

**Dr. Mark S. Rosenbaum**

Professor and Chair, Department of Retailing, University of South Carolina  
Fulbright Specialist (Services Marketing, Uzbekistan),  
Senior Fulbright Scholar (Nepal); Fulbright Scholar (Cambodia),  
Research Faculty Fellow, W.P. Carey School of Business,  
Visiting Professor of Services Marketing, American Hotel Academy, Brasov, Romania  
Visiting Associate Professor of Marketing, Universidad de Externado, Bogota Colombia

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**August-September, 2019**

**EDUCATION**

Ph.D. Arizona State University, W. P. Carey School of Business, 2003; Major Field: Marketing. Emphasis in Service Marketing  
M.S. San Diego State University, 1999; Major Field: Total Quality Management  
Thesis: A Review of Total Quality Management in Service Industries  
M.A. New York University, 1996; Major Field: International Business/Interdisciplinary Studies. Thesis: The Potential of Direct Marketing in Southeast Asia  
MBA University of Illinois at Chicago, 1991, Major Field: Marketing  
B.S. Indiana University, 1988, Major Field: Finance

**ACADEMIC EXPERIENCE**

2017 - University of South Carolina, Professor and Chair, Department of Retailing  
2011- 2016 Northern Illinois University, Professor, Kohl's Corporation Professor of Retail Marketing  
2006 - 2011 Northern Illinois University, Assistant Professor, Department of Marketing  
2003 - 2006 University of Hawaii at Manoa, Assistant Professor, Department of Marketing  
1999 - 2003 Lecturer, Arizona State University  
1998 - 1999 Lecturer, San Diego State University & California State University San Marcos

**FULBRIGHT SCHOLARSHIPS & FULBRIGHT SPECIALIST DESIGNATION**

May, 2019 Tashkent State University of Economics, Uzbekistan, Fulbright Specialist  
January, 2015 Kathmandu University School of Management, Senior Fulbright Scholar  
Dec., 2014 Designated as Fulbright Specialist in Services Marketing  
Summer, 2009 National University of Management, Cambodia, Fulbright Scholar

## **GUEST LECTURER OF SERVICES MARKETING**

March, 2019	American Hotel Academy/Manchester Metropolitan University, Brasov, Romania
January, 2019	Externado University, Bogota, Colombia Queensland University of Technology, Brisbane, Australia
October, 2017	Fordham University, New York, NY
July, 2017	Externado University, Bogota, Colombia
March, 2017	American Hotel Academy, Brasov, Romania
December, 2016	Queensland University of Technology, Brisbane, Australia
July, 2016	University of Valle, Cali, Colombia
March, 2016	American Hotel Academy, Brasov, Romania
July, 2015	Externado University, Bogota, Colombia
March, 2014	American Hotel Academy, Brasov, Romania
January, 2014	Externado University, Bogota, Colombia
August, 2013	Queensland University of Technology, Brisbane, Australia
July, 2013	PS Business School, Yangon, Myanmar
May, 2013	American Hotel Academy, Brasov Romania, Visiting Professor of Services Marketing
January, 2013	PS Business School, Yangon, Myanmar
July, 2012	PS Business School, Yangon, Myanmar
May, 2012	American Hotel Academy, Brasov Romania, Visiting Professor of Services Marketing, Undergraduate Program
January, 2012	PS Business School, Yangon, Myanmar
September, 2011	American Hotel Academy, Bucharest Romania, Visiting Professor of Services Marketing, Executive Training Program
May, 2011	American Hotel Academy, Brasov Romania, Visiting Professor of Services Marketing, Undergraduate Program.
November, 2010	American Hotel Academy, Brasov Romania, Visiting Professor of Services Marketing; Executive Education.
May, 2010	American Hotel Academy, Brasov Romania, Visiting Professor of Services Marketing, Undergraduate Program.
November, 2009	Slobomir University, Bosnia, Visiting Professor of Services Marketing
January, 2009	Royal Institute of Management, Bhutan, Visiting Professor of Services Marketing, Bhutan Hotel Middle Management Program

## **ONLINE TEACHING EXPERIENCE**

Northern Illinois University, Department of Marketing

- Consumer Behavior (undergraduate); course designer
- Services Marketing (MBA); course designer

Southern New Hampshire University, Department of Marketing

- Marketing Management (MBA)

- Services Marketing (MBA)
- Marketing Internship (MBA)
- Marketing Capstone (MBA)

Arizona State University, Department of Marketing, W. P. Carey School of Business, Executive Ed.

- Executive Program: Honeywell
- Award recipient for outstanding online faculty

## **PEER REVIEWED PUBLICATIONS**

### **Forthcoming**

Clarke, C. M. A., Buoye, A., Keiningham, T., Kandampully, J., Rosenbaum, M. S., and Juraidini, A. (2019), "Some Foundational Factors for Promoting Human Flourishing," *Humanistic Management Journal*. (forthcoming).

Rosenbaum, Mark S. Rosenbaum, Kathy (Kawon) Kim, Germán Contreras Ramirez, Augusto Rodríguez Orejuela, and Joohyung Park (forthcoming), "Improving Well-Being via Adaptive Reuse: Transformative Repurposed Service Organizations," *Service Industries Journal*.

Friman, Margareta, Mark S. Rosenbaum, and Tobias Otterbring (forthcoming), "The Relationship between Exchanged Resources and Loyalty Intentions," *Service Industries Journal*.

### **Published and/or available Online First**

Russell-Bennett, R., Raymond P. Fisk, Mark S. Rosenbaum, and Nadia Zainuddin (2019), "Commentary: Transformative Service Research and Social Marketing – Converging Pathways to Social Change," *Journal of Services Marketing*, available at Emerald Insight DOI 10.1108/JSM-10-2018-0304/full/html. Available at: <https://www.emerald.com/insight/content/doi/10.1108/JSM-10-2018-0304/full/html>

Rosenbaum, Mark S. and German Contreras Ramirez (2019), "The Role of Cancer Resource Center Services on Men's Health," *Journal of Services Marketing*, available at Emerald Insight DOI10.1108/JSM-06-2018-0185. Available at: <https://www.emerald.com/insight/content/doi/10.1108/JSM-06-2018-0185/full/html>

Demangeot, Catherine, Eva Kipnis, Chris Pullig, Samantha N.N. Cross, Julie Emontspool, Cristina Galalae, Sonya A. Grier, Mark S. Rosenbaum, and Susy F. Fest (forthcoming), "Constructing a Bridge to Multicultural Marketplace Well-Being: A Consumer-centered Framework for Marketer Action." *Journal of Business Research*, 100, 339-353.

Fisk, Raymond., Alison M. Dean, Linda Alkire (Nasr), Alison Joubert, Josephine Previte, Mark S. Rosenbaum (2018), "Design for Service Inclusion: Creating Inclusive Service Systems by 2050," *Journal of Service Management*, 29(5), 834-858. Recipient of Best Paper Finalist Award for 2018.

Rosenbaum, Mark S., Ofir Mimram, and Tali Seger-Guttman (2018), "The Role of Social Incompatibility in Customer Discomfort," *Journal of Service Management*, available at <https://www.emeraldinsight.com/doi/full/10.1108/JOSM-12-2017-0328>

- Rosenbaum, Mark S., Mauricio L. Otalora, and Augusto Rodríguez Orejula (2018), "Understanding Healthcare Service Quality in developing Latin America," *Health Marketing Quarterly*, 35 (4), 167-185.
- Rosenbaum, Mark S., Mauricio L. Otalora, and German Contreras Ramirez (2018), "Understanding Black Market Retailing: The case of Colombia's San Andresitos," *Journal of Service Theory and Practice*. Available at: <https://doi.org/10.1108/JSTP-06-2017-0090>.
- Rosenbaum, Mark S., Germán Contreras Ramírez, Jaime Rivera Camino (2018), "The Restorative Potential of Biophilic Lifestyle Center Designs," *Journal of Retailing and Consumer Services*, 40, 66-73.
- Rosenbaum, Mark S., Germán Contreras Ramírez, Nancy Matos (2018), "A neuroscientific perspective of consumer responses to retail greenery," *Service Industries Journal*. Available at: <https://www.tandfonline.com/doi/full/10.1080/02642069.2018.1487406>.
- Rosenbaum, Mark S., Carol Kelleher, Margareta Friman, Per Kristensson, and Anne Scherer (2017), "Re-Placing Place in Marketing: A Formal Theory of Place," *Journal of Business Research*, 79, 281-289.
- Rosenbaum, Mark S., Eric M. Russell, and Rebekah Russell-Bennett (2017), "I'll Wait for Him": Understanding When Female Shoppers Prefer Working with Gay Male Sales Associates," *Journal of Retailing and Consumer Services*, 36, 172-179.
- Rosenbaum, Mark S., Mauricio L. Otalora, and German Contreras Ramirez (2017), "How to Create a Customer Journey Map," *Business Horizons*, 60 (1), 143-150.
- Rosenbaum, Mark S., Rojan Baniya, and Tali Seger-Guttmann (2017), "Customer Responses towards Disabled Frontline Employees" submitted to the *International Journal of Retailing and Distribution Management*, 55 (4), 385-403.
- Seger-Guttman, T., Iris Vilai-Yavnetz, and Mark S. Rosenbaum (2017), "Disparate Satisfaction Scores? Consider Your Customer's Country-of-Origin: A Case Study." *International Review of Retail, Distribution, and Consumer Research*, 27 (2), 189-206.
- Malla, B. and Mark S. Rosenbaum (2016), "Understanding Nepalese Labor Migration to Gulf Countries," *Journal of Poverty*, 21, 411-433.
- Rosenbaum, Mark S., Mauricio L. Otalora, and German C. Ramirez (2016), "The Dark Side of Experience Seeking Mall Customers," *International Journal of Retailing and Distribution Management*, 44 (12), 1206-1222.
- Rosenbaum, Mark S, Ipkin Anthony Wong, and Cheng (Jake) Mingming (2016), "Introducing Servicescape Knockoffs: Understanding consumer acceptance and rejection of inauthentic retail establishments," *Journal of Business Research*, 69 (7), 2448 – 2455. Selected for publication as part of the Global Marketing Conference, Singapore 2014, selected as a best in track manuscript.
- Rosenbaum, Mark S. and Jane Van De Velde (2016), "The Effects of Yoga, Massage, and Reiki Sessions on Cancer Resource Center Members' Well-Being," *Clinical Journal of Oncology Nursing*, 20 (3), E77 – 81.

