

## CURRICULUM VITAE

### CATHERINE A. ROSTER, Ph.D.

Professor of Marketing  
University of New Mexico  
Anderson Schools of Management  
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Albuquerque, NM 87131-0002  
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### Education

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

### Teaching Positions Held

*University of New Mexico, Albuquerque, New Mexico*  
Anderson Schools of Management, 2001 - current  
Title: Full Professor since July, 2017; Promoted to Associate Professor in July 2008;  
Promoted from Lecturer to Assistant Professor in July 2002.  
Undergraduate Courses Taught: Marketing Research, Buyer 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

## Publications

### Peer-Reviewed Journal Articles:

- Roster, C. A. (2021). Using memes in online surveys to engage and motivate respondents. *International Journal of Market Research*, 63 (6), 754-771. doi: 10.1177/1470785320981821.
- Roster, C. A., & Ferrari, J. R. (2020). Does work stress lead to office clutter, and how? Mediating influences of emotional exhaustion and indecision. *Environment & Behavior*, 52 (9), 923-944.
- Roster, C. A., & Ferrari, J. R. (2020). Time is on my side - or is it? Assessing how perceived control of time and procrastination influence emotional exhaustion on the job. *Behavioral Sciences*, 10 (98). doi: 10.3390/bs10060098.
- Pickard, M. D., & Roster, C. A. (2020). Using computer automated systems to conduct personal interviews: Does the mere presence of a human face inhibit disclosure? *Computers in Human Behavior*, 105, 1-11. doi.org/10.1016/j.chb.2019.106197.
- Harnish, R. J., & Roster, C. A. (2019). The tripartite model of aberrant purchasing (T-MAP): A theory to explain the maladaptive pursuit of consumption. *Psychology & Marketing*, 36 (5), 417-430.
- Pickard, M. D., Wilson, D., & Roster, C. A. (2018). Development and application of a self-report measure for assessing sensitive information disclosures across multiple modes. *Behavior Research Methods*, 50 (4), 1734-1748.
- Ferrari, J. R., & Roster, C. A. (2018). Delaying disposing: Examining the relationship between procrastination and clutter across generations. *Current Psychology*, 37 (2), 426-431. doi: 10.1007/s12144-017-9679-4.
- Ferrari, J. R., Roster, C. A., Crum, K. P., & Pardo, M. A. (2018). Procrastinators and clutter: An ecological view of living with excessive "stuff." *Current Psychology*, 37 (2), 441-444.
- Pickard, M. D., Roster, C. A., & Chen, Y. (2016). Revealing sensitive information in personal interviews: Is self-disclosure easier with humans or avatars and under what conditions? *Computers in Human Behavior*, 65, 23-30.
- Roster, C. A., Albaum, G., & Smith, S.M. (2016). Effect of topic sensitivity on online survey panelists' motivation and data quality. *Journal of Marketing Theory & Practice*, 25 (1), 1-16.
- Smith, S. M., Roster, C. A., Golden, L. L., & Albaum, G. S. (2016). A multi-group analysis of online survey respondent data quality: Comparing a regular USA

- consumer panel to MTurk samples. *Journal of Business Research*, 69 (8), 3139-3148.
- Roster, C. A., Ferrari, J. R., & Jurkat, M. P. (2016). The dark side of home: Assessing possession 'clutter' on subjective well-being. *Journal of Environmental Psychology*, 46, 32-41.
- Roster, C. A., & Rogers, M. (2016). Profits and perils in the antiques and collectibles market: The influence of knowledge structures on dealer exchange outcomes. *International Review of Retail, Distribution and Consumer Research*, 26 (1), 1-16.
- Roster, C. A. (2015). 'Help, I have too much stuff!': Extreme possession attachment and professional organizers. *Journal of Consumer Affairs*, 49 (2), 303-327.
- Roster, C. A., Lucianetti, L. & Albaum, G.(2015). Exploring slider vs. categorical response formats in web-based surveys. *Journal of Research Practice*, 11 (1), Article D1. Available online at <http://jrp.icaap.org/index.php/jrp/article/view/509/413>.
- Lucianetti, L., Roster, C. A., & Albaum, G. (2015). Exploring topic sensitivity and managers' likelihood to participate in Internet surveys: A research note. *Journal of Marketing Development and Competitiveness*, 10 (1), 11-22.
- Roster, C. 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 67 (4), 486-488.
- Albaum, G., Roster, C. A., & Smith, S. M. (2014). Topic sensitivity and research design: Effects on Internet survey respondents' motives. *Asia Pacific Journal of Marketing and Logistics*, 26 (1), 147-161.
- Roster, C. A., Albaum, G., & Smith, S. M. (2014). Topic sensitivity and Internet survey design: A cross-cultural/national study. *Journal of Marketing Theory and Practice*, 22 (1), 91-102.
- Roster, C. A. (2014). The art of letting go: Creating dispossession paths toward an unextended self. *Consumption Markets & Culture*, 17 (4), 321-345.
- Albaum, G., Roster, C. A., & Smith, S. M. (2012). A cross national study of topic sensitivity: Implications for web-based surveys. *Journal of Marketing Development and Competitiveness*, 6 (5), 71-82.
- Albaum, G., Wiley, J., Roster, C. A., & Smith, S. M. (2011). Visiting item non-responses in Internet survey data collection. *International Journal of Market Research*, 53 (5), 687-703.

