

CURRICULUM VITAE

CATHERINE A. ROSTER, Ph.D.

Associate Professor
University of New Mexico
Anderson Schools of Management
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Education

- Ph.D.** *University of Missouri – Columbia, May, 2002*
Major: Marketing
Minor: Psychology
- M.B.A.** *Drury College, Breech School of Business, August, 1993*
Springfield, Missouri
- B.A.** *University of Missouri – Rolla, December, 1981*
Summa cum laude
Major: Psychology
Minor: English

Teaching Experience

University of New Mexico, Albuquerque, New Mexico
Anderson Schools of Management, 2001 - current
Title: Associate Professor, promotion and tenure granted in July, 2008
Undergraduate Courses Taught: Marketing Research, Consumer Behavior, Marketing Management
Graduate Courses Taught: Marketing Research

University of Missouri, Columbia, Missouri
College of Business Administration, August 1999 to May 2001
Title: Doctoral Instructor
Undergraduate Courses Taught: Marketing Research, Marketing Management

Columbia College, Jefferson City, Missouri, January 1995 to May 1997
Title: Adjunct Faculty
Undergraduate Courses Taught: Principles of Marketing, Principles of Management, Business Communications, Business Policy

Research

Refereed Journal Articles

Gopalakrishna, Srinath, Catherine A. Roster, and Shrihari Sridhar, "An Exploratory Study of Attendees Activities at a Business Trade Show," (forthcoming, 2010), Special Issue of *Journal of Business and Industrial Marketing: Exhibition/Trade Show Marketing*.

Roster, Catherine A. and Marsha L. Richins, "Ambivalence and Attitudes in Consumer Replacement Decisions," (2009), *Journal of Consumer Psychology*, Vol. 19 (1), 48-61.

Roster, Catherine A., Robert D. Rogers, George C. Hozier, Jr., Kenneth G. Baker, and Gerald Albaum (2007), "Management of Marketing Research Projects: Does Delivery Method Matter Anymore in Survey Research?," *Journal of Marketing Theory and Practice*, Vol. 15(2), 127-144.

2008 JMTP Award for Best Article of the Year, 2007

Roster, Catherine A. (2007), "Girl Power" and Participation in Macho Recreation: The Case of Female Harley Riders,"(2007), *Leisure Sciences*, Vol. 29(5), 443-461.

Albaum, Gerald, Catherine A. Roster, Julie H. Yu, and Robert D. Rogers (2007), "Simple Rating Scale Formats: Exploring Extreme Response," *International Journal of Market Research*, Vol. 49(5), 633-650.

Roster, Catherine, Gerald Albaum, and Robert D. Rogers (2006), "Can Cross-National/Cultural Studies Presume Etic Equivalency in Respondents' Use of Extreme Categories of Likert Rating Scales?," *International Journal of Market Research*, Vol. 48 (6), 741-759.

Roster, Catherine A. (2006), "Moments of Truth in Gift Exchanges: A Critical Incident Analysis of Communication Indicators Used to Detect Gift Failure," *Psychology & Marketing*, Vol. 23 (11), 885-903.

Hopkins, Christopher D., Catherine A. Roster, and Charles M. Wood (2006), "Making the Transition to Retirement: Appraisals, Post-Transition Lifestyle, and Changes in Consumption Patterns," *Journal of Consumer Marketing*, Vol 23 (2), 87-99.

Emerald Literati Network 2007 Outstanding Paper of the Year Award for JCM, 2006

Roster, Catherine A., Robert D. Rogers, Gerald Albaum, and Darin Klein (2004), "A Comparison of Response Characteristics From Web and Telephone Surveys," *International Journal of Market Research*, Vol. 46 (3), 359-373.

Invited Papers (Non-Refereed)

Roster, Catherine A. and Srinath Gopalakrishna (2004), "A Micro Level Analysis of the Influence of Organizational Role on Trade Show Attendee's Intentions vs. Actual Behaviors," *Estratégica*, Vol 2 (2), 6-14.

Refereed Proceedings

Albaum, Gerald and Catherine Roster (2009), "Item Omissions in Internet-based Survey Data Collection," Academy of Marketing Science 2009 World Marketing Congress, Oslo, Norway, July 23, 2009.

Roster, Catherine A. (2008), "Use of the NVivo Software Program to Analyze Qualitative Data," in Proceedings of the Qualitative Research in Management and Organization Conference, Albuquerque, New Mexico [abstract only].

Albaum, Gerald, Catherine A. Roster, Robert D. Rogers, George C. Hozier, Jr., and Kenneth G. Baker (2006), "Online and Traditional Modes of Survey Data Collection: Response Rate and Data Quality Considerations," in Proceedings of the Fifth International Business and Economy Conference, Honolulu, Hawaii.

Albaum, Gerald, Robert Rogers, Catherine Roster, and Julie Yu (2005), "Are There Central Tendency Errors in Simple Rating Scales?" in Proceedings of the Cross Cultural Research Conference, Cancun, Mexico.

Roster, Catherine A., Christopher D. Hopkins, and Charles M. Wood (2005), "Making the Transition to Retirement: Appraisals and Self-Realignment Strategies," in Proceedings of Society for Consumer Psychology, St. Pete, Florida, 106-107 [published long abstract].

