recovery experience: Effects of the forgiveness for older consumers. *Journal of Retailing and Consumer Services*, 58, 102222.

Babin, B. J., Herrmann, J., Kacha, M., & Babin, L. A. (2021). The Persuasiveness of Brand Placements: A Meta-Analytic Synthesis. *International Journal of Research in Marketing*, 38, 1017-1033.

Darrat, M., Babin, B. J., Darrat, A., Darrat, M., & Saleh, A. (2021). Get in Where You Fit IN: How Realistic Job

- Previews Impact Salesperson Congruence and Commitment to Values. *Marketing Management Journal*, 31 (2), 49-64.
- Babin, B. J., Feng, C., & Borges, A. (2021). As the wheel turns toward the future of retailing. *Journal of Marketing Theory & Practice*, 29 (1), 78-91.
- Babin, B. J., Ortinau, D. J., Herrmann, J., & Lopez, C. (2021). Science is about corroborating empirical evidence, even in academic business research journals. *Journal of Business Research*, 126 (March), 504-511.
- Solanelles, P., Babin, B. J., & Locander, D. A. (2021). Drinking (wine) again: always the same, even in a pandemic? *Journal of Wine Research*.
- Bozkurt, S., Gligor, D. M., & Babin, B. J. (2021). The role of perceived firm social media interactivity in facilitating customer engagement behaviors. *European Journal of Marketing*.
- Pinto, D. C., Herta, M. M., Babin, B. J., Santini, F. d.O., Ladeira, W. J., Sampaio, Claudia (2020). Customer Engagement in Social Media (CESM): A Framework and Meta-Analysis. *Journal of the Academy of Marketing Science*, 48 (6), 1211-1228.
- Babin, B. J., & Krey, N. (2020). Résultats d'une méta-analyse sur la valeur perçue de magasinage. *Recherche et Applications en Marketing*, 35 (3), 132-141.
- James, K., James, H., Babin, B., & Parker, J. (2019). Is Customer Satisfaction Really a Catch-All? The Discrepancy between Financial Performance and Survey Results. *Journal of Managerial Issues*, 51 (2).
- Babin, B. J., & Bushardt, C. (2019). 3rd Party Ratings and the U.S. Wine Market. *International Journal of Wine Business Research*, 31, 151-162.
- Babin, B., Astrachan, C., Prugl, R., & Hair, J. (2019). Marketing and Branding in Family Business: Assessing the Landscape and Charting a Path Forward. *Journal of Family Business Strategy*, 10, 3-7.
- Babin, B. J. (2019). Customers as "Partial" Employees of Organizations: Good or Bad? *Management Research Review*.
- Babin, B. J., James, K. W., Camp, K., Jones, R. P., & Parker, J. M. (2019). Pursuing personal constructs through quality, value, and satisfaction. *Journal of Retailing and Consumer Services*.
- Babin, B., Pounders, K., & Moulard, J. (2018). Examining Customer-Created Guilt in a Service Context. *Psychology & Marketing*, 35, 830-844.
- Babin, B., Spielmann, N., & Manthiau, A. (2018). Place as Authentic Consumption Contexts. *Psychology & Marketing*, 35, 652-665.
- Babin, B. J., & Moulard, J. G. (2018). To What is the Review Process Relevant? What's Right and What's Wrong with Peer Review for Academic Business Journals. *European Business Research*, 30 (2), 145-156.
- Babin, B., Attaway, J., & James, K. (2018). Commenting on Atmospheric affect... Gaining Share of Customer. *Journal of Global Scholars of Marketing Science (JGSMS)*, 27, 195-200.
- Babin, B., Hair, J., & Krey, N. (2017). Covariance-Based Structural Equation Modeling in the Journal of Advertising: Review and Recommendations. *Journal of Advertising*, 46 (1), 163-177.
- Babin, B., Camp, K., James, K., & Swinberghen, K. (2017). Hedonic and Utilitarian Value and Patient Satisfaction: Perceptual Differences between Patients and Providers. *Journal of Applied Management and Entrepreneurship*, 22, 6-27.
- Babin, B., & Manthiou, c. (2017). The Nature and Value of Terroir Products. *European Journal of Marketing*, 748-771.
- Babin, B., Krey, N., Rauschnabel, P., & Ivens, B. (2016). Brand Management in Higher Education: The University Brand Personality Scale. *Journal of Business Research*, 69, 3077-3086.
- Babin, B., Fuller, C., Simmering, M., Atinc, G., & Atinc, Y. (2016). Common Methods Variance Detection in Business Research. *Journal of Business Research*, 69, 3192-3198.

