

Dr. James W. Gentry

University of Nebraska-Lincoln

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Email: jgentry1@unl.edu

Education

DBA, Indiana University, 1973.

Major: Marketing

Supporting Areas of Emphasis: Q.B.A. and Statistics

MBA, Indiana University, 1971.

Major: Q.B.A.

BS, Kansas State University, 1969.

Major: Civil Engineering

Professional Positions

Academic

Assistant Professor, Kansas State University.

Associate Professor, Kansas State University.

Acting Associate Director, Oklahoma State University.

Associate Professor, Oklahoma State University.

Professor, Oklahoma State University.

Professor of Marketing, University of Nebraska-Lincoln.

Visiting Professor, University of Western Australia.

Visiting Professor, University of Wisconsin-Madison.

Professional

Samsung Corporation. (2000).

Channel 2. (1985).

Frontier Cable Television. (1983).

Frontier Federal Savings and Loan. (1980).

Kansas Association of Commerce and Industry. (1974).

Union Carbide. (1974).

Professional Memberships

Board of Directors, Power of Love Foundation. (2003 - Present).

American Marketing Association. (2008).

Association for Consumer Research. (2008).

Judgment/Decision Making Conference. (2008).

Society for Marketing and Development. (2008).

Elected Fellow, Association for Business Simulation and Experiential Learning. (1990).

Development Activities Attended

Conference Attendance, "Attended Asian Pacific ACR Conference," Association for Consumer Research.

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2008).

Conference Attendance, "CCT Conference." (2008).

Conference Attendance, "Gender Conference." (2008).

Conference Attendance, "Macromarketing Conference." (2008).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2007).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (2007).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research. (2007).

Conference Attendance, "Asia Pacific Association for Consumer Research Conference," Asia Pacific Association for Consumer Research. (2006).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2006).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2005).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (2005).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research. (2005).

Conference Attendance, "International Society of Marketing and Development Conference," International Society of Marketing and Development. (2005).

Conference Attendance, "Macromarketing Conference." (2005).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2004).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (2004).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2003).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (2003).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research. (2003).

Conference Attendance, "Macromarketing Conference." (2003).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (2002).

Conference Attendance, "Asia Pacific Association for Consumer Research Conference," Asia Pacific Association for Consumer Research. (2002).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2002).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (2002).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (2001).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (2001).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (2001).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (2001).

Conference Attendance, "The American Council on Consumer Interest Conference," The American Council on Consumer Interest. (2001).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (2000).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (2000).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (2000).

Conference Attendance, "Macromarketing Conference." (2000).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (1999).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1999).

Conference Attendance, "Macromarketing Conference." (1999).

Conference Attendance, "Academy of Marketing Sciences Conference," Academy of Marketing Sciences. (1998).

Conference Attendance, "AMS/SCRA Retailing Conference," AMS/SCRA. (1998).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1998).

Conference Attendance, "Australian/New Zealand Marketing Association Conference," Australian/New Zealand Marketing Association. (1998).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research. (1998).

Conference Attendance, "Society for Consumer Psychology Conference," Society for Consumer Psychology. (1998).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (1997).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1997).

Conference Attendance, "European Association for Consumer Research Conference," Association for Consumer Research. (1997).

Conference Attendance, "Macromarketing Conference." (1997).

Conference Attendance, "Sixth International Conference on Marketing and Development." (1997).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1996).

Conference Attendance, "European Marketing Association Conference," European Marketing Association. (1996).

Conference Attendance, "Fourth International Research Seminar in Services." (1996).

Conference Attendance, "Gender and Consumer Research Conference." (1996).

Conference Attendance, "American Marketing Association Summer Conference," American Marketing Association. (1995).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1995).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1995).

Conference Attendance, "Joint Korean and American Marketing Associations Conference," Korean and American Marketing Associations. (1995).

Conference Attendance, "National Conference in Sales Management." (1995).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (1994).