- Rosenbaum, Mark S., Mauricio L. Otalora, and German Contreras Ramirez (2016). The Restorative Potential of Shopping Malls, *Journal of Retailing and Consumer Services*, 31, 157-165.
- Tsiotsou, Rodoula and Mark S. Rosenbaum (2016), "Services in the New Economic and Social Landscape," *Journal of Services Management*, 27 (2), introduction.
- Rosenbaum, Mark S., Rebekah Russell-Bennett, and Judy Drennan (2015), "Commercial Friendships between Gay Sales Associates and Straight Female Customers in Luxury Settings: A Proposed Theoretical Framework," *Journal of Retailing and Consumer Services*, 27, 179-186.
- Martin, Drew, Mark S. Rosenbaum, and Sunny Ham (2015), "Marketing Tourism and Hospitality Products Worldwide: Introduction to the Special Issue," *Journal of Business Research*, 68 (9), 1819-1821.
- Rosenbaum, Mark S. (2015), "Guest editorial: Transformative Service Research: Research that Matters," *Services Industries Journal*, 35 (15/16), 801-805. Special issue editor, Transformative Service Research II, Mark S. Rosenbaum, Ed.
- Rosenbaum, Mark S. (2015), "Guest editorial: Transformative Service Research: Focus on Well-Being," *Service Industries Journal*, 35 (7/8), 363-367. Special issue editor, Transformative Service Research. Mark S. Rosenbaum, Ed.
- Rosenbaum, Mark S. and Ipkim Anthony Wong, (2015), "Green Marketing Programs as Strategic Initiatives in Hospitality," *Journal of Services Marketing*, 29 (2), 81-92.
- Rosenbaum, Mark S. and Ipkim Anthony Wong (2015), "If You Install It, Will They Use It? Understanding why Hospitality Customers Take "Technological Pauses" from Self-Service Technology," *Journal of Business Research*, 68 (9), 1862-1868. Selected for publication as part of the Global Marketing Conference, Seoul, 2012, selected as a best in track manuscript.
- Rosenbaum, Mark S., Mauricio L. Otalora, and German C. Ramirez (2015), "Promoting Problem-Based Learning in Retailing and Services Marketing Course Curricula with Reality Television," *Journal of Education for Business*, 90 (4), 182-191.
- Rosenbaum, Mark S., Jill Sweeney, and Carolyn Massiah (2014), "The Restorative Potential of Senior Centers," *Managing Service Quality*, 24 (4), 363-383.
- Laurel Anderson, Amy L. Ostrom, Canan Corus, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, Martin Mende, Mark Mulder, Steven W. Rayburn, Mark S. Rosenbaum, Kunio Shirahada, and Jerome D. Williams (2013), "Transformative Service Research: An Agenda for the Future," *Journal of Business Research*, 66 (8), 1203-1210. **Recipient Emerald Citations of Excellence, 2016**
- Rosenbaum, Mark S., Carolyn Massiah, and Richard Wozniak (2013), "Social Commonalities and Subjective Discounts," *International Journal of Retailing and Distribution Management*, 41 (9), 671- 687.
- Rosenbaum, Mark S. and Jillian Smallwood (2013), "Cancer Resource Centers as Third Places," *Journal of Services Marketing*, 27 (6), 472 - 484.

- Rosenbaum, Mark S., Kate Daunt, and Anny Jiang (2013), "Craigslist Exposed: The Internet Mediated Hookup," *Journal of Homosexuality*, 60 (4), 505-531
- Rosenbaum, Mark S., Ioana Moraru, and Lauren Labrecque (2013), "A Multicultural Service Sensitivity Exercise for Marketing Students," *Journal of Marketing Education*, 35 (1), 5-17. Awarded best paper at the Marketing Educator's Conference 2012, Long Beach, California.
- Rosenbaum, Mark S., Gianfranco Walsh, and Richard Wozniak (2012), "Family Allowances as Reverse Retail Discrimination," *International Journal of Retail and Distribution Management*, selected as a best paper at the American Associate of Collegiate Retailing Association (ACRA) Spring Conference, 40 (5), 342 – 359.
- Rosenbaum, Mark S. and Drew Martin (2012), "Wearing Community: Why Customers Purchase a Service Firm's Logo Products," *Journal of Services Marketing*, 26 (5), 310-321. Selected as Best in Track paper at the American Marketing Association.
- Rosenbaum, Mark S. and Gianfranco Walsh (2012), "Service Nepotism in the Marketplace," *British Journal of Management*, 23(2), 241–256. (Appeared in Online First, 2011).
- Rosenbaum, Mark S. and Ipkin A. Wong (2012), "The Effect of Instant Messaging Services on Society's Mental Health," *Journal of Service Marketing*, 26 (2), 124-136.
- Spears, Daniel L and Mark S. Rosenbaum (2012), "The Packaged Tourist: A Japanese and American Perspective," *Tourismos*, 7 (1), 19-40.
- Wong, Ipkin A. and Mark S. Rosenbaum (2012), "Beyond Hardcore Gambling: Understanding Why Mainland Chinese Visit Casinos in Macau," *Journal of Hospitality & Tourism Research*, 36 (1), 32 – 51.
- Rosenbaum, Mark S. and Jillian A. Smallwood (2011), "Cancer Resource Centres: Transformational Services and Restorative Servicescapes," *Journal of Marketing Management*, 27 (13/14), 1404-1425, selected as a best paper finalist at the Academy of Marketing 2011 Conference.
- Rosenbaum, Mark S., Jillian Sweeney, and Jillian Smallwood (2011), "Restorative Cancer Resource Center Servicescapes," *Managing Service Quality*, 21 (6), 599-616, selected as a best paper at the Australian and New Zealand Marketing Academy 2010 Conference.
- Rosenbaum, Mark S., Canan Corus, Amy L. Ostrom, Laurel Anderson, Raymond P. Fisk, Andrew S. Gallan, Martin Mende, Mark Mulder, Mario Giraldo, Steven W. Rayburn, Kunio Shirahada, and Jerome D. Williams (2011), "Conceptualization and Aspirations of Transformative Service Research," *Journal of Research for Consumers*, Issue 19, available at: [http://www.jrconsumers.com/academic\\_articles/issue\\_19\\_2011](http://www.jrconsumers.com/academic_articles/issue_19_2011)
- Rosenbaum, Mark S. and Carolyn Massiah (2011), "An Expanded Servicescape Perspective," *Journal of Service Management*, special issue, selected as a best paper at the American Marketing Association Services Marketing Special Interest Group (SERVSIG; Ray Fisk and Lia Patrcio Guest Editors), 22 (4), 471-490.

- Rosenbaum, Mark S., Ronald Kuntze, and Barbara Ross-Wooldridge (2011), "Understanding Unethical Retail Disposition Practice and Restraint from the Consumer Perspective," *Psychology & Marketing*, 28 (1), 29-52.
- Rosenbaum, Mark S. and Ipkin A. Wong (2010), "Value Equity in Event Planning: A Case Study of Macau," special issue on latest trends in tourism, *Marketing Intelligence and Planning*. 28 (4), 403-417.
- Rosenbaum, Mark S., Jillian Sweeney, and Carla Windhorst (2009), "The Restorative Qualities of an Activity-Based, Third Place Café for Seniors: Restoration, Social Support, and Place Attachment at Mather's –More-Than-a- Café," *Seniors Housing & Care Journal*, 17 (1), 3954.
- Rosenbaum, Mark S. (2009), "The Restorative Potential of Commercial Servicescapes," *Journal of Service Management*, special issue for American Marketing Association SERVSIG International Research Conference 2008 "Best Conference Papers" recipients, 20 (2), 173191.
- Rosenbaum, Mark S. and Ipkin A. Wong (2009), "Modeling Customer Equity, SERVQUAL, and Ethnocentrism: A Vietnamese Case Study," *International Journal of Service Industries Management*, special issue on Southeast Asian marketing, Jochen Wirtz guest editor, 20 (5), 544-560.
- Rosenbaum, Mark S. (2009), "Exploring Commercial Friendships from the Employees' Perspectives," *Journal of Services Marketing*, 23 (1), 57-67.
- Rosenbaum, Mark S. and Daniel L. Spears (2009), "Using Group Comparisons in AMOS to Explore Shopping as a Travel Driver," *International Journal of Culture, Tourism and Hospitality Research*, 3(4), 313 – 325.
- Rosenbaum, Mark S. (2008), "Return on Community for Consumers and Service Establishments," *Journal of Service Research*, 11 (2), 179-196. "Best Article Award Finalist," for 2008.
- Rosenbaum, Mark S. (2008), "Doing Quantitative Grounded Theory: A Theory of Trapped Travel Consumption," *Grounded Theory Review*, 7 (3), 83-91.
- Rosenbaum, Mark S., James Ward. Beth A. Walker, and Amy L. Ostrom (2007), "A Cup of Coffee with a Dash of Love: An Investigation of Commercial Social Support and Third-Place Attachment," *Journal of Service Research*, 10 (1), 43-59. "Best Article Award Finalist," for 2007.
- Rosenbaum, Mark S. and Ipkin A. Wong (2007), "The Darker Side of the Servicescape: A Case Study of the Bali Syndrome," *International Journal of Culture, Travel, and Hospitality Research*, 1 (3), 161-174.
- Rosenbaum, Mark S. (2007), "The Hedonic Repeat Visit: Exploring Consumption Differences between First-Time and Repeat Japanese Visitors in Hawaii," *Tourism Analysis*, 11 (5), 289295.