- Babin, B., Griffin, M., & Hair, J. (2016). Heresies and Sacred Cows in Scholarly Marketing Publications. *Journal of Business Research*, 69 , 3133-3138 .
- Babin, B., Rorges, A., & James, K. (2016). The Role of Retail Price Image in a Multi-Country Context: France and the USA. *Journal of Business Research*, 69 , 1074-1081 .
- Babin, B., Limbu, Y., Jayachandran, C., & Peterson, R. (2016). Empathy, Nonverbal Immediacy, and Salesperson Performance: the Mediating Role of Adaptive Selling Behavior. *Journal of Business & Industrial Marketing*, 31.5 , 654-657 .
- Spielmann, N., & Babin, B. J. (2016). A Personality-Based Measure of the Wine Consumption Experience for Millennial Consumers. *International Journal of Wine Business Research*, 28 (3), 228-245.
- Babin, B., Darrat, M., & Atinc, G. (2016). On the Dysfunctional Consequences of Salesperson Exhaustion. *Journal of Marketing Theory & Practice*, 24.2 , 236-245 .
- Babin, B., Pounders, K., & Close, A. (2015). All the Same to Me: Outcomes of Aesthetic Labor Performed by Frontline Service Providers. *Journal of the Academy of Marketing Science*, 43 , 670-693 .
- Moulard, J. G., Babin, B. J., & Griffin, M. (2015). How Aspects of a Wine's Place Affect Consumers' Authenticity Perceptions and Purchase Intentions: the Role of Country of Origin and Technical Terroir. *International Journal of Wine Business Research*, 27, 61-78.
- Babin, B., Limbu, Y., & Jayachandran, C. (2014). Does Information and Communication Technology Improve Job Satisfaction? The Moderating Role of Sales Technology Orientation. *Industrial Marketing Management*, 43 , 1236-1245 .
- Babin, B., Zhuang, W., Xiao, Q., & Paun, M. (2014). The Influence of Movie's Quality on its Performance: Evidence Based on Oscar Awards. *Managing Service Quality*, 24 , 122-138 .
- Babin, B., Borges, A., & Spielmann, N. (2013). Gender Orientation and Retail Atmosphere: Effects on Value Perception. *International Journal of Sales, Retailing and Marketing*, 41 (7), 498-511 .
- Babin, B., Artinau, D., & Chebat, J. (2013). Development of New Empirical Insights in Consumer-Retailer Relationships within Online and Offline Retail Environments: Introduction to the Special Issue. *Journal of Business Research*, 20 , 471-478 .
- Babin, B., Griffin, M., Borges, A., & Boles, J. (2013). Negative Emotions, Value and Relationships: Differences between Women and Men. *Journal of Retailing and Consumer Services*, 20 , 471-478 .
- Babin, B., Chu, J., & Zhao, G. (2012). An Empirical Study on the Impact of Two Types of Goal Orientation and Salesperson Perceived Obsolescence on Adaptive Selling. *Journal of Personal Selling & Sales Management*, 32 , 261-273 .
- Babin, B., & Borges, A. (2012). Revisiting Low Price Guarantees: Does Consumer versus Retailer Governance Matter? *Marketing Letters*, 23 (3), 777-791 .
- Babin, B., Tobacyk, J., Attaway, J., James, K., & Shows, D. (2011). Materialism through the Eyes of Polish and American Consumers. *Journal of Business Research*, 64 , 944-950 .
- Babin, B. (2011). Retailing Evolution Research: Introduction to the Special Section on Retailing Research. *Journal of Business Research*, 64 , 541-542 .
- Babin, B., & Spielmann, N. (2011). Service with Personality: A Note on Generalizing Personality across Services Contexts. *Journal of Services Marketing*, 25 (7), 467-474 .
- Spielmann, N., & Babin, B. J. (2011). Testing Congruency Effects between Origin and Producer for Wines. *International Journal of Wine Business Research*, 23 (4), 338-3345.
- Mesak, H. (2011). Optimum Advertising Policy Over Time for Subscriber Service Innovations in the Presence of Service Cost Learning and Customers' Disadoption. *European Journal of Operational Research*.
- Babin, B., Borges, A., & Chebat, J. (2010). Does a Companion Always Enhance the Shopping Experience?