Conference Attendance, "Asia Pacific Association for Consumer Research Conference," Asia Pacific Association for Consumer Research. (1994).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1994).

Conference Attendance, "Macromarketing Conference." (1994).

Conference Attendance, "National Conference in Sales Management." (1994).

Conference Attendance, "Pan-Pacific Conference XI." (1994).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (1993).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (1993).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1993).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1993).

Conference Attendance, "Fourth International Conference on Marketing and Development." (1993).

Conference Attendance, "National Conference in Sales Management." (1993).

Conference Attendance, "Patronage Theory: Cutting Edge III Conference." (1993).

Conference Attendance, "American Marketing Association Summer Conference," American Marketing Association. (1992).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (1992).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1992).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1992).

Meeting Attendance, "Annual Meeting of the Society for Cross-Cultural Research," Society for Cross-Cultural Research. (1992).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (1991).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1991).

Conference Attendance, "Conference on Family/Household Behavior." (1991).

Conference Attendance, "Patronage Theory Conference." (1991).

Conference Attendance, "Special Conference on Time and Consumer Behavior." (1991).

Conference Attendance, "American Marketing Association Summer Conference," American Marketing Association. (1990).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1990).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1990).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1989).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1989).

Conference Attendance, "Macromarketing Conference." (1989).

Conference Attendance, "Southern Marketing Association Conference," Southern Marketing Association. (1989).

Symposium Attendance, "Patronage Behavior and Retail Strategy Symposium." (1989).

Conference Attendance, "American Marketing Association Conference," American Marketing Association. (1988).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1987).

Conference Attendance, "Academy of International Business Conference," Academy of International Business. (1986).

Conference Attendance, "ACPT Conference," ACPT. (1986).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (1986).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1986).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1986).

Workshop, "American Marketing Association Workshop on Culture and Subculture," American Marketing Association. (1986).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1985).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1985).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1984).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1984).

Conference Attendance, "DSI Conference," DSI. (1984).

Workshop, "American Marketing Association Microcomputer Workshop," American Marketing Association. (1984).

Conference Attendance, "American Marketing Association Winter Conference," American Marketing Association. (1983).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1983).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1983).

Conference Attendance, "DSI Conference," DSI. (1983).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1983).

Conference Attendance, "Third International Conference on Decision Support Systems Transactions." (1983).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1982).

Conference Attendance, "DSI Conference," DSI. (1982).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1982).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1981).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1981).

Conference Attendance, "DSI Conference," DSI. (1981).

Conference Attendance, "Patronage Theory Conference." (1981).

Festival Attendance, "Southwest Cultural Heritage Festival." (1981).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1980).

Conference Attendance, "DSI Conference," DSI. (1980).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1980).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1979).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1979).

Conference Attendance, "DSI Conference," DSI. (1979).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1978).

Conference Attendance, "DSI Conference," DSI. (1978).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1978).

Conference Attendance, "American Marketing Association Fall Conference," American Marketing Association. (1977).

Conference Attendance, "APA Conference," APA. (1977).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1977).

Conference Attendance, "Association for Consumer Research Conference," Association for Consumer Research. (1977).

Conference Attendance, "DSI Conference," DSI. (1977).

Conference Attendance, "Southwest DSI Conference," Southwest DSI. (1977).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1977).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1976).

Conference Attendance, "Association for Business Simulation and Experiential Learning Conference," Association for Business Simulation and Experiential Learning. (1975).

Conference Attendance, "DSI Conference," DSI. (1975).

Conference Attendance, "Midwest DSI Conference," Midwest DSI. (1975).

Conference Attendance, "Southern Management Association Conference," Southern Management Association. (1975).

Conference Attendance, "Southwest DSI Conference," Southwest DSI. (1975).

Conference Attendance, "Southwest Marketing Association Conference," Southwest Marketing Association. (1975).

Conference Attendance, "Western DSI Conference," Western DSI. (1975).