- Rosenbaum, Mark S., and Carolyn Massiah (2007), "When Customers Receive Support from Other Customers: Exploring the Influence of Intercustomer Social Support on Customer Voluntary Performance," *Journal of Service Research*, 9 (3), 257-270.
- Rosenbaum, Mark S., and Detra Montoya (2007), "Exploring the Role of Ethnicity in Place Avoidance and Approach Decisions," *Journal of Business Research*, 60 (3), 206-214.
- Deborah McCabe, Mark S. Rosenbaum, and Jennifer Yurchisin (2007), "Perceived Service Quality and Shopping Motivations: A Dynamic Relationship," *Services Marketing Quarterly*, 29 (1), 1-21.
- Rosenbaum, Mark S. (2006), "Exploring the Social Supportive Role of Third Places in Consumers' Lives," *Journal of Service Research*, 9(1), 59-72.
- Rosenbaum, Mark S. and Daniel L. Spears (2006), "Who buys what? Who does that? The Case of Golden Week in Hawaii," *Journal of Vacation Marketing*, 12 (3), 246-255.
- Rosenbaum, Mark S. and Daniel L. Spears (2006), "Legalization of Gambling in Hawaii: An Empirical Re-inquiry," *Journal of Travel and Tourism Marketing*, 20 (3/4), 145-151.
- Rosenbaum, Mark S. and Daniel L. Spears (2006), "An Exploration of Spending Behaviors among Japanese Tourists," *Journal of Travel Research*, 44 (4), 467-473.
- Rosenbaum, Mark S. and Daniel L. Spears (2005), "Who Buys That? Who Does What? Analysis of Cross-Cultural Consumption Behaviors among Tourists in Hawaii," *Journal of Vacation Marketing*, 11 (3), 235-247.
- Rosenbaum, Mark S., Carolyn Massiah, and Donald W. Jackson J. (2005), "The Role of Trust in Professional Services Relationships," *Services Marketing Quarterly*, 27 (3), 115-135.
- Rosenbaum, Mark S., Amy Ostrom, and Ronald Kuntze (2005), "Loyalty Programs and a Sense of Community," *Journal of Services Marketing*, 19 (4), 222-233.
- Rosenbaum, Mark S. (2005), "Meet the Cyberscape," *Marketing Intelligence and Planning*, 23 (7), 636-647.
- Rosenbaum, Mark S. (2005), "The Symbolic Servicescape: Your Kind is Welcomed Here," *Journal of Consumer Behaviour*, 4, 257-267.
- Rosenbaum, Mark S. and Ronald Kuntze (2004), "Looking Good at the Retailer's Expense: Investigating Unethical Retail Disposition Behavior among Compulsive Buyers.," *Journal of Retailing and Consumer Services*, 12 (3), 217-225.
- Rosenbaum, Mark S. and Ronald Kuntze (2003), "The Relationship between Anomie and Unethical Retail Disposition" *Psychology and Marketing*, 20 (12), 1067-1093.
- Widmier, Scott, Mark S. Rosenbaum, and Donald Jackson Jr. (2003), "Keys to Implementing Productive Sales Force Automation," *Marketing Management Journal*, 13 (1), 1-13.



Naumann, Earl, Donald W. Jackson, Jr. and Mark Rosenbaum (2001), "How to Implement a Customer Satisfaction Program," *Business Horizons*, 44 (1), 37-46.

### **BOOK CHAPTERS**

Rosenbaum, Mark S. and Carolyn Massiah (2013), "The Challenge of Managing a Service Context," in *Serving Customers: Global Reflections on Services Marketing*, in *Serving Customers: Global Services Marketing Perspectives*, Ray Fisk, Rebekah Russell-Bennett, and Lloyd Harris, eds. Tilde University Press.

Rosenbaum, Mark S. (2012), "Progressing from Theoretical Generation to Theoretical Verification using IBM SPSS Amos Structural Equation Modeling Software," in *Grounded theory: Philosophy, Method, and the Work of Barney Glaser*, eds. Boca Raton, FL: Brown Walker Press, 283-296.

Rosenbaum, Mark S. and Carolyn Massiah (2010), "Beyond the Physical Servicescape: How Social, Symbolic, and Restorative Servicescapes Influence Consumer Behavior," in *Environmental Psychology: New Developments*, eds. Jorge Valentin and Lucila Gamez, Hauppauge, NY: Nova, 195-210.

Rosenbaum, Mark S. and Ipkim Anthony Wong (2008), "When Tourists Desire an Artificial Culture: The Bali Syndrome in Hawaii," in *Tourism Management: Analysis, Behaviour, and Strategy*, ed. Arch Woodside and Drew Martin, Oxfordshire, UK: CABI, 174-184.

### **INVITED "THINK TANK" CONFERENCES/WORKSHOP SESSION**

Social Innovation Thought Leadership Conference, hosted by Fordham University, Tarrytown, NY, November 1-3, 2018. Measurement and Outcomes: Assessing the Economic and Social Impact of Sustainability Efforts.

"Theorizing beyond the horizon: Service Research in 2050," November 3-5, 2017 hosted by The University of Queensland and the Australian National University, Brisbane, Australia. All invited tracks will be published in the *Journal of Service Management*.

Transformative Consumer Research Conference, Cornell University, June 18-20, 2017  
Healing Multiculturalism: Challenges, Tensions and Opportunities Track.  
In conjunction with Association of Consumer Research and *Journal of Business Research*.

### **REFEREED CONFERENCES**

Rosenbaum, Mark S., German Contreras Ramirez, Jeffrey Campbell, and Philipp Klaus (2019), "The Product is Me: Hyper-Personalized Consumer Goods as Unconventional Luxury" American Marketing Association Summer Academic Conference, August 9-11, Chicago, IL.

Rosenbaum, Mark S., German Contreras Ramirez, and Dahlia El-Manstrly (2019), "A Neuroscientific Perspective of a Shopper's Response to the Presence of Others in Enclosed Shopping Malls: Exposing the Terror Genie," *Frontiers in Services Conference*, July 18-21, National University of Singapore, Singapore.

- Rosenbaum, Mark S., Philip Klaus, and Volker G. Kuppelweiser (2019), "Thinking for Service Inclusion: Reimagining our Understanding of Consumers in Marketplaces," 26th Recent Advances in Retailing and Consumer Services Conference, July 8-11, Tallinn, Estonia
- Rosenbaum, Mark S., German Contreras Ramirez, Dahlia El-Manstrly, and Jason Sit (2019), "A Neuroscientific Perspective of the Presence of Shoppers in Enclosed Malls," 26th Recent Advances in Retailing and Consumer Services Conference, July 8-11, Tallinn, Estonia.
- Rosenbaum, Mark S. and Ohad Bolotin (2019), "Marketing Technology Workshop: Teaching Internet Solutions with Wix" Marketing Educators' Association Conference, Phoenix, AZ, April 3-5.
- Rosenbaum, Mark S. (2018), "The New Hyper-Personalization Luxury Market: Using a Customer's DNA in Consumer Goods Industries," International Conference on Tourism and Retail Management, at the Institute for Tourism, Macau, China, December 2-4.
- Fisk, Ray, Alison Dean, Linda Alkire, Nichola Robertson, Mark S. Rosenbaum, Josephine Previte, and Alison Joubert (2018), "Design for Service Inclusion: Creating Just Service Systems," presented at Frontiers in Service Conference, Austin, TX, September 6-9.
- Rosenbaum, Mark S. and Dahlia El-Manstrly (2018), "Cancer Resource Centers and the Male Cancer Patients," presented at Frontiers in Service, Austin, TX, September 6-9.
- Rosenbaum, Mark S. and German Contreras Ramirez (2018), "A Neuroscientific Perspective of Consumer Responses Towards Retail Greenery," presented at 25th Recent Advances in Retailing And Services Science Conference, Madera, Portugal, July 16-18.
- Rosenbaum, Mark S., Kawon Kathy Kim, German Contreras Ramirez, Augusto Rodríguez Orejuela, Joohyung Park (2018), "The Transformative Third Place," presented at SERVSIG Opportunities for Services in a Challenging World, IÉSEG School of Management, Paris-La Défense Campus, France, June 14 – 16, 2018.
- Raymond P. Fisk, Alison Dean, Linda Alkire, Alison M. Joubert, Josephine Previte, Nichola Robertson, and Mark S. Rosenbaum (2018), "Service in 2050," presented at SERVSIG Opportunities for Services in a Challenging World, IÉSEG School of Management, Paris-La Défense Campus, France, June 14 – 16, 2018.
- Rosenbaum, Mark S. and Dahlia El-Manstrly (2018), "Cancer Resource Centers and their Male Cancer Patients," presented at the 15th International Research Conference in Service Management, La Londe les Maures, France, June 10 - 13 2018.
- Rosenbaum, Mark S., German C. Ramirez, and Nancy Matos (2018), "A Neuroscientific Perspective of Consumer Brain Activity Towards Retail Greenery," presented at the Innovation, Entrepreneurship, and Sustainable Development Conference, Universidad de Los Andes, Cartagena, Colombia, May 30 – June 1, 2018.
- Rosenbaum, Mark S., Mauricio L. Otalora, and German C. Ramirez (2017), "Understanding consumer acceptance or rejection retail black market retailing: The case of Colombia's San Andresitos," presented at the Association of Consumer Research Latin American Conference, July 5-8, Pontificia Universidad Javeriana, Cali, Colombia.
- Rosenbaum, Mark S., Mauricio L. Otalora, and German C. Ramirez (2017), "Understanding Consumer Acceptance or Rejection of the Retail Black Market," presented at the 2017 Recent Advances in Retailing and Consumer Science Conference, June 26-29, Burnaby/Vancouver.