Journal of Retailing and Consumer Services, 17 , 294-299 .

Babin, B. (2009). How Quality, Value, Image and Satisfaction Create Loyalty at a Chinese Telecom. *Journal of Business Research*, 62 , 980-986 .

Babin, B., Lopez, T., & Chung, C. (2009). Perceptions of Ethical Work Climate and Person-Organizational-Fit among Retail Employees in Japan and the US: A Cross-Cultural Scale Validation. *Journal of Business Research*, 62 , 594-600 .

Babin, B. (2009). Retailing Evolution Research: Introduction to the Special Section on Retailing Research. *Journal of Business Research*, 62 , 579-580 .

Babin, B., Allard, T., Chebat, J., & Crispo, M. (2009). Reinventing the Branch: An Empirical Assessment of Banking Strategies to Environmental Differentiation. *Journal of Retailing and Consumer Services*, 16 , 442-450 .

Babin, B. (2009). When Income Matters: Customers' Evaluations of Shopping Malls. *Journal of Retailing and Consumer Services*, 16 , 40-49 .

Babin, B., Lee, Y., Lee, C., & Lee, S. (2008). Festivalscapes and Patrons' Emotions, Satisfaction, and Loyalty. *Journal of Business Research*, 61 , 56-64 .

Babin, B. (2008). Publishing Research in Marketing Journals Using Structural Equation Modeling. *Journal of Marketing Theory & Practice*, 16 , 279-286 .

Babin, B., Wood, A., & Boles, J. (2008). The Formation of Buyer's Trust of the Seller in an Initial Sales Encounter. *Journal of Marketing Theory & Practice*, 16 , 27-39 .

Babin, B., Gonzalez, c., & watts, c. (2007). Does Santa have a Great Job? Gift Shopping Value and Satisfaction. *Psychology & Marketing*, 24 , 895-917 .

Babin, B., & Chebat, J. (2006). Introduction to the Special Section on Retailing Research: Things Change, Things Stay the Same. *Journal of Business Research*, 61 , 805 .

Babin, B., Taylor, R., & Hoon Kim, K. (2006). Marketing to Asian Americans: The Impact of Acculturation and Interpersonal Influence on Ethnocentric Consumer Preferences. *Journal of Global Scholars of Marketing Science (JGSMS)*, 15 , 187-210 .

Babin, B., Chabat, J., & Robicheaux, B. (2005). Comments on the Special Section Resulting from the 2002 SMA Retail Symposium. *Journal of Business Research*, 58 , 653-654 .

Babin, B., Griffin, M., Kim, E., & Lee, Y. (2005). Modeling Consumer Satisfaction and Word of Mouth: Restaurant Patronage in Korea. *Journal of Services Marketing*, 19 (3), 133-139 .

Babin, B., Griffin, M., & christensen, F. (2004). A Cross-Cultural Investigation of the Materialism Construct: Assessing the Richins & Dawson Materialism Scale in Denmark, France, and Russia. *Journal of Business Research*, 57 , 893-900 .

Babin, B., Griffin, M., & Boles, J. (2004). Buyer Reactions to Ethical Beliefs in the Retail Environment. *Journal of Business Research*, 57 , 1155-1163 .