Conference Attendance, "DSI Conference," DSI. (1974).

Symposium Attendance, "Symposium on Doctoral Research in Marketing." (1973).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

MRKT 443, Consumer Behavior, 5 courses.

MRKT 453, International Marketing, 10 courses.

MRKT 822, Survey Buyer Behavior, 3 courses.

MRKT 899, 1 course.

MRKT 972, Seminar Behavioral Research Method, 2 courses.

MRKT 998, Qualifying Paper, 1 course.

Directed Student Learning

Postbaccalaureate, Marketing. (January 2009 - Present).

Advised: Jie Gao

Postbaccalaureate, Marketing. (January 2009 - Present).

Advised: Shannon Cummins

Postbaccalaureate, Marketing. (January 2009 - Present).

Advised: Youwei Hao

Doctorate (committee member). (2008 - Present).

Advised: Mike Krush

Doctorate (committee member), Marketing. (2007 - Present).

Advised: Eddie Nowlin

Postbaccalaureate. (January 2009 - May 2009).

Advised: Julia Stumkat

Postbaccalaureate, Marketing. (August 2008 - April 20, 2009).

Advised: Robert Harrison

Postbaccalaureate, Marketing. (July 2008 - April 20, 2009).

Advised: Robert Harrison

Postbaccalaureate, Marketing. (June 2008 - April 20, 2009).

Advised: Robert Harrison

Postbaccalaureate, Marketing. (May 2008 - April 20, 2009).

Advised: Robert Harrison

Postbaccalaureate, Marketing. (January 2008 - April 20, 2009).

Advised: Robert Harrison

Postbaccalaureate, Marketing. (August 2007 - April 20, 2009).

Advised: Robert Harrison

Doctorate (committee chair/supervisor), Marketing. (2007 - April 20, 2009).
Advised: Robert Harrison

Doctorate (committee chair/supervisor), Marketing. (2008).
Advised: Aubrey Fowler

Doctorate (committee member), Marketing. (2008).
Advised: Clinton Lanier

Doctorate (committee chair/supervisor), Marketing. (2007 - 2008).
Advised: Amber Epp

Doctorate (committee member), Other (Outside University of Nebraska-Lincoln). (2004 - 2008).
Advised: Anne Herman

Postbaccalaureate, Marketing. (July 2008 - September 2008).
Advised: Shannon Cummins

Postbaccalaureate, Marketing. (July 2008 - August 2008).
Advised: Aubrey Fowler

Postbaccalaureate, Marketing. (June 2008 - August 2008).
Advised: Aubrey Fowler

Postbaccalaureate, Marketing. (May 2008 - August 2008).
Advised: Aubrey Fowler

Postbaccalaureate, Marketing. (May 2008 - August 2008).
Advised: Aubrey Fowler

Postbaccalaureate, Marketing. (January 2008 - August 2008).
Advised: Aubrey Fowler

Postbaccalaureate, Marketing. (August 2007 - August 2008).
Advised: Aubrey Fowler

Postbaccalaureate, Marketing. (July 2007 - August 2008).
Advised: Aubrey Fowler

Postbaccalaureate, Marketing. (June 2007 - August 2008).
Advised: Aubrey Fowler

Postbaccalaureate, Marketing. (May 2007 - August 2008).
Advised: Aubrey Fowler

Postbaccalaureate, Marketing. (January 2007 - August 2008).
Advised: Aubrey Fowler

Postbaccalaureate, Marketing. (August 2006 - August 2008).
Advised: Aubrey Fowler