- Rosenbaum, Mark S. Carol Kelleher, Margareta Friman, Per Kristensson, and Anne Scherer (2017), "Re-Placing Place in Marketing: A Formal Theory of Place," presented at QUIS 15, June 12-15, University of Porto, Portugal.
- Rosenbaum, Mark S., Tali-Seger Guttman, and Ofir Mimran (2017), "Negotiating Discomfort: Israeli Arabs and Jews in Service Settings," presented at QUIS 15, June 12-15, University of Porto, Portugal.
- Rosenbaum, Mark S., Drew Martin, and Tali Seger-Guttman (2016), "Giving Meaning to Places of Destruction: The Impact of Visiting Holocaust Sites on Israeli Jews," presented at the 2016 Global Marketing Conference, July 21-25, Hong Kong, China.
- Rosenbaum, Mark S., Mauricio L. Otalora, and German C. Ramirez (2016), "The Dark Side of Experience-Seeking Mall Shoppers," presented at the 2016 Recent Advances in Retailing and Conference Science Conference, July 11 – 14, 2016, Edinburgh, Scotland.
- Rosenbaum, Mark S., Mauricio L. Otalora, and German C. Ramirez (2016), "The Dark Side of Experience-Seeking Mall Shoppers," presented at Frontiers in Services Conference, July 11 – 14, 2016, Edinburgh, Scotland. June 23 – 26, Bergen, Norway.
- Rosenbaum, Mark S., Rebekah Russell-Bennett, Judy Drennan (2016), "Commercial Friendships between Gay Sales Associates and Straight Female Customers," presented at SERVSIG 2016, Maastricht University, June 17 – 19, Maastricht, Netherlands.
- Rosenbaum, Mark S., Tali Seger-Guttman, and Iris Vilani-Yavetz (2016), "Disparate Satisfaction Scores? Consider a Customer's Country-of-Origin: A Case Study," presented at SERVSIG 2016, Maastricht University, June 17 – 19, Maastricht, Netherlands.
- Rosenbaum, Mark S. (2016), "Disabled Front-Line Employees and Service Quality," presented at the Colloquium on European Research in Retailing, June 2 - 4, 2016, Toulouse Business School, Toulouse France.
- Rosenbaum, Mark S., Russell-Bennett, R., and Drennan, J. (2015), "Of Course You May Help Me! Commercial Friendships between Gay Male Sales Associates and Straight Female Customers in Retail Stores," presented at 22<sup>nd</sup> International Conference on Recent Advances in Retailing and Consumer Services Science, July 27-30, 2015, Montreal, Canada.
- Rosenbaum, Mark S. (2015). "Losing Leaders or Front-Line Employees? Exploring the Entrepreneurial Level in Migrant Workers to the Persian Gulf," presented at the South and Central Asia Fulbright Conference, March 1 – 5, Hyderabad, India.
- Defries A., Russell-Bennett, R., Johnston, K., and Rosenbaum, Mark S. (2015), "Silver Surfers: Proposing an E-Servicescape Framework for Active Ageing," presented at the 2015 World Social Marketing Conference, April 19-21, Sydney, Australia.
- Rosenbaum, Mark S., Rebekah Russell-Bennett, Ray Fisk, and colleagues (2014), "Special Session: Transforming Consumer's Lives through Marketing," presented at the 2014 International Social Marketing (2014 ISM) conference at Monash University, Peninsula Campus (Frankston), July 17 – 18, 2014.

- Rosenbaum, Mark S. (2014), ““Classroom Rescue! Introducing Reality Television to Retailing and Services Marketing Course Curricula,” presented at 21st International Conference on Recent Advances in Retailing and Consumer Services Science, July 7-10, Bucharest, Romania.
- Rosenbaum, Mark S., Rebekah Russell-Bennett, Judy Drennan, and Carolyn Massiah (2014), “Commercial Friendships between Gay Salesmen and Straight Female Customers,” presented at presented at the American Marketing Association Services Marketing Special Interest Group, June 13-15, 2014, Thessaloniki, Greece.
- Rosenbaum, Mark S., Marianne Cirone, Jill Smallwood, and Jane Van De Velde (2014), "The Effects of Reiki, Yoga, and Massage Services on a Cancer Resource Center Member’s Well-Being,” as part of a special session, “Social Marketing and Transformative Service Research: Exploring the Similarities and Differences of Two Research Approaches.” presented at the American Marketing Association Services Marketing Special Interest Group, June 13-15, 2014, Thessaloniki, Greece.
- Rosenbaum, Mark S. (2014), “Commercial Friendships between Gay Sales Associates and Straight Female Customers in Luxury Settings,” presented at the American Marketing Association Services Marketing Special Interest Group, June 13-15, 2014, Thessaloniki, Greece.
- Rosenbaum, Mark S. (2014), “Commercial Friendships between Gay Sales Associates and Straight Female Customers in Luxury Settings,” presented at the Monaco Symposium on Luxury, INSEEC and the University of Monaco, Monte Carlo, Monaco, April 10 – 11, 2014.
- Rosenbaum, Mark S., Marianne Cirone, Jill Smallwood, and Jane Van De Velde (2014), “The Transformative Effect of Reiki, Yoga, and Massage Services on Cancer Resource Center Members’ Well-Being,” presented at the American Marketing Association, Winter Marketing Educators Conference, February 21-23, Orlando, FL. This is part of a special session on Transformative Service Research.
- Mulder Mark, Sven Tuzovic, Justine M. Rapp, and Mark S. Rosenbaum (2013), “Paradox of New Textbook Adoption: When Do ‘Newest’ Editions Matter to Students?” Presented at the Marketing Educators Association Conference, April 18-20, Portland, OR.
- Rosenbaum, Mark S., Marianne Cirone, Jill Smallwood, and Jane Van De Velde (2013), “The Transformative Effect of Reiki, Yoga, and Massage Services on Cancer Resource Center Members’ Well-Being,” presented at the Frontiers in Services Conference, July 4-7, National Taiwan University, Taipei, Taiwan.
- Rosenbaum, Mark S. and Jillian Sweeney (2013), “Restorative Senior Center Servicescapes & Senior Health,” American Marketing Association Marketing & Public Policy Conference, May 30 – June 1, Washington, D.C.
- Rosenbaum, Mark S. and Anthony Ipkin Wong (2013), “Is Green Red or Black? Understanding how Luxury Hospitality Customers Value Green Initiatives,” World Social Marketing Conference, April 21-23, Toronto, Canada.

- Rosenaum, Mark S. and Ioana Moraru (2013), "Retail Rescue! Introducing Reality Television to Service-Oriented Course Curricula," Marketing Educators Association Conference, April 18-20, Portland, OR.
- Rosenaum, Mark S. and Ioana Moraru (2013), "Retail Rescue! Introducing Reality Television to Retailing Course Curriculum," American Collegiate Retailing Association Conference, March 20-23, Nashville, TN.
- Rosenbum, Mark S., Marianne Cirone, Jill Smallwood, and Jane Van De Velde (2013), "The Effect of Reiki, Yoga, and Massage Services on Cancer Resource Center Members' Well-Being" presented at the American Psychological Oncology Society 10th Annual Conference, February 14-16, Huntington Beach, CA.
- Rosenbum, Mark S., Richard Wozniak, and Carolyn Massiah (2012), "Social Commonalities and Subjective Discounting," presented at the American Marketing Association Summer Educator's Conference, August 17-19, 2012, Chicago, IL.
- Rosenbum, Mark S. (2012), "From Service Blueprint to the Service Plan," presented at the American Marketing Association Summer Educator's Conference, August 17-19, 2012, Chicago, IL. Part of a special session hosted by the Services Marketing Special Interest Group on Service Blueprinting.
- Rosenbaum, Mark S. and Ipkin Anthony Wong (2012), "If You Install It, Will They Use It? Understanding Why Hospitality Customers Take "Technological Pauses," presented at the Global Marketing Conference, July 19-22, Seoul, South Korea.
- Massiah, Carolyn, Mark S. Rosenbaum, and Richard Wozniak (2012), "Why Social Commonalities Encourage Discounting in Retail Stores," presented at the Academy of Marketing Conference, July 2-5, Southampton Management School, Southampton, United Kingdom.
- Rosenbaum, Mark S. and Anthony Ipkin Wong (2012), "Conceptualizing and Measuring Return on Green Equity," presented at Frontiers in Services Conference, June 14-17, University of Maryland, Bethesda, MD.
- Rosenbaum, Mark S. and Jillian Sweeney (2012), "The Impact of Restorative Senior Centers on Members' Health," presented at SERVSIG International Service Research Conference, June 7-9, Hanken School of Economics. Helsinki, Finland.
- Rosenbaum, Mark S. and Carolyn Massiah (2012), "It's More Than Physical...It's Social, Natural, Symbolic, and Virtual Servicescape Stimuli," presented at SERVSIG International Service Research Conference, June 7-9, Hanken School of Economics. Helsinki, Finland.
- Rosenbaum, Mark S. and Anthony Ipkin Wong (2012), "Green, Red, and Black: Return on Green Equity," presented at SERVSIG International Service Research Conference, June 7-9, Hanken School of Economics. Helsinki, Finland.