Roster, Catherine A., Robert Rogers, and Gerald Albaum (2003), "A Cross-Cultural Use of Extreme Categories for Rating Scales," in *Proceedings of the Ninth Annual Cultural Research Conference*, Montego Bay, Jamaica.

Roster, Catherine A., Robert Rogers, Darin Klein, and Gerald Albaum (2003), "Application of a Paradigm to Compare Sample Data: Web vs. Telephone Survey Results," in *Proceedings of Western Decision Sciences Institute*, Kauai, Hawaii.

Roster, Catherine A. and Clare M. Amann (2003), "Consumer Strategies for Averting Negative Consequences of Failed Gift Exchanges: Is Honesty Ever the Best Policy?" in *Advances in Consumer Research*, Vol. 30, ed. Punam Anand Keller and Dennis W. Rook, Provo, UT: Association for Consumer Research, pp. 373-374 [published long abstract].

Roster, Catherine A. (2001), "Letting Go: The Process and Meaning of Dispossession in the Lives of Consumers," in *Advances in Consumer Research*, Vol. 28, ed. Mary C. Gilly and Joan Meyers-Levy, Provo, UT: Association for Consumer Research, pp. 425-430.

Gopalakrishna, Srinath and Catherine A. Roster (2000), "An Individual Level Analysis of Visitor Behavior at Industrial Trade Shows," in *Proceedings of the Marketing Science Conference*, Los Angeles, CA: The Anderson School of Business, p. 140. [abstract only].

Non-Refereed Presentations

Gopalakrishna, Srinath and Catherine A. Roster (1999), "Visitor Behavior at Industrial Trade Shows: A Micro Perspective." Presented at the 1999 Summer Midwest Marketing Camp, Minneapolis, MN: Carlson School of Management.

Roster, Catherine A. (1998), "A Time to Live; A Time to Die: Influences that Shape Consumer Perceptions of Product Life," in *Proceedings of the 7th Annual Nebraska Doctoral Symposium*, Lincoln, NE: University of Nebraska, pp. 41-65 (selected for presentation on competitive basis by MU faculty).

Working Papers

Roster, Catherine A. and Mary Margaret Rogers, "Supply Chain Dynamics in the Antiques and Collectibles Market."

Albaum, Gerald, Catherine A. Roster, James Wiley, John Rossiter, Scott M. Smith, and Frank Carmone, "Effects of Forced Answering and the 'Prefer Not to Answer' Option on Internet Survey Completion Rates."

Professional Organization Memberships

- Association for Consumer Research (ACR)
- American Marketing Association (AMA)
- New Mexico Chapter of the American Marketing Association (NMAMA)
- Society for Consumer Psychology (SCP)
- The National Study Group on Chronic Disorganization (NSGCD)

Professional Service Activities

- Executive Board Member and Research Director, NSGCD
- Board Member, The ARC of New Mexico
- Editorial Board – Buyer Behavior, the *Journal of Business Research*
- Reviewer for Academy of Marketing Science 2009 World Marketing Congress, 2009
- Reviewer for The Handbook of Technology Management, Wiley & Sons, 2008
- Reviewer for SCP Conference, 2008
- Reviewer for book proposal, *Internet Data Collection for Research in the Behavioral and Social Sciences*, Wiley & Sons, 2007
- Session Chair, SCP Conference, 2007
- Reviewer for SCP Conference, 2006
- Reviewer for, special issue, 2006

- Reviewer for Annual Cross Cultural Research Conference, 2003, 2005, 2006
- Ad-hoc Reviewer *Marketing Letters, The Journal of Retailing and Consumer Services*
- Reviewer for 12th Annual Biennial AMS World Marketing Congress, 2004
- Reviewer for 2004 Sheth Dissertation Competition
- Reviewer for 2003 John A. Howard Dissertation Competition
- Reviewer for *Fundamentals of Marketing Research*, Sage Publications, 2003

Awards

- Regents' Lectureship Award, 2008 to 2011
- 2008 Best Article Award for 2007 from the Editorial Review Board for the *Journal of Marketing Theory and Practice*
- 2007 Emerald Literati Network Outstanding Paper Award from the Editorial Review Board for the *Journal of Consumer Marketing, 2006*
- MU Outstanding Graduate Teaching Assistant Award, 2000-2001
- Fellow, 2000 AMA Doctoral Consortium

Research Funding

- Anderson Foundation Fund donation from The ARC of New Mexico, 2007, Amount \$5,000.
- Anderson Foundation Fund donation from PNM, 2007. Amount \$2500.
- Anderson Foundation Fund donation from PNM, 2006. Amount \$2500.
- Anderson Foundation Fund donation from PNM, 2005. Amount \$2500.
- Anderson Foundation Fund donation from KASA FOX, 2004. Amount \$750.
- Anderson Schools of Management Mossman Funding, 2002-2003. Amount \$2500.
- Anderson Foundation Fund donation from Harley Davidson, 2002. Amount \$2500.
- Anderson Foundation Fund donation from Harley Davidson, 2003. Amount \$7000.

Industry Experience

Sprint Corporation, 1984 to 1997

Titles: Consumer Markets Supervisor, Cable Facilities Supervisor, TQM Facilitator and Trainer

Wal-Mart Stores, Inc., 1982 to 1984

Title: Assistant Store Manager