Babin, B., Chabat, J., & Michon, R. (2004). Perceived Appropriateness and its Effect on Quality, Affect and Behavior. *Journal of Retailing and Consumer Services*, 11 , 287-298 .

Babin, B., Hardesty, D., & Sutter, T. (2003). Color and Shopping Intentions: The Intervening Effect of Price Fairness and Perceived Affect. *Journal of Business Research*, 56 , 541-551 .

Babin, B., Laroche, M., Cleveland, M., & Ward, P. (2003). Christmas Gift Search Behaviors: A Three-Country Comparison. *Journal of International Marketing*, 15 (4), 7-42 .

Babin, B., Boles, J., & Brashear, T. (2001). An Examination of the Relationship Between Retail Work Environments, Salesperson Selling Orientation and Job Performance. *Journal of Marketing Theory & Practice*, 9 .

- Babin, B., & Babin, L. (2001). Seeking Something Different? A Model of Schema Deviation's Impact on Consumer Affect, Purchase Intentions and Perceived Shopping Value. *Journal of Business Research*, 54 , 89-96 .
- Babin, B., Griffin, M., & Modianos, D. (2000). Shopping Values of Russian Consumers: The Impact of Habituation in a Developing Economy. *Journal of Retailing*, 76 , 33-52 .
- Babin, B., & Attaway, J. (2000). Atmospheric Affect as a Tool for Creating Value and Gaining Share of Customer. *Journal of Business Research*, 49 , 91-99 .
- Babin, B., Boles, J., & Robin, D. (2000). Representing the Perceived Ethical Work Climate among Marketing Employees. *Journal of the Academy of Marketing Science*, 28 , 345-359 .
- Babin, B., Boles, J., & Babin, L. (1999). Salesperson and Retail Attitudes and their Impact on Consumer Purchase Intentions. *Journal of Retailing and Consumer Services*, 6 , 91-97 .
- Babin, B., & Boles, J. (1998). Employee Behavior in a Service Environment: A Model and Test of Potential Differences between Men and Women. *Journal of Marketing*, 62 , 77-91 .
- Babin, B., Babin, L., & Darden, B. (1998). Negative Emotions in Marketing Research: Affect or Artifact. *Journal of Business Research*, 42 , 271-285 .
- Babin, B., & Griffin, M. (1998). The Nature of Satisfaction: An Updated Examination and Analysis. *Journal of Business Research*, 41 , 127-136 .
- Babin, B., Robin, D., & Reidenbach, E. (1997). The Nature, Measurement and Stability of Ethical Judgments in the Workplace. *Psychological Reports*, 80 , 563-580 .
- Babin, B., & Boles, J. (1996). The Effects of Perceived Co-Worker Involvement and Supervisor Support on Service Provider Role Stress, Performance and Job Satisfaction. *Journal of Retailing*, 72 , 57-75 .
- Babin, B., & Boles, J. (1996). On the Front Lines: Stress, Conflict and the Customer Service Provider. *Journal of Business Research*, 37 , 41-50 .
- Babin, B., & Darden, B. (1996). Good and Bad Shopping Vibes: Spending and Patronage Satisfaction. *Journal of Business Research*, 35 , 201-206 .
- Babin, B., Griffins, M., & Attaway, J. (1996). Anticipation of Injurious Consumption Outcomes and Its Impact on Consumer Attributions of Blame. *Journal of the Academy of Marketing Science*, 24 , 314-327 .
- Babin, B., & Babin, L. (1996). Effects of Moral Cognitions and Consumer Emotions on Shoplifting Intentions. *Psychology & Marketing*, 13 , 785-803 .
- Babin, B., & Darden, B. (1995). Consumer Self-Regulation in a Retail Environment. *Journal of Retailing*, 71 , 47-70 .
- Babin, B., Boles, J., & Darden, B. (1995). Salesperson Stereotypes, Consumer Emotions, and Their Impact on Information Processing. *Journal of the Academy of Marketing Science*, 23 , 94-105 .
- Babin, B., Griffin, M., & Darden, B. (1994). An Empirical Comparison of Alternative Conceptualizations of Postconsumption Reactions. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 7 , 172-183 .
- Babin, B., Boles, J., & Babin, L. (1994). The Development of Spatial Theory in Retailing and Its Contribution to Marketing Thought and Marketing Science. *Research in Marketing*, 6 , 103-116 .
- Babin, B., & Boles, J. (1994). Role Stress Revisited: One or Two Constructs? *Journal of Marketing Theory & Practice*, 2 , 57-69 .
- Babin, B., Darden, B., & Griffin, M. (1994). An Investigation of Product Liability Attitudes and Opinions: A Consumer's Perspective. *Journal of Consumer Affairs*, 28 , 54-80 .
- Babin, B., & Darden, B. (1994). Exploring the Affective Quality of Retail Environments: Expanding the Scope of Retail Personality. *Journal of Business Research*, 24 , 101-109 .