- Rosenbaum, Mark S., Lauren I. Labrecque, and Ioana Moraru (2012), "Bringing Cultural Diversity to Service Marketing Courses: A SERVQUAL Exercise," presented at Academy of Marketing Science Conference, May 16-19, New Orleans.
- Rosenbaum, Mark S. and Ioana Moraru (2012), "Bringing Cultural Diversity into a Service Marketing Course: A SERVQUAL Exercise," presented at the Marketing Educators' Association Conference, April 19-21, Long Beach, CA. Awarded Best Paper.
- Rosenbaum, Mark S., Richard Wozniak, and Carolyn Massiah (2012), "Social Commonalities and Subjective Discounting," presented at the American Marketing Association/American Collegiate Retailing Association Triennial Conference, April 18-21, Seattle, WA.
- Rosenbaum, Mark S. and Canan Corus (2012), "A Call for Transformative Service," presented at the American Marketing Association Winter Educator's Conference, Feb 17-19, St. Petersburg, FL.
- Corus, Canan, Bige Saatcioglu, and Mark S. Rosenbaum (2012), "Health Services are Transformative Services: Vietnam Application," presented at the American Marketing Association Winter Educator's Conference, Feb 17-19, St. Petersburg, FL.
- Rosenbaum, Mark S. (2011), "Forecasting the Use of Emerging Social Media and Technological Innovations at McDonald's Corporation," presented at the American Marketing Association Summer Educator's Conference, Aug 5-7, San Francisco, CA.
- Rosenbaum, Mark S. and Drew Martin (2011), "The Relationship between Integration in a Fitness Based Service Community and "Wearing" Community," presented at the American Marketing Association Summer Educator's Conference, Aug 5-7, San Francisco, CA. Awarded a best paper in track award.
- Rosenbaum, Mark S., Ronald Kuntze, and Barbara Ross-Wooldridge (2011), "Understanding Unethical Retail Disposition Practice and Restraint from the Consumer Perspective," presented at the Academy of Marketing Science World Marketing Congress, Reims, Champagne, France, July 19-23, 2011.
- Rosenbaum, Mark S., Jillian Sweeney, and Jill Smallwood (2011), "Restorative Cancer Center Servicescapes," presented at Academy of Marketing Conference, July 5-7, University of Liverpool, Liverpool, UK. Finalist for best conference paper.
- Rosenbaum, Mark S. and Jill Smallwood (2011), "The Role of "Third Place" Social Support and Mental Fatigue Reduction in Cancer Patients' Quality of Life," presented at Frontiers in Services Conference, June 30 – July 3, Ohio State University, Columbus, OH.
- Rosenbaum, Mark S. and Jill Smallwood (2011), "The Role of "Third Place" Social Support and Mental Fatigue Reduction in Cancer Patients' Quality of Life," presented at the 3<sup>rd</sup> Transformative Service Research Conference, June 24- - June 26, Baylor University, Waco, TX.
- Rosenbaum, Mark S. and Jill Smallwood (2011), "The Role of "Third Place" Social Support in

- Cancer Patients' Quality of Life," presented at QUIS 12th International Research Symposium on Service Excellence in Management, June 2-5, Cornell University, Ithaca, NY.
- Rosenbaum, Mark S., Gianfranco Walsh, and Richard Wozniak (2011), "Family Allowances as Reverse Retail Discrimination," presented at the Association Collegiate Retailing Association Spring Conference, March 3-5, Boston, MA. Recipient of a best paper award.
- Rosenbaum, Mark S. and Kate Daunt (2011), "When Consumers Have No Option: A Cambodian Case Study Regarding Counterfeit Designer Merchandise," presented at the American Marketing Association Winter Educator's Conference as part of a special session, Customers Behaving Badly in Service Settings: Issues and Implications, February 18-20, Austin, TX.
- Rosenbaum, Mark S., Ronald Kuntze, and Barbara Ross-Wooldridge (2011), "Understanding Unethical Retail Disposition Practice and Restraint from the Consumer Perspective," presented at the American Marketing Association Winter Educator's Conference as part of a special session, Customers Behaving Badly in Service Settings: Issues and Implications, February 18-20, Austin, TX.
- Sweeney, Jill and Mark S. Rosenbaum (2010), "The Role of Third Places in Reduction of Mental Fatigue," presented at the Australia New Zealand Marketing Academy ANZMAC Conference, Nov 29 – Dec 1, University of Canterbury, Christchurch, New Zealand.
- Rosenbaum, Mark S (2010), "Changing Student's Lives: The Impact of the Fulbright on Our Student's Lives," presented at the 33<sup>rd</sup> Annual Fulbright Association Conference, Buenos Aires, Argentina.
- Rosenbaum, Mark S. and Kate Daunt (2010), "People as Virtual Products: Analyzing Human Exchanges on Craigslist." presented at the American Marketing Association Summer Educators' Conference, Aug 13-16, Boston, MA.
- Rosenbaum, Mark S. and Kate Daunt (2010), "People as Virtual Products: Analyzing Human Exchanges on Craigslist and Gumtree.com," presented at the Association for Consumer Research 10<sup>th</sup> Conference on Gender, Marketing and Consumer Behaviour, University of Cambria, Ambleside Campus, June 26 – 29, Ambleside, United Kingdom.
- Rosenbaum, Mark S., Jillian Sweeney, and Carla Windhorst (2010), "Restoring Senior Health at a Third Place: Restoration, Social Support, and Place Attachment at Mather's - More-Than-aCafé," presented at the American Marketing Association Services Marketing Special Interest Group (SERVSIG) International Service Research Conference, June 17-19, Porto, Portugal.
- Rosenbaum, Mark S. and Carolyn Massiah (2010), "Servicescape Stimuli: The Interplay of Physical, Social, Symbolic, and Restorative Stimuli on Customer Behavior" presented at the American Marketing Association Services Marketing Special Interest Group (SERVSIG) International Service Research Conference, June 17-19, Porto, Portugal.
- Wong, Ipkin Anthony, Mark S. Rosenbaum, Liu, Matthew T. (2010), "Examining Value Equity in

- Event Services: The Moderating Role of Event Experience,” Academy of Marketing Science (AMS), May 26-29, Portland, Oregon.
- Wong, Ipkin Anthony, Mark S. Rosenbaum, and Ruth Mo Wah Yeung (2010, February 8-9), “Value Equity as a Customer Satisfaction Driver in Tourism Settings,” Council for Australian University Tourism and Hospitality Education (CAUTHE), Hobart, Tasmania, Australia.
- Wong, Ipkin, Anthony and Mark S. Rosenbaum (2009), “Understanding How Consumer Ethnocentrism affects Customer Equity in a Transitional Economy,” Academy of International Business, Dec 3-5, The Open University of Hong Kong, Hong Kong.
- Rosenbaum, Mark S. (2009, July 22-24), “Unmasking Family Allowances: A Theory of Service Nepotism,” presented at Institute of Service Excellence, Singapore Management University, Inaugural Global Conference on Service Excellence, Singapore.
- Rosenbaum, Mark S., Debra Zahay, and Ipkin A. Wong (2009), “The Unintended Consequences of Obtaining Social Support from Virtual Third Places,” presented at American Marketing Association Summer Educators’ Conference, Chicago, IL. Part of a Special Session on, “Introducing Sustainable Services Marketing,” Services Marketing Special Interest Group. Other presenters include: Eric Arnould, Ray Fisk, Steve Grove, and Eileen Bridges.
- Wong, Ipkin Anthony and Mark S. Rosenbaum, (2009, May 28-31). “Exploring the Travel Motives of Mainland Chinese tourists in Macau,” presented at the 7th Asia-Pacific CHRIE Conference, Singapore.
- Rosenbaum, Mark S. and Ipkin Anthony Wong (2008, November 6-8), “The Janus Effect of Virtual Third Places: Exploring the (Un) Healthy Benefits and Consequences of Online Social Support,” presented at the 22<sup>nd</sup> Service Conference and Workshop, University of Westminster, London.
- Rosenbaum, Mark S. (2008, August 14-17), “Can Video Arcade Patronage Be a Solution for Teenage ADHD?” presented at the 2008 Summer Society of Consumer Psychology/American Psychological Association Conference, Boston, MA.
- Rosenbaum, Mark S. (2008, August 8-11), “Introducing Restorative Commercial Servicescapes,” presented as part of a chaired special session on new trends in services, presented at the 2008 AMA Summer Educators’ Conference, San Diego, CA.
- Rosenbaum, Mark S. (2008, June 5-7), “Introducing Restorative Commercial Servicescapes,” presented at the American Marketing Association Services Marketing Special Interest Group (SERVSIG) International Research Conference, Liverpool, United Kingdom.
- Rosenbaum, Mark S., Ronald Kuntze, and Barbara Ross-Wooldridge (2008, May 28-May 30), “A Theory of Unethical Retail Disposition Practice and Restraint,” presented at the 2008 La Londe Service Management Conference, La Londe, France.