Postbaccalaureate, Marketing. (May 2006 - August 2008).
Advised: Aubrey Fowler

Postbaccalaureate, Marketing. (January 2008 - May 2008).
Advised: Amber Epp

Postbaccalaureate, Marketing. (August 2007 - May 2008).
Advised: Amber Epp

Postbaccalaureate, Marketing. (June 2007 - May 2008).
Advised: Amber Epp

Postbaccalaureate, Marketing. (January 2007 - May 2008).
Advised: Amber Epp

Postbaccalaureate, Marketing. (August 2006 - May 2008).
Advised: Amber Epp

Postbaccalaureate, Marketing. (June 2006 - May 2008).
Advised: Amber Epp

Postbaccalaureate, Marketing. (January 2006 - May 2008).
Advised: Amber Epp

Postbaccalaureate, Marketing. (August 2005 - May 2008).
Advised: Amber Epp

Postbaccalaureate, Marketing. (July 2005 - May 2008).
Advised: Amber Epp

Postbaccalaureate, Marketing. (July 16, 2007 - March 13, 2008).
Advised: Robert Harrison

Postbaccalaureate, Marketing. (July 2007 - March 13, 2008).
Advised: Robert Harrison

Doctorate (committee chair/supervisor), Marketing. (2007).
Advised: Maia Beruchashvili

Doctorate (committee co-chair), Marketing. (2007).
Advised: Daniel Shen

Doctorate (committee co-chair), Marketing. (2007).
Advised: Risto Moiso

Postbaccalaureate, Marketing. (January 2007 - May 2007).
Advised: Mariam Beruchashvili

Postbaccalaureate, Marketing. (January 2007 - May 2007).
Advised: Risto Moiso

Postbaccalaureate, Marketing. (August 2006 - May 2007).
Advised: Mariam Beruchashvili

Postbaccalaureate, Marketing. (August 2006 - May 2007).
Advised: Risto Moiso

Postbaccalaureate, Marketing. (May 2006 - May 2007).
Advised: Mariam Beruchashvili

Postbaccalaureate, Marketing. (May 2006 - May 2007).
Advised: Mariam Beruchashvili

Postbaccalaureate, Marketing. (May 2006 - May 2007).
Advised: Risto Moisio

Postbaccalaureate, Marketing. (January 2006 - May 2007).
Advised: Mariam Beruchashvili

Postbaccalaureate, Marketing. (January 2006 - May 2007).
Advised: Risto Moisio

Postbaccalaureate, Marketing. (August 2005 - May 2007).
Advised: Mariam Beruchashvili

Postbaccalaureate, Marketing. (August 2005 - May 2007).
Advised: Risto Moisio

Postbaccalaureate, Marketing. (July 2005 - May 2007).
Advised: Mariam Beruchashvili

Postbaccalaureate, Marketing. (June 2005 - May 2007).
Advised: Mariam Beruchashvili

Postbaccalaureate, Marketing. (June 2005 - May 2007).
Advised: Risto Moisio

Postbaccalaureate, Marketing. (August 2004 - May 2007).
Advised: Risto Moisio

Postbaccalaureate, Marketing. (May 2006 - February 5, 2007).
Advised: Aubrey Fowler

Doctorate (committee chair/supervisor), Marketing. (2006).
Advised: Seungwoo Chun

Postbaccalaureate, Marketing. (May 2006 - July 2006).
Advised: Robert Harrison

Masters (committee thesis reader). (January 2006 - May 2006).
Advised: Sean Morrison

Postbaccalaureate, Marketing. (January 2006 - May 2006).
Advised: Manuela Allerman

Postbaccalaureate. (August 2005 - May 2006).
Advised: Sean Morrison

Doctorate (committee member), Marketing. (2005).
Advised: Avinash Malshe

Doctorate (committee member), Other (Within University of Nebraska-Lincoln). (2003 - 2005).
Advised: Hong-Youn Kim

Postbaccalaureate, Marketing. (June 2005 - October 2005).
Advised: Aubrey Fowler

Postbaccalaureate, Marketing. (July 2005 - October 20, 2005).
Advised: Julie Pennington

Undergraduate, Marketing. (June 2005 - July 2005).
Advised: Uluc Sozuoz

Awards and Honors

Excellence in Graduate Education Award, University of Nebraska. (2007).