Babin, B., Darden, W., & Griffin, M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20, 644-656 .

Babin, B., Darden, B., DeConinck, J., & Griffin, M. (1991). The Role of Consumer Sympathy in Product Liability Suits: An Experimental Investigation of Loose Coupling Characteristics and Perceptions. *Journal of Business Research*, 22, 65-89 .

Invited Articles/Reviews

Babin, B. J., & Krey, N. (2021). How Could Anyone Forget Harold W. Berkman? *Journal of the Academy of Marketing Science*, 50, 4-7.

Babin, B. J., Moulard, J. G., & Lindquist, J. L. (2021). A Bridge to Relevance: On the History of the Academy of Marketing Science® (AMS). *Academy of Marketing Science Review*, 11, 454-463.

Book

Babin, B. J., & Sarstaedt, M. (Ed.). (2020). *The Great Facilitator*. Netherlands: Springer.

Hair, Jr., J. F.H., Black, W. C., Babin, B. J., & Anderson, R. (2019). *Multivariate Data Analysis*. Andover, Hampshire U.K.: Cengage Learning.

Babin, B. J. (2018). *Essentials of Marketing Research*. Mason, OH: Cengage Learning.

Babin, B. J. (2017). *Exploring Marketing Research*. Mason, OH: Cengage Learning.

Refereed Proceedings

Abstract Only

Babin, B., Granata, G., Morreta, A., & Tsiakis, T. (2019). An Action-Based Approach to Retail Brand Engagement. *Predicting Trends and Building Strategies for Consumer Engagement in Retail Environments*, 27-43 .

Babin, B. (2019). Exploring the Priming Effect in the Context of Organic Wine: An Experimental Investigation. *Proceedings of the 2019 Academy of Wine Business Research Conference*, 247-252 .

Babin, B., Speimann, N., & verghote, C. (2016). Personality Matters to Young Wine Consumers. *Proceedings of the 2016 Academy of Wine Business Research*, 106-116 .

Babin, B., Speilmann, N., Manthiou, A., & Montonakis, A. (2016). Take Me There, I'll Like the Product More. *Proceedings of the 2016 Academy of Wine Business Research Conference*, 203-212 .

Babin, B. (2016). Travelling within the Borders: How Place Authenticity Drives Outcomes. *The 2016 Global Marketing Congress*.

Babin, B., Darrat, M., & Atinc, G. (2014). Effects of LMX and Emotional Exhaustion on Salesperson Deviance: A Structured Abstract. *Proceedings of the 2014 AMS World Marketing Congress*.

Babin, B. (2004). Une autre incursion du obscur: comment les femmes et les hommes travaillent leurs achats de cadeaux Pr. *Proceedings of the 2004 Association for French Marketing Conference*.

Babin, B., Chebat, J., & Kollias, P. (2003). What Makes Contact Employees Perform? Reactions to Employee Perceptions of Managerial Practices. *International Journal of Bank Marketing*, 20 (7), 325-332 .