- Rosenbaum, Mark S. and Deborah Brown-McCabe (2008, May 28-May 31), "Understanding How Consumers Rationalize Purchasing Illegal Designer Merchandise and Exploring Alternative Methods to Curtail the Behavior," presented at Academy of Marketing Science 2008 Annual Conference, Vancouver, Canada.
- Rosenbaum, Mark S. (2007, December 6-7), "ROI on Third Place Communities," presented at Marketing Science Institute's Engaging Communities for the Company and the Brand, Boston University School of Management.
- Rosenbaum, Mark S. (2007, August 17-August 30), "Transformative Service Research: Exploring How Teens, Jocks, and Middle-Aged Women Find Social Support in Video Arcades and Gyms," American Psychological Conference/Society for Consumer Psychology, San Francisco, CA.
- Rosenbaum, Mark S. (2007, June 14-17), "Transformative Service Research in Developing Countries: Creating a Modified Service Blueprint in Developing Countries," QUIS 10, the 10<sup>th</sup> International Research Symposium on Service Excellence in Management, Orlando, FL.
- Mackie, Brian, Joan Petros, and Mark Rosenbaum (2007), "Building Ethical Leaders Using an Integrated Ethics Framework," presented at Midwest Decision Sciences Institute Annual Meeting, Chicago, IL.
- Rosenbaum, Mark S. (2007, August 3-6), "Exploring the Bali Syndrome in Hawaii," presented at a TOURSIG Special Session on Tourism Shopping, presented at 2007 AMA Winter Marketing Educators' Conference, Washington, DC.
- McCabe Brown, Deborah and Mark S. Rosenbaum (2006), "Exposing the Designer Paradox: Understanding How Consumers Rationalize Purchasing Counterfeit Designer Merchandise," presented at Association of Consumer Research Conference as a special session, Sept. 28 – Oct. 1, Orlando, FL.
- Rosenbaum, Mark S. (2006), "Serving Coffee and Love: Understanding Exchanges between Commercial Friendships," presented at American Marketing Association Summer Educators' Conference, August 4 – 7, Chicago IL.
- Rosenbaum, Mark S. (2006), "Understanding Cheers: Older Aged and Elderly Consumers in a Diner," American Psychological Association, Society of Consumer Psychology Division, Aug. 10 -13, New Orleans, LA.
- Rosenbaum, Mark S. (2006), "Cathartic Consumption: Understanding Why Consumers Seek Social Support in Third Places," *Frontiers in Services Marketing*, June 29 – July 2 Brisbane, Australia.
- Rosenbaum, Mark S. (2006), "Cathartic Consumption: Understanding Why Consumers Seek Social Support in Third Places," presented on a special session of "Current Perspectives on Retailing & Shopping Research," Academy of Marketing Science, May 24-27, San Antonio, TX
- Rosenbaum, Mark S., Deborah McCabe, and Jennifer Yurchisin (2006), "Changing Perceptions:

- Exploring the Dynamic Relationship Between Consumer Shopping Motivations and Perceived Service Quality,” Association of Collegiate Retailers Association, April 6 – 8, Fayetteville, AR.
- Rosenbaum, Mark S. (2005), “The Impact of Intercustomer Social Support on Behavior.” Frontiers in Services Conference, Tempe, AZ.
- Arnould, Eric, Fleura Bardhi, and Mark S. Rosenbaum (2005). Special Session on “An Examination of the Concept of Postmodern Home and the Role of Consumption in Home-Making Practices.” Association of Consumer Research, San Antonio, TX.
- Rosenbaum, Mark S. and Daniel Spears (2005), “Who is Buying the Louis Vuitton Handbags and Macadamia Nuts? An Investigation of American and Japanese Tourist Consumption Patterns,” presented at a special session, “Tourism Segmentation—Does it Really Work,” American Marketing Association Summer Educator’s Conference, San Francisco, CA.
- Rosenbaum, Mark S. (2005), “The Hedonic Japanese Tourist,” presented at the Fourth Consumer Psychology of Tourism, Hospitality, and Leisure Research Conference, Montreal, Canada. Recipient of Best Paper Award.
- Rosenbaum, Mark S. and Daniel Spears (2005), “Who Buys That? Who Does What?,” presented at the Fourth SERVSIG American Marketing Association Conference, National University of Management, June 2 -4, Singapore.
- Rosenbaum, Mark S. (2004), “Using the Literature in a Grounded Theory Study,” presented at the Grounded Theory Seminar, Grounded Theory Institute, New York City, NY.
- Rosenbaum, Mark S., Amy L. Ostrom, Beth Walker, and James Ward (2004), “Looking Beyond the Physical Realm: A Theory Regarding the Role of Places in Consumers’ Lives,” presented at Quis 9 Service Excellence in Management: Interdisciplinary Contributions, Karlstad, Sweden.
- Rosenbaum, Mark S. (2003), “A Conceptual Theory Regarding How Consumers Sense They Are Unwelcome in the Marketplace,” presented at the Grounded Theory Seminar, Grounded Theory Institute, New York City, NY.
- Rosenbaum, Mark S., Carolyn Massiah and Donald W. Jackson, Jr. (2003), “An Investigation of the Role that Trust Plays between Customers and their Accountants,” presented at the Summer Educator’s Conference, American Marketing Association, Chicago, IL.
- Rosenbaum, Mark S., Carolyn Massiah and Donald W. Jackson, Jr. (2002), “An Analysis of the Role of Trust in Professional Service Relationships,” presented at the 10<sup>th</sup> International Colloquium in Relationship Marketing, University of Kaiserslautern, Germany.
- Rosenbaum, Mark S., Amy Ostrom and Ronald Kuntze (2002), “An Analysis of the Relationship between Anomie and Retail Return Policy Abuse,” presented at the Summer Educators’ Conference, American Marketing Association, San Diego, CA.

- Rosenbaum, Mark S. and Amy Ostrom (2001), "An Exploratory Investigation of the Relationship between Loyalty Programs and a Sense of Community," presented at the Summer Educators' Conference, American Marketing Association, Washington, D.C.
- Rosenbaum, Mark S., Amy Ostrom and James Ward (2001), "What Consumers Seek in an Internet Site Design: The Influence of Goals and Expertise Level on Internet Browsing," presented at the Advertising and Consumer Psychology Conference: The Society for Consumer Psychology, Seattle WA.
- Rosenbaum, Mark S. and Amy Ostrom (2001), "An Exploration into the Relationship between Loyalty Programs, Community, and Customer Loyalty," presented at the XIX Annual University of Houston Doctoral Symposium in Marketing, Houston, TX.
- Jackson, Donald W. Jr. Mark S. Rosenbaum and Scott Widmier (2001), "An Examination of Selected Factors Related to Sales Force Automation Productivity," presented at the National Conference in Sales Management, Dallas, TX.
- Rosenbaum, Mark S. and Amy Ostrom (2000), "A Comparison of Reward-Based and Discount-Based Reward Programs on Store Loyalty," presented at Frontiers in Services Conference, Nashville, TN.
- Sherrard, William R., Mark S. Rosenbaum, and Fred Raafat (2000), "Reverse Logistics in Manufacturing: The Managing of Returned Merchandise," presented at the Production and Operations Management Society, San Antonio, TX.
- Rosenbaum, Mark S., Fred Raafat, and William R. Sherrard (1999), "TQM and Retailing: The Customer as the Center of the Universe," presented at the Western Decision Sciences Conference, Puerto Vallarta, Mexico.
- Rosenbaum, Mark S. and Lois Bitner-Olson (1999), "An Analysis of Merchandise Return Patterns in order to Determine Potential Consumer Abuses and Affects on Traditional Marketing Response Hierarchy Models," presented at the Western Decision Sciences Conference, Puerto Vallarta, Mexico.
- Rosenbaum, Mark S., Fred Raafat, William R. Sherrard, and Helio Yang (1999), "Reverse Logistics: The Managing of Returned Merchandise," presented at the Production and Operations Management Consortium, San Diego, CA.

