

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: Research for Marketing Management

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

Albaum, Gerald, Catherine A. Roster, and Scott M. Smith (2014), "Topic Sensitivity and Research Design: Effects on Internet Survey Respondents' Motives," *Asia Pacific Journal of Marketing and Logistics*, Vol. 26 (1), 146-161.

Roster, Catherine A., Gerald Albaum, and Scott M. Smith (2014), "Topic Sensitivity and Internet Survey Design: A Cross-Cultural/National Study," *Journal of Marketing Theory and Practice*, Vol. 22(1), 91-102.

Roster, Catherine A. (2014), "Cultural Influences on Global Firms' Decisions To Cut the Strategic Brand Ties That Bind: A Commentary Essay," *Journal of Business Research*, Special Issue Vol. 67 (4), 486-488.

Roster, Catherine A. (2014), "The Art of Letting Go: Creating Dispossession Paths Toward an Unextended Self," *Consumption Markets & Culture*, Vol. 17 (4), 321-345.

Albaum, Gerald, Catherine A. Roster, and Scott M. Smith (2012), "A Cross National Study of Topic Sensitivity: Implications for Web-based Surveys," *Journal of Marketing Development and Competitiveness*, Vol. 6(5).

Albaum, Gerald, James Wiley, Catherine A. Roster, and Scott M. Smith (2011), "Visiting Item Non-response in Internet Survey Data Collection," *International Journal of Market Research*, Vol. 53 (5), 687-703.

Albaum, Gerald, Catherine A. Roster, James Wiley, John Rossiter, and Scott M. Smith (2010), "Designing Web Surveys in Marketing Research: Does Use of Forced Answering Affect Completion Rates?," *Journal of Marketing Theory and Practice*, Vol. 18 (3), 285-293.

Gopalakrishna, Srinath, Catherine A. Roster, and Shrihari Sridhar, "An Exploratory Study of Attendee Activities at a Business Trade Show," (2010), *Journal of Business and Industrial Marketing*, Vol. 25 (4), 241-248.

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

Roster, Catherine A. (2013), "When Everything is Special: An Exploratory Study of Perverse Possession Attachment Styles," Society for Consumer Psychology Summer Conference, 121st Annual Convention of the American Psychological Association, Honolulu, HI, August 3, 2013.

Gerald Albaum and Catherine A. Roster (2012), "Motives for Participating in an Online Survey: A Cross Cultural/National Study, ANZIBA Annual Conference.

Catherine A. Roster, Scott M. Smith, and Gerald Albaum, (2011), "Effects of Use of Forced Answering and Prefer Not to Answer in Web-Based Surveys," Academy of Marketing Science World Marketing Congress, Reims, France.

Gerald Albaum, Catherine A. Roster, and Scott M. Smith (2011), "A Cross National Study of Topic Sensitivity: Implications for Web-Based Surveys," Academy of Marketing Science, Coral Gables, FL., May 2011.

Roster, Catherine A., Scott M Smith, and Gerald S. Albaum (2011), "Survey Response to Highly Sensitive Topics with Forced Answering and "Prefer Not to Answer" Effects: An Examination of Cross Cultural Differences, 15th Cross Cultural Research Conference, Kona Hawaii, December 13, 2011.

Albaum, Gerald and Catherine A. Roster (2011), "Effects of Use of Forced Answering and "Prefer Not to Answer" in Web-Based Surveys Where Topic Sensitivity is Varied," 15th World Marketing Congress, Academy of Marketing Science, Reims, France, July 22, 2011.

Albaum, Gerald, Catherine A. Roster, and Scott M. Smith (2011), "A Cross National Study of Topic Sensitivity: Implications for Web-Based Surveys," Academy of Marketing Science, Coral Gables, FL, May 26, 2011.

Roster, Catherine A. and Gerald Albaum (2010), "Variations in Topic Sensitivity Among Nations: Implications for Web-Based Surveys," Academy of Marketing Science, Portland, Oregon, May 29, 2010.

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.

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.

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.

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.

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).

Invited Book Chapters (Editor refereed)

Roster, Catherine A. (in press, 2012), "Women's Transcendental Experiences with Motorcycling," in *Leisure, Women, and Gender*, Freysinger, V. J., Henderson, K. A., Shaw, S. M., & Bialeschki, M. D. (Eds.), State College, PA: Venture Publishing.

Reprints of Former Publications in Book Chapters

Hopkins, Christopher D., Catherine A. Roster, and Charles M. Wood (2009), "Making the Transition to Retirement: Appraisals, Post-Transition Lifestyle, and

Changes in Consumption Patterns,” in Consumer Behavior, (10th ed.), Upper Saddle River, NJ: Prentice Hall.

Professional Organization Memberships

- Academy of Marketing Science (AMS)
- Association for Consumer Research (ACR)
- American Psychological Association (APA)
- American Marketing Association (AMA)
- New Mexico Chapter of the American Marketing Association (NMAMA)
- Society for Consumer Psychology (SCP)
- Institute for Challenging Disorganization (ICD)

Professional Service Activities

Boards:

Editorial Review Board – Buyer Behavior, the *Journal of Business Research* (2007-current)

Research Director, Institute for Challenging Disorganization (ICD), 2008-2013

Board Member at Large, The ARC of New Mexico, 2008-2010.

Co-Editor:

Journal of Business Research, Special Issue “Culture Comes First,” Vol. 67, 2014.

Reviewer:

PRJ (ad hoc): *Public Opinion Quarterly*, *Journal of Interactive Marketing*, *Marketing Letters*, *The Journal of Retailing and Consumer Services*

Reviewer for textbook, *Statistics in Plain English*, 4th edition, Taylor and Francis, 2014.

Reviewer for textbook, *Marketing Research in Practice*, Kendall-Hunt Publishing, 2010-2011.

Reviewer for Academy of Marketing Science 2009 World Marketing Congress

Reviewer for *Statistics in Plain English*, 3rd edition, Psychology Press, 2009.

Reviewer for *The Handbook of Technology Management*, Wiley & Sons, 2008

Reviewer for SCP Conference, 2008

Reviewer for Academy of Marketing Science 2008 World Marketing Congress, 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 Annual Cross Cultural Research Conference, 2003, 2005, 2006

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

College Service Activities:

- Anderson School of Management Dean Search Committee (2013-2014)
- Marketing Lecturer Search Committee (2013-2014)
- Marketing Internship Coordinator (2012-2014)
- Graduate Curriculum Committee (2012-2014)
- Marketing Faculty Search Committee (2012-2013)
- Anderson Sr. Alumni Officer Search Committee (2012-2013)
- Faculty Chair, Anderson School of Management, 2009 to 2011
- Anderson School of Management Strategic Planning Sub-committee, 2008
- Marketing Faculty Search Committee 2008-2009

Awards

- Anderson School of Management Albert and Mary Jane Black Professorship, 2011 to 2013.
- 2010, Anderson Foundation Community Leadership Award
- 2009 Exceptional Reviewer Award, *Journal of Business Research*, Buyer Behavior
- Anderson School of Management Regents' Lectureship Award, 2008 to 2010
- 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 Planned Parenthood NM, 2008, Amount \$250.
- 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.

Non-Academic Work 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