Babin, B., Griffin, M., & Robin, D. (2003). Perceived Legality and Wine Buying Intentions. *Proceedings of the 2003 World Marketing Congress*, , 265-269 .

Babin, B., Cleveland, M., Laroche, M., & Ward, P. (2001). Christmas Gift Search Behaviors: A Three-Country Comparison. *Proceedings of the 8th Cross-Cultural Research Seminar, Kahuku, Hawaii*.

Babin, B., Boles, J., & Griffin, M. (2001). The Moderating Role of Service Environment on the Customer Share

- Customer Commitment Relationship. *Developments in Marketing Science*, 24 , 266-271 .
- Babin, B., & Boles, J. (1997). Toward an Assessment of Service Providers Ethical Stress and its Consequences. *Marketing Theory and Applications*, 336-341 .
- Babin, B., & Darden, W. (1996). The Dual Role of Emotions on Patronage Behavior. *Retail Patronage and Strategy: The Cutting Edge IV*, 4 , 479-484 .
- Babin, B., Darden, W., & Sherrell, D. (1996). Adaptive Selling Prototypes: Detection and Impact on Selling Performance. *Retail Patronage and Strategy: The Cutting Edge IV*, 4 , 379-386 .
- Babin, B., & Griffin, M. (1995). A Closer Look at the Influence of Age on Consumer Ethics. *Advances in Consumer Research*, 22 , 668-673 .
- Babin, B., Boles, J., & Ross, L. (1994). The Work Environment: An Organizational Antecedent to Work/Family Conflict and Work- related Attitudes and Behaviors. *Retail Patronage and Strategy: The Cutting Edge*, 3 , 77-88 .
- Babin, B., & Darden, B. (1994). Mapping the Affective Quality of Retail Stores: Some Practical Insights. *Retail Patronage and Strategy: The Cutting Edge*, 3 , 215-224 .
- Babin, B., Griffin, M., & Babin, L. (1994). The Effect of Motivation to Process on Consumers' Satisfaction Reactions. *Advances in Consumer Research*, 21 , 401-411 .
- Babin, B., Robin, D., & Pike, K. (1994). To Steal or not to Steal: Ethical Judgments and Consumer Shoplifting Intentions. *AMA Proceedings*, 5 , 200-205 .
- Babin, B., & Darden, W. (1994). Ethnicity as a Promotional Tool: Retailing to Emerging Consumer Markets. *Developments in Marketing Science*, 7 , 338-342 .
- Babin, B., Griffin, M., Attaway, J., & Darden, B. (1993). Hey You, Can Ya' Spare Some Change? The Case of Empathy and Personal Distress As Reactions to Charitable Appeals. *Advances in Consumer Research*, 20 , 508-514 .
- Babin, B., Dorsch, M., & Darden, B. (1993). The Identification and Control of Halo Error: A Monte Carlo Study. *Enhancing Knowledge Development in Marketing*, 4 , 320-329 .
- Babin, B. (1993). Societal Influences on Schematic Processing in the Service Encounter: Directions for Study. *Minority Marketing: Research Perspectives for the 1990s*, 6 , 95-99 .
- Babin, B., & Williams, A. (1993). Developments in Purchasing and Materials Management. *Proceedings of the 1993 National Association of Purchasing Management's Annual Academic Conference*.
- Babin, B. (1993). Focus on Adaptive Selling: A Note on Second Order Factors. *the Proceedings of the 1993 Annual Meeting of the Southern Marketing Association*, 344-346 .
- Babin, B., Darden, B., & Griffin, M. (1992). Some Comments on the Role of Emotions in Consumer Behavior. *the Proceedings of the 1992 American Marketing Association Summer Educator's Conference*, 130-139 .
- Babin, B., & Boles, J. (1992). Exploring the Characteristics of a Salesperson Social Schema. *Developments in Marketing Science*, 15 , 16-20 .
- Babin, B., Griffin, M., & Darden, W. (1992). Consumer Assessments of Responsibility for Product Related Injuries: The Impact of Regulations, Warnings, and Promotional Policies. *Advances in Consumer Research*, 19 , 870-878 .
- Babin, B., Darden, B., & Griffin, M. (1992). A Note on Demand Artifacts in Marketing Research. *the Proceedings of the 1992 Annual Meeting of the Southern Marketing Association*, 227-230 .
- Babin, B., Griffin, M., & Attaway, J. (1991). An Empirical Investigation of the Impact of Negative Publicity on Consumer Attitudes and Intentions. *Advances in Consumer Research*, 18 , 334-341 .
- Babin, B., Darden, W., & Griffin, M. (1991). An Exploratory Study of Second Order Shopping Orientations: Theoretical Structure and Relevance. *the Proceedings of the 1991 Annual Meeting of the Southern Marketing*