#### **REFEREED CONFERENCE PROCEEDINGS**

- Rosenbaum, Mark S., Mauricio Losada Otálora, and Germán Contreras Ramírez (2017), "Out in the Open: Understanding Consumer Acceptance Or Rejection of Colombia'S Black Market", in LA - Latin American Advances in Consumer Research Volume 4, eds. Enrique P. Becerra, Ravindra Chitturi, and Maria Cecilia Henriquez Daza and Juan Carlos Londoño Roldan, Duluth, MN : Association for Consumer Research, Pages: 5-10.
- Rosenbaum, Mark S., Rojan Banya, and Tali Seger-Guttmann (2016), "Disabled Frontline Employees and Service Quality," Colloquium on European Research in Retailing, Book of Proceedings. ISBN: 978-2-9549997-1-5. [http://cerr.sciencesconf.org/conference/cerr/book\\_cerr\\_en\\_3.pdf](http://cerr.sciencesconf.org/conference/cerr/book_cerr_en_3.pdf)
- Rosenbaum, Mark S., Ronald Kuntze, and Barbara Ross-Wooldbridge (2011), "Understanding Why Customers Choose to Abuse or Not to Abuse, Return Policies, in Academy of Marketing Science World Marketing Congress 2011 Conference Proceedings.

Rosenbaum, Mark S. and Jillian Smallwood (2011), "The Role of Third Place Social Support in Cancer Patients' Quality of Life," in QUIS 12.0 (The 12th International Research Symposium on Service Excellence in Management) *2011 Conference Proceedings*.

Wong, Ipkin Anthony, Mark S. Rosenbaum, and Matthew Tingchi Liu (2010), "Examining Value Equity in Event Services: The Moderating Role of Event Experience," in *Academy of Marketing Science 2010 Annual Conference Proceedings*.

Rosenbaum, Mark S. (2008), "ROI on Third-Place Communities," *Marketing Science Institute Conference Summary: Engaging Communities for the Company and the Brand*, No. 08-301, ed. Susan Fournier and Russell S. Winer, Boston, MA, pp. 7-8.

Rosenbaum, Mark S. and Daniel L. Spears (2007), "Meet the Packaged Tourist: A Japanese and American Perspective," in the *Proceedings of the International Council on Hotel, Restaurant, and Institutional Educational Conference*, Dallas, TX.

Rosenbaum, Mark, Tanuja Singh and Daniel L. Spears (2006), "Japanese Tourism In Hawaii: An Empirical Investigation Of Japanese Gift Giving During Golden Week," in the *Proceedings of the 2006 Academy of Marketing Science/Korean Academy of Marketing Science Cultural Perspectives in Marketing Conference* (ed. Junyeon Moon) in Seoul, South Korea, July 1215, ISBN 89-7218-311-3 (CD-Rom).

Ronald J. Kuntze, Barbara Ross Wooldridge, Mark S. Rosenbaum (2006), "Exploring the Motivations of Deshopping: Beyond Sykes and Matza's Rationalizations," in *Retailing 2006: Strategic Challenges in the New Millennium, Special Conference Series*, XI, Joel R. Evans, editor. Hofstra University, Hempstead NY, Academy of Marketing Science 2006, pp.143147.

#### **NON-REFERRED PUBLICATIONS**

Rosenbaum, Mark S. (2018), "Editorial: Being Relevant, Interesting, Timely, and Entertaining," *Journal of Services Marketing*, 32(7), 789-791.

Rosenbaum, Mark S. (2013), "Ask the Expert: Reality Rescue!" *Retail Education Today*, 33 (2), 4.

Rosenbaum, Mark S. (2007, November), "Tribute to Barney Glaser," *The Grounded theory Review: An International Journal*, 65-66, Special Issue.

Rosenbaum, Mark S. (2005), "Omiyage Unwrapped," *Hawaii Retailer*, 10 (2), 1-2.

Rosenbaum, Mark S. and Daniel L. Spears (2004), "Who is Buying the Designer Handbags and Macadamia Nuts," *Hawaii Retailer*, 9 (2), 7.

Rosenbaum, Mark S. (2004), "The Center for Retail Excellence," *Hawaii Retailer*, 9 (1), 10.

Rosenbaum, Mark S. and Carol Pregill (2003), "Hawaiian Retailing Reconsidered," *Hawaii Retailer*, 8 (2), 8.

Rosenbaum, Mark S. (2003), "Return Policies" *Hawaii Retailer*, 8 (1), 11.

#### **CONSULTING PROJECTS**

**Abbott Nutritional Products** (Lake Forest, IL): Created a digital marketing plan for four Abbott products including Similar, PediaSure, Ensure, and Glucerna.

**Abbott Nutritional Products** (Lake Forest, IL): Created an international marketing plan for Asia and Latin America (1); (2) Create global strategies for BRIC-MTV countries; (3) Create new product ideas for the nutritional product division based upon emerging technologies.

**Calamos Investments** (Naperville, IL): Create an international social marketing plan for the organization.

**Caterpillar** (Peoria, IL). Designed solutions for training ethics to front-line employees in Caterpillar's Thailand facility.

**General Motors Daewoo Division** (Hanoi, Viet Nam): Implemented a service quality analysis, findings were also published in the *Journal of Services Management* (formerly known as the *International Journal of Service Management*).

**Greenlee Tools** (Rockford, IL): Create a digital marketing strategy for the U.S. based tool manufacturer.

**Jewel-Osco** (SuperValu, Itasca, IL): Created a marketing plan that focused on targeting millennial customers.

**Jewel-Osco** (SuperValu, Itasca, IL): Created a marketing plan for organic grocery products.

**LivingWell Cancer Resource Center** (Geneva, IL): Implemented a marketing research project to understand which activities (e.g., education, fitness, nutritional, special events/presentations) supported by the cancer resource center had the greatest health benefits for both cancer patients and survivors.

Engaged in an in-depth study regarding how to bring men into cancer resource centers.

**McDonald's** (Oak Brook, IL): Created a technological forecasting for the company in which I predicted how the firm's in-store and drive-thru customers will employ technology during the exchange process.

**McDonald's** (Oak Brook, IL): Created a strategy to reach younger aged consumers, including teenagers, by revamping brand image and marketing programs.

**Northern Illinois University College of Business** (DeKalb, IL): Implementing a marketing strategy to increase online education endeavors at the undergraduate and graduate level.

**Turning Point Domestic Shelter** (Woodstock, IL): Created a digital marketing strategy to help victims, their abusers, and family members understand available services.

**WeCare Pregnancy Center** (DeKalb, IL): Implemented a marketing research project to understand why college students (male and female) choose abortion and adoption options when confronted with unplanned pregnancies.

## RECENT PRESENTATIONS

- Rosenbaum, Mark S. (2019), "Moving the Economy Forward: Focus on Services," presented at Actions Strategy of Uzbekistan: Macroeconomic Stability, Investment Activity, and Perspectives of Innovative Development," Tashkent State University of Economics, Tashkent, Uzbekistan, May 27-28, 2019.
- Rosenbaum, Mark S. (2019), "Case Study: Fulbright Fellowships to Catalyze Faculty Collaborations," presented at the American Councils Central Asia University Partnerships Program, Tashkent, Uzbekistan, May 16-17, 2019.
- Rosenbaum, Mark S. (2019), "Case Study: University of South Carolina Certificate Program," presented at the American Councils Central Asia University Partnerships Program, Tashkent, Uzbekistan, May 16-17, 2019.
- Rosenbaum, Mark S. (2019), "Working with the University of South Carolina: A Perspective," presented at Identifying U.S. Companies Needs for Better Workforce in Uzbekistan and Central Asia, April 18, Washington, D.C. Sponsored by: The American-Uzbekistan Chamber of Commerce.
- Rosenbaum, Mark S. (2013), "Services Marketing Planning," executive education session in conjunction with PS Business School, January 5-6, Yangon, Myanmar.
- Rosenbaum, Mark S. (2012), "What are Services and How to Plan for Them," executive education session in conjunction with PS Business School, July 14-15, Yangon, Myanmar.
- Rosenbaum, Mark S. (2012), "Some Reflective Thoughts regarding E-listening," plenary speaker at Frontiers in Services Conference, June 14-17, University of Maryland, Bethesda, MD.
- Rosenbaum, Mark S. (2011), "Integrating Ethics into Marketing Research and Services Marketing," presented at Northern Illinois University, 2011 College of Business Faculty Development Workshop, February 23, 2011, DeKalb, IL.
- Rosenbaum, Mark S. (2010), "Changing Student's Lives: The Impact of the Fulbright on Our Student's Lives," presented at the Fulbright Association 33<sup>rd</sup> Annual Conference, Buenos Aires, Argentina.
- Rosenbaum, Mark S. (2010), "Service Quality for Training the Trainers," presented at Marie Stopes International Viet Nam, Sisterhood Social Franchising Project for the Thai Nguyen, Thua Thien-Hue, and Vinh Long Provinces, January 4-9, 2010, Hanoi and Ho Chi Minh City, Vietnam.

## RESEARCH INTERESTS

*Service Marketing and Retailing:* Retention strategies, loyalty programs, the drivers of customer loyalty to services businesses, and communities in service settings.

*Travel, Leisure & Hospitality:* International tourism. Tourism shopping, motivation for travel, Asian travel.

*Non-medical cancer care:* Exploring how non-medical services, such as massage, yoga, Reiki, can enhance cancer patients' lives.

*Older-aged consumption:* Exploring the effects of negative life events, such as bereavement, divorce, loneliness, on marketplace behavior among senior citizens. *Services Marketing in Developing Nations.* Social marketing. Engaging in transformative service research, especially in developing nations.

*Environmental Influences on Customers:* The effect of retail atmospherics (physical, social, humanistic, and symbolic) on a customer's behavior within service environments. Psychological and sociological factors that influence a customer's behavior in a specific service setting.