Certificate of Recognition for Contributions to Students, UNL Parents Association. (2001).

Faculty, AMA Consortium on Teaching. (1990).

Outstanding Graduate Teacher, Graduate Student Council, Oklahoma State University. (1986).

RESEARCH

Published Intellectual Contributions

Books

GENTRY, J. W. (1990). *A Guide to Experiential Learning and Simulation Gaming*. Association for Business Simulation and Experiential Learning.

Book Chapters

GENTRY, J. W., Baker, S. M. (2007). In Russell W. Belk (Ed.), *Framing the Research and Avoiding Harm: Representing the Vulnerability of Consumers*. Edward Elgar Publications.

GENTRY, J. W., Jun, S., Chun, S., Kang, H., Ko, G. (2005). In Clifford J. Shultz II and Anthony Pecotich (Ed.), *The Two Koreas: Sharp Contrasts, but a Common Heritage*. New York: M.E. Sharpe.

GENTRY, J. W., Dahab, D. (1999). In Rajeev Batra (Ed.), *Factors Relating to Supply Stability and Reduction on Opportunism in Transitional Channels on Distribution*. Boston: Kluwer Academic Publishers.

GENTRY, J. W., Martin, M., Hill, R. (1999). In Macklin and Carlson (Ed.), *The Beauty Myth and the Persuasiveness of Advertising: A Look at Adolescent Girls and Boys*. Thousand Oaks, California: Sage.

GENTRY, J. W., Jun, S., Ko, G., Kang, H. (1998). In Anthony Pecotich and Clifford J. Schultz (Ed.), *The Changing Consumer in Korea*. Sidney: Wiley.

GENTRY, J. W., Goodwin, C. (1997). *The Role of Services During Consumer Transition* (vol. 8).

GENTRY, J. W., Wilcox, J. S., Ko, G., Stricklin, M., Jun, S. (1996). *Advertising Presentations of the Independent versus Interdependent Self to Korean and U.S. College Students* (vol. 7).

GENTRY, J. W., Goodwin, C. (1995). *Social Support for Decision-Making During Grief*.

GENTRY, J. W., Burns, A. C., Wolfe, J. (1990). *A Cornucopia of Considerations in Evaluating the Effectiveness of Experiential Pedagogues*.

GENTRY, J. W. (1990). *What is Experiential Learning*.

Refereed Journal Articles

GENTRY, J. W., Mittelstaedt, R. A. (2009). Remittances as Social Exchange: The Critical, Changing Role of Family as the Social Network. *To appear in Journal of Macromarketing*.

McGinnis, L. P., GENTRY, J. W., McQuillan, J. (2009). Ritual-Based Behavior that Reinforces Hegemonic Masculinity in Golf: Variations in Women Golfers' Responses. *Leisure Sciences*, 31, 19-36.

McGinnis, L. P., GENTRY, J. W., Gao, T. (2008). The Impact of Flow and Communitas on Enduring Involvement in Extended Service Encounters. *To appear in Journal of Service Research*.

GENTRY, J. W., McGinnis, L. P. (2008). Underdog Consumption: An Exploration into Meanings and Motives. *To appear in Journal of Business Research*.

GENTRY, J. W., Broekemier, G., Marquardt, R. A. (2008). An Exploration of Happy/Sad and Liked/Disliked Music Effects on Shopping Intentions in a Women's Clothing Store Service Setting. *Journal of Services Marketing*, 1(22), 59-67.

GENTRY, J. W., Witte, C. L., Grunhagen, M. (2008). An Empirical Investigation of Framing Effects in Real Estate Negotiations: A Study of Single-Family Home Sales. *Psychology & Marketing*(25), 465-484.

GENTRY, J. W., Hyun, Y. J., Park, C., Jun, S. (2006). An Investigation of Newspaper Ad Memory As Affected by Context Involvement and Ad Size. *Journal of Current Issues and Research in Advertising*.

GENTRY, J. W