Association , 54-57 .

Babin, B., Griffin, M., & Attaway, J. (1991). Conjoint Analysis in Academic Research: A Survey of Marketing Literature. *the Proceedings of the 1991 American Marketing Association Summer Educator's Conference*, 683-692 .

Babin, B., Burton, S., & Netemeyer, R. (1991). The Effect of Ad Evoked Feelings and Judgments in a Simple Model of Retail Patronage Intentions. *Retail Management and Patronage Behavior: The Cutting Edge*, 2 , 359-364 .

Babin, B., & Darden, W. (1990). Personal Interaction in Sales and Ancillary Service Usage. *Developments in Marketing Science*, 13 , 411-419 .

Babin, B., Babin, L., & Griffin, M. (1990). An Examination of Two Approaches for Modeling Retail Image Formations. *the Proceedings of the 1990 Southern Marketing Association Annual Conference*, 440-443 .

Babin, B., Darden, W., & Griffin, M. (1989). A Conceptual Approach to Testing Among and Between Indicators. *Proceedings of the 1989 Decision Science Institute Annual Conference*, 753-755 .

Babin, B., Darden, W., DeConinck, J., & Griffin, M. (1989). The Impact of Personal Values on Sympathy Toward Product Liability Plaintiffs. *Advances in Marketing*.

Presentation of Refereed Papers

International

Babin, B. J., Ford, J., & Ortinau, D. (2022). *Panel Discussion on Data Quality in Present-Day Marketing Research*. Academy of Marketing Science, Monterey, California.

Lopez, C., Chefor, E., & Babin, B. J. (2022). *Rethinking Authenticity: An Investigation of Virtual Influencers*. Academy of Marketing Science, Monterey, California.

Babin, B. J. (2019). *Exploring the Priming Effect in the Context of Organic Wine: An Experimental Investigation*. Academy of Wine Business Research, Stellenbosch, South Africa.

Presentation of Non-Refereed Papers

National

Babin, B. J. (2021). *Publishing Ethics*. Presentation to Faculty of Kent State University, Kent, Ohio.

Other Research Activities

Applied or Integrative/application Scholarship

2021: Santini, F., Ladeira, W., Pinto, D. C. , Herter, M., Babin, B. J., Santini et al. *Creating Customer Engagement on Social Media*. A managerial briefing based on a recent article published in JAMS involving a meta-analysis of customer engagement research.

Service to the University

Louisiana Tech University

Dissertation Assignments

Chair:

2020-2021 – 2021-2022: Cameron Sumlin

2019-2020 – 2020-2021: Amin Saleh

2019-2020 – 2020-2021: Ellis Chefor

Unassigned

Dissertation Assignments

Member:

2021-2022: Saleh Shuqair

University of Mississippi

School Assignments

Chair:

2020-2021 – 2022-2023: AACSB Reaccreditation Committee

Member:

2020-2021 – 2022-2023: PhD Committee

2020-2021 – 2022-2023: Endowment Committee

2019-2020 – 2022-2023: Executive Committee

University Assignments

Committee Member:

2021-2022 – 2022-2023: Savannah Kelley

2021-2022: Fernando Arroyo

2020-2021 – 2021-2022: University Statistics Committee

2019-2020 – 2020-2021: University Statistics Committee

2019-2020 – 2020-2021: Data Science Committee

Dissertation Assignments

Chair:

2021-2022: Jiangang Huang

2020-2021 – 2021-2022: John Galvan

2019-2020: John Galvin

Member:

2020-2021 – 2021-2022: Jangwoo Jo

2020-2021 – 2021-2022: Inna Soifer

2020-2021 – 2021-2022: Jennifer Locander

2020-2021 – 2021-2022: Kexin Xiang

2019-2020 – 2020-2021: Jennifer Locander

Service to the Profession

Academic Conference: Moderator / Facilitator

2022: Society for Marketing Advances, Charlotte, North Carolina. Presented workshop on the state of the art in structural equations modeling.

Academic Conference: Panelist

2021: 2021 Emerging Conference Board, Puebla, Mexico. Discussion of the role of the Academy of Marketing Science in promoting better marketing among and for companies in emerging markets. The participation was virtual on 18 of November, 2021.

Board Member: PRJ Editorial Review Board

2012 – 2021: International Journal of Wine Business Research.

2010 – 2021: Journal of Retailing and Consumer Services.

2005 – 2021: Journal of Academy of Marketing Science. Long-term member of review board. Reviewed more manuscripts than can count.

2002 – 2021: Psychology & Marketing.

1994 – 2021: Journal of Business Research.

Board of Directors: Substantial Involvement

2021 – 2022: Academy of Marketing Science. Executive Director of the Academy of Marketing Science

2018 – 2022: Berkman Charitable Foundation. Member of Executive Board and Chair of the Awards Committee

2011 – 2021: Board of Governors. Chair of the AMS Board of Governors

We oversee the EC and sit on the EC for the AMS. We set strategic direction for AMS and for the Journal of the Academy of Marketing Science (JAMS) and the AMS Review. We also oversee and implement all AMS Awards.

Editor: Associate Editor

2022: Decisions Marketing. English language editor for the French Marketing Association's academic journal: Decisions Marketing

2021: Decisions Marketing. The English-language Editor for Decisions Marketing; an official journal of the French Marketing Association (AFM)

Editor: Guest Editor of Journal

2021 – 2022: Journal of Retailing and Consumer Services. Special issue on Retail Atmospherics in Honor of Jean-Charles Chebat

2020 – 2021: Special Issue Editor: AR/VR in Marketing Research. Managing Editor for Special Issue focusing on the implementation of Augmented and Virtual Reality technologies in marketing/services research. Reviews are currently in progress. As part of the SI, I cochaired a conference on AR/VR in Marketing Research in Munich in June 2019.

2018 – 2021: Journal of Business Research. Special Issue Editor: Corrobortion in Marketing Research / Groundbreaking special issue confronting the received dogma of academic publishing. 15 manuscripts are

soon to be published as part of the special issue from approximately 50 submissions.

Invited Lecture

2021: University of Liverpool Management School. Conducted workshop on the academic publishing process in the marketing discipline for the faculty and doctoral students in marketing of the University of Liverpool Management School. Session held on 16 November 2021. The workshop demonstrates impact and engagement with international colleagues.

2019: Rowan University, Glasgow, New Jersey. Day long workshop on Structural Equations Modeling

Officer: Organization / Association

2020 – 2021: Academy of Marketing Science. Executive Director

Other Professional Service Activities

2005 – 2021: Academy of Marketing Science. Co-Director of International Programs - integrally involved in selection of sites, universities, and program chairs for the AMS World Marketing Congress.

Presentation

2022: Society for Marketing Advances, Charlotte, North Carolina. Presented in the session of "Eminent Scholars" at the SMA Doctoral Consortium.

2021: École Thématique d'Excellence : Faire de la recherche en communication persuasive des organisations, Nancy, France. Delivered presentation on "Corroborating Empirical Evidence" at the gathering of Francophile doctoral students at the University of Lorraine, Nancy campus - virtually delivered 17 November, 2021.

Memberships

Academy of Marketing Science, 1992-2022