- Albaum, G., Roster, C. A., Wiley, J., Rossiter, J., & Smith, S. M. (2010). Designing web surveys in marketing research: Does use of forced answering affect completion rates? *Journal of Marketing Theory and Practice*, 18 (3), 285-293.
- Gopalakrishna, S., Roster, C. A., & Sridhar, S. (2010). An exploratory study of attendee activities at a business trade Show. *Journal of Business and Industrial Marketing*, 25 (4), 241-248.
- Roster, C. A., & Richins, M. L. (2009). Ambivalence and attitudes in consumer replacement decisions. *Journal of Consumer Psychology*, 19 (1), 48-61.
- Albaum, G., Roster, C. A., Yu, J. H., & Rogers, R. D. (2007). Simple rating scale formats: Exploring extreme response. *International Journal of Market Research*, 49 (5), 633-650.
- Roster, C. A. (2007). 'Girl power' and participation in macho recreation: The case of female Harley riders. *Leisure Sciences*, 29 (5), 443-461.
- Roster, C. A., Rogers, R. D., Hozier, G. C. Jr., Baker, K. G., & Albaum, G. (2007). Management of marketing research projects: Does delivery method matter anymore in survey research? *Journal of Marketing Theory and Practice*, 15 (2), 127-144. **2008 JMTP Award for Best Article of the Year, 2007**
- Roster, C., Albaum, G., & Rogers, R. D. (2006). Can cross-national/cultural studies presume etic equivalency in respondents' use of extreme categories of Likert rating scales? *International Journal of Market Research*, 48 (6), 741-759.
- Hopkins, C. D., Roster, C. A., & Wood, C. M. (2006). Making the transition to retirement: Appraisals, post-transition lifestyle, and changes in consumption patterns. *Journal of Consumer Marketing*, 23 (2), 87-99. **Emerald Literati Network 2007 Outstanding Paper of the Year Award for JCM, 2006**
- Roster, C. A. (2006). Moments of truth in gift exchanges: A critical incident analysis of communication indicators used to detect gift failure. *Psychology & Marketing*, 23 (11), 885-903.
- Roster, C. A., Rogers, R. D., Albaum, G., & Klein, D. (2004). A comparison of response characteristics from web and telephone surveys. *International Journal of Market Research*, 46 (3), 359-373.

### **Book Chapters:**

- Roster, C. A. (2013). Women's transcendental experiences with motorcycling. In V. J. Freysinger, K. A. Henderson, S. M. Shaw, & M. D. Bialeschki (Eds.),

*Leisure, Women, and Gender* (pp. 193-202). State College, PA: Venture Publishing.

**Papers Under Review:**

Roster, C. A., & Ferrari, J. R. In pursuit of home happiness: An exploration of decluttering as personal projects (under 1<sup>st</sup> round review). *Psychology & Marketing*.

**Proceedings and Presentations:**

Roster, C. A., & Flor, N. (2020). Can memes improve online survey respondents' engagement and data quality? Academy of Marketing Science 2020 Virtual Conference.

Roster, C. A., & Ferrari, J. R. (2017). Why putting off disposal decisions is a bad idea: An empirical investigation of the relationship between procrastination, clutter, and well-being over the life span. 10<sup>th</sup> Biennial Procrastination Research Conference, Chicago, ILL, July 13.

Roster, C. A. (2016). When self becomes over-extended: An empirical investigation of the dark side of home. Society for Consumer Psychology Boutique Summer Conference, Chicago, IL, July 21.

Smith, S. M., Roster, C. A., Golden, L. L., & Albaum, G. (2015). Do bad respondents equal poor data quality? Comparing a regular online United States consumer panel with an MTurk panel. 18<sup>th</sup> World Marketing Congress, Academy of Marketing Science, Bari, Italy, July 15.

Roster, C. A., Pickard, M. D., & Chen, Y. (2015). This is sensitive, let me talk to an avatar. Academy of Marketing Research Annual Conference, Denver, CO, May 13.

Roster, C. A. (2013). When everything is special: An exploratory study of perverse possession attachment styles. Society for Consumer Psychology Summer Conference, 121<sup>st</sup> Annual Convention of the American Psychological Association, Honolulu, HI, August 3.