## **TEACHING INTERESTS**

Services Marketing, Retailing, Marketing Research (SPSS), International Business

## **UNIVERSITY & COMMUNITY SERVICE**

### **Northern Illinois University**

University Diversity Initiative Committee Member

Multicultural Transformation Curriculum Committee Member

Represent the College of Business on the Center for Southeast Asian Studies Board

Interviewed by WBEZ 91.5 Chicago, Who Wins And Who Loses As Airports Turn Into Malls, available at [https://www.wbez.org/shows/morning-shift/who-wins-and-who-loses-as-airports-turn-into-malls/be473070-fab0-4c86-8076-9fc59c786278?utm\\_source=email&utm\\_medium=referral&utm\\_campaign=Web-Share](https://www.wbez.org/shows/morning-shift/who-wins-and-who-loses-as-airports-turn-into-malls/be473070-fab0-4c86-8076-9fc59c786278?utm_source=email&utm_medium=referral&utm_campaign=Web-Share)

Quoted in "Getting Brand Communities Right," Susan Fournier and Lara Lee, *Harvard Business Review*, April 2009, 105-111.

Became an "NIU Ally" for Lesbian, Gay, Bisexual, Transgender, and Questioning Students. Completed training, February, 2009.

Recipient of the "Ally Award," by Lesbian, Gay, Bisexual, Transgender Studies Program at Northern Illinois University, April 1, 2008.

Interviewed by Newstalk106-108fm, Moncrieff with Sean Moncrieff, current affairs radio talk show in Ireland, July 31, 2007.

Work with Marie Stopes International on improving service quality to over 600 reproductive health clinics in 38 developing nations. Have assisted clinic directors in Vietnam, Fiji, China, India, Yemen, Uganda, South Africa, Philippines, Romania, Mongolia, and other countries on improving service quality.

### **University of Hawaii**

Launched the Center for Retail Excellence at the University of Hawaii in conjunction with Retail Merchants of Hawaii. Developed working relationship with RMH, and RMH's Executive and Education Committee Members. Named Research Director, Center for Retail Excellence, University of Hawaii.

Led international delegation of marketing professors to Japan, Beijing, Shanghai, and Ho Chi Minh City, August 2004, for University of Hawaii's Center for International Business and Education Research (CIBER).

Nominated by Center for International Business and Education Research (CIBER) to represent the University of Hawaii on a delegation of business professors to Hong Kong, Southern China, Macau, and Shanghai.

Research quoted on CNBC, The American Dream, on March 21, 2007 regarding *Journal of Service Research* (2007) article.

Interviewed on Chicago National Public Radio (WBEZ, 91.5 FM) March 19, 2007, Eight Forty-Eight Segment, regarding recent research.

Quoted in *Monitor on Psychology* (2006, October 9), Vol. 37 (9), p. 20, "Restaurants Serve Social Sustenance."

Quoted in *Chicago Tribune* (August 12, 2006), "Hangouts Feed souls of Lonely," by Kayce T. Ataiyero.

Quoted in *Pacific Business News* article, September 9, 2005 by Nina Wu, regarding Japanese Golden Week research.

Quoted in *Honolulu Star Bulletin* article, Hey! Big Spenders, by Allison Schaefer, regarding Center for Retail Excellence and study regarding Waikiki tourism.

Interviewed by Channel 2, Fox, on October 22, to discuss the Center for Retail Excellence and the Waikiki tourism study.

Interviewed by Channel 9 on February 5, 2004 to discuss the Janet Jackson costume fiasco.

Interviewed twice by Channel 8 News in August 2004 to discuss the marketing of Kobe Bryant products.

## **DISCIPLINE SERVICE**

Co-Editor, *Journal of Services Marketing*  
Associate Editor, *Service Industries Journal*  
Associate Editor, *Journal of Business Research*  
Regional Associate Editor, *Journal of Service Theory and Practice*  
Southeastern U.S. Board Member: Marketing Educators' Association

Editorial Board Member, *Journal of Services Research*  
Editorial Board Member, *Journal of Education for Business*  
Editorial Board Member, *Journal of Global Academy of Marketing Science* Chair,  
American Marketing Association, Services Marketing Special Interest Group

Track Organizer:

Global Marketing Conference, 2016, Hong Kong: Trends in Physical and E-commerce Retailing: <http://gammaconference.org/2016>

Global Marketing Conference, 2014, Singapore, Marketing in Newly Emerging Economies: <http://kamsconference.org/2014/>

Reviewer:

*Journal of Consumer Research*  
*Journal of Marketing*  
*California Management Review*  
*Journal of Hospitality and Tourism Research*



*Journal of Business Research*  
*Journal of Services Management*  
*Journal of Services Marketing*  
*Journal of Service Research*  
*Journal of International Marketing*  
*Journal of the Academy of Marketing Science*  
*Services Industries Journal*  
*Marketing Intelligence & Planning*

## **GRANTS, SCHOLASTIC HONORS, AWARDS, FELLOWSHIPS**

### **FULBRIGHT & NATIONAL SCIENCE FOUNDATION AWARDS**

Recipient of Fulbright Specialist in Services Marketing Award to Unzbekistan, Summer, 2019

Recipient of Senior Fulbright Scholarship to teach Research Methods and Services Marketing at Kathmandu School of Management, Kathmandu, Nepal. Spring, 2015.

Designated by the Fulbright Commission as Fulbright Specialist: Services Marketing, December 2014.

Recipient of Fulbright Scholarship to teach Services Marketing and Marketing Research at the National University of Management, Phnom Penh, Cambodia, Summer, 2009.

Recipient of \$200,000 National Science Foundation Award, along with Engineering, Chemistry, and Physics to design four marketing courses for a Nanotechnology Certificate Program at NIU.

### **PROFESSIONAL**

Recipient of College of Business & NIU Research Summer Grant Money to use with research projects in conjunction with LivingWell Cancer Resource Center, Summer 2011.

Named Lillian Cobb Fellow for achievements in global education and service, 2006-2007; 2008-2009.

Recipient of \$1,000 grant to attend Dee Fink & Associates, “Designing Courses for Significant Learning Workshop” Chicago, IL (May, 2008).

Recipient of \$2,500 Lillian Cobb Faculty Travel Fellowship for International Teaching and Service, to use for not-for-profit work with an NGO in Myanmar, Spring, 2007.

Recipient of \$2,500 Raymond D. Grant award for incorporating technology into the classroom, Spring, 2007.

Recipient of \$1,000 award by Retail Merchants of Honolulu to launch the Center for Retail Excellence at the University of Hawaii, September 2004.

Recipient of \$600 award by University of Hawaii, CIBER, for software purchase.

Recipient of University Research Council Award, January, 2004.

Recipient of CIBER grant, participated in U.S/Hong Kong, Pearl River Delta Faculty Development Program, January, 2004.

## **EDUCATIONAL**

Nominated for “Best NIU Faculty University Professor,” 2013

Recipient Marketing Department Faculty Teaching Excellence Award, 2013

Nominated for “Best NIU Faculty University Professor,” 2012

Recipient Marketing Department Faculty Teaching Excellence Award, 2012

AMA-Sheth Foundation Doctoral Consortium Fellow, Emory University, 2002

Sun Devil Advocate Teaching Award, 2002

ASU Center for Services Leadership Research Award, 2001

University of Houston Doctoral Consortium Fellow, 2000 ASU

Graduate Student Research Award, 1999

## **Mark S. Rosenbaum**

### **References**

#### **Dr. Tanuja Singh**

Dean, Bill Greehey School of Business, St. Mary’s University [tsing@stmarytx.edu](mailto:tsing@stmarytx.edu)  
210.436.3712

Tanuja Singh was my Chair during my first three years at Northern Illinois University. She was instrumental on establishing my future involvement within the university.

#### **Jane Mall**

Director, Employer Relations at University of Denver, Career Services  
[jane.mall@du.edu](mailto:jane.mall@du.edu) 303.871.2694

Jane Mall was the Director of Northern Illinois University’s Experiential Learning Center, in which she hired me as a coach for consulting projects including Calamos, Abbott Nutritional Products, McDonald’s, Jewel-Osco. She is extremely familiar with my ability to work with corporate sponsors.

#### **Dr. Lauren Labrecque**

Assistant Professor, College of Business, Loyola University [lalabrecque@luc.edu](mailto:lalabrecque@luc.edu)  
312.915.6113

Lauren Labrecque was a colleague at Northern Illinois University prior to her joining Loyola University, Chicago. Lauren and I have also co-authored an award-winning article that is forthcoming in the *Journal of Marketing Education*.

#### **Ms. Ada (Ster) Terea**

Director of Academic Development at American Hotel Academy Romania  
[ada.ster@aharomania.ro](mailto:ada.ster@aharomania.ro) 40 268 455 401

Ada (Ster) Terea has known me for three years in my role as a “Visiting Professor of Services Marketing,” at the American Hotel Academy, Brasov, Romania. I have been integral in assisting the university develop and prosper into a leading institution.

#### **Dr. Drew Martin**

Professor, University of South Carolina  
martin11@mailbox.sc.edu  
803-777-8010

Drew knows my work in hospitality as a contributor to a text that he co-authored with Arch Woodside. Drew and I have also co-authored a manuscript on a sports marketing related topic that appeared in the *Journal of Services Marketing*.

**Dr. Susan Cadwallader**

Associate Professor, College of Business and Economics, California State University, Fullerton  
scadwallader@fullerton.edu  
714.278.7565

Susan was a colleague during my doctoral studies at Arizona State University.