Albaum, G., & Roster, C. A. (2012). Motives for participating in an online survey: A cross cultural/national study. ANZIBA Annual Conference 2012, Adelaide, SA, Australia, April 13.

Roster, C. A., Smith, S. M., & Albaum, G. (2011). Effects of use of forced answering and prefer not to answer in web-based surveys. 2011 Academy of Marketing Science World Marketing Congress, Reims, France, July 22.

- Albaum, G., Roster, C. A., & Smith, S. M. (2011). A cross national study of topic sensitivity: Implications for web-based surveys. Academy of Marketing Science Annual Conference, Coral Gables, FL., May 26.
- Roster, C. A., Smith, S. M., & Albaum, G. S. (2011). Survey response to highly sensitive topics with forced answering and “prefer not to answer” effects: An examination of cross-cultural differences. 15<sup>th</sup> Cross Cultural Research Conference, Kona, Hawaii, December 13.
- Albaum, G., Brockett, P., Golden, L., Smith, S. M., Wiley, J., Han, V., & Roster, C. (2011). Internet-based surveys: Methodological issues. Special session at the 2010 Academy of Marketing Science Annual Conference, Portland Oregon, May 29.
- Roster, C. A., & Albaum, G. (2010). Variations in topic sensitivity among nations: Implications for web-based surveys. Academy of Marketing Science Annual Conference, Portland, Oregon, May 29.
- Albaum, G., & Roster, C. (2009). Item omissions in Internet-based survey data collection. Academy of Marketing Science 2009 World Marketing Congress, Oslo, Norway, July 23.
- Roster, C. A. (2008). Use of the NVivo software program to analyze qualitative data. Qualitative Research in Management and Organization (QRM) Conference, Albuquerque, New Mexico, April 5.
- Albaum, G., Roster, C. A., Rogers, R. D., Hozier, G. C. Jr., & Baker, K. G. (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, G., Rogers, R., Roster, C., & Yu, J. (2005). Are there central tendency errors in simple rating scales? In Proceedings of the Cross Cultural Research Conference, Cancun, Mexico.
- Roster, C. A., Hopkins, C. D., & Wood, C. M. (2005). Making the transition to retirement: Appraisals and self-realignment strategies. In Proceedings of Society for Consumer Psychology, St. Pete, Florida, 106-107.
- Roster, C. A., Rogers, R., & Albaum, G. (2003). A cross-cultural use of extreme categories for rating scales. In Proceedings of the Ninth Annual Cultural Research Conference, Montego Bay, Jamaica.
- Roster, C. A., Rogers, R., Klein, D., & Albaum, G. (2003). Application of a paradigm to compare sample data: Web vs. telephone survey results. In Proceedings of Western Decision Sciences Institute, Kauai, Hawaii.

Roster, C. A., & Amann, C. M. (2003). Consumer strategies for averting negative consequences of failed gift exchanges: Is honesty ever the best policy? In P. A. Keller & D. W. Rook (Eds.), *Advances in Consumer Research* (Vol. 30, pp. 373-374). Provo, UT: Association for Consumer Research.

Roster, C. A. (2001). Letting go: The process and meaning of dispossession in the lives of consumers. In M. C. Gilly & J. Meyers-Levy (Eds.), *Advances in Consumer Research* (Vol. 28, pp. 425-430). Provo, UT: Association for Consumer Research..

Gopalakrishna, S., & Roster, C. A. (2000). An individual level analysis of visitor behavior at industrial trade shows. In *Proceedings of the Marketing Science Conference* (p. 140). Los Angeles, CA: The Anderson School of Business.

### **Invited Presentations:**

Roster, C. A., & Ferrari, J. R. (2019). Delaying the decision to dispose: Procrastination and clutter across age cohorts, settings, and object types. Presented at the 2019 Institute for Challenging Disorganization Conference, Orlando, FL, September 20.

Ferrari, J. R., & Roster, C. A. (2014). Research frontiers in chronic disorganization: Exploring CD from the perspective of individual & communities. Presented at the 2014 Institute for Challenging Disorganization Conference, Nashville, Tennessee, September 20.

Roster, C. A. (2012). Chronic disorganization research updates. Presented at the 2012 Institute for Challenging Disorganization Conference, Chicago, Illinois, September 21.

Roster, C. A. (2011). Acquiring minds: How we think, act, feel about possessions. Presented at the 2011 Institute for Challenging Disorganization Conference, Raleigh, North Carolina, September 16.

Roster, C. A. (2010). Chronic disorganization research updates. Presented at the 2010 Institute for Challenging Disorganization Conference, Austin, Texas, September 24.

Roster, C. A. (2009). Chronic disorganization research updates. Presented at the 2009 Institute for Challenging Disorganization Conference, Los Angeles, California, October 2.

Gopalakrishna, S., & Roster, C. A. (1999). Visitor behavior at industrial trade shows: A micro perspective." Presented at the 1999 Summer Midwest Marketing Camp, Minneapolis, MN: Carlson School of Management, May 19.

Roster, C. A. (1998). A time to live; a time to die: Influences that shape consumer perceptions of product life. Presented at the Annual Nebraska Doctoral Symposium, Lincoln, NE: University of Nebraska, pp. 41-65

## Grants and Endowments

- Anderson School of Management ASM Alumni Endowed Professorship, 2014-current
- Anderson School of Management Albert and Mary Jane Black Endowed Professorship,  
2011 to 2013
- Anderson School of Management Regents' Lectureship Award, 2008 to 2010
- 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.

## Awards

- 2018, Outstanding Contribution in Reviewing, *Journal of Retailing and Consumer Services*
- 2017, Outstanding Contribution in Reviewing, *Journal of Business Research* Editorial Board
- 2014, Judith Kolberg Award for Outstanding Contributions to the Field of Chronic Disorganization, Institute for Challenging Disorganization
- 2010, Anderson Foundation Community Leadership Award
- 2009 Exceptional Reviewer Award, *Journal of Business Research*, Buyer Behavior
- 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



## **Professional Affiliations and Activities**

### **Memberships**

- Academy of Marketing Science (AMS)
- Association for Consumer Research (ACR)
- 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**

- Editorial Review Board, *Journal of Business Research*, Buyer Behavior (2007-current); Technology, Interactive and Social Media (2016-current).
- Research Advisory Council, Institute for Challenging Disorganization (ICD), 2013 – current.
- Research Director, Institute for Challenging Disorganization (ICD), 2008-2013
- Board Member at Large, The ARC of New Mexico, 2008-2010.
- Session Chair, Society for Consumer Psychology Annual Conference, Las Vegas, Nevada, 2007.

### **Special Issue Co-Editor:**

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

### **Ad-hoc Reviewer:**

*Journal of Marketing Theory & Practice*  
*European Journal of Marketing*  
*Public Opinion Quarterly*  
*Journal of the Academy of Marketing Science*  
*Journal of Interactive Marketing*  
*Journal of Consumer Affairs*  
*Journal of Consumer Marketing*  
*Marketing Letters*  
*The Journal of Retailing and Consumer Services*  
*Social Sciences Computer Review*  
*Consumptions Markets & Culture*  
*The Services Industries Journal*  
*Asia Pacific Journal of Marketing and Logistics*  
*Frontiers in Psychology*

### **Textbook Reviewer:**

*Statistics in Plain English*, Taylor and Francis, 2012, 2015

*Marketing Research in Practice*, Kendall-Hunt Publishing, 2010  
*Pride & Ferrell Marketing*, South-Western College Publishing, 2011  
*The Handbook of Technology Management*, Wiley & Sons, 2008  
*Internet Data Collection for Research in the Behavioral and Social Sciences*, Wiley & Sons, 2007  
*Fundamentals of Marketing Research*, Sage Publications, 2003

**Conference Reviewer:**

Academy of Marketing Science  
Society for Consumer Psychology  
Cross Cultural Research Conference

**Award Competitions:**

Institute for Challenging Disorganization, Student Research Grant, 2016, 2019, 2021  
Sheth Dissertation Competition, Association for Consumer Research, 2004  
John A. Howard Dissertation Competition, American Marketing Association, 2003

**Ph.D. Student Activities:**

Comprehensive Exam Committee Member for Doctoral Student Yolanda Esperanza Ledesma Silva, Latin American Studies, 2016

**UNM Service Activities:**

UNM Research Policy Committee, 2019 to current  
Anderson School of Management Dean Search Committee, 2013-14  
Judge, UNM Student Research Presentations, 2012, 2011, 2010, 2009

**College Service Activities:**

Anderson School of Management Faculty Chair, 2015 to 2019  
Anderson School of Management MIS Faculty Search Committee, 2016  
Anderson School of Management Facilitator Task Force Committee, 2014  
Anderson School of Management Marketing Lecturer Search Committee, 2014  
Anderson School of Management Marketing Internship Coordinator, 2012-2014  
Anderson School of Management Graduate Curriculum Committee, 2012-2015  
Anderson School of Management Marketing Faculty Search Committee, 2009, 2012, 2013, 2021  
Anderson School of Management Sr. Alumni Officer Search Committee, 2012  
Anderson School of Management Undergraduate Curriculum Committee, 2011-2012  
Anderson School of Management Faculty Chair, 2009 to 2011  
Anderson School of Management Strategic Planning Sub-committee, 2008

**Non-Academic Work Experience**

*Sprint Corporation*, 1984 to 1997  
*Wal-Mart Stores, Inc.*, 1982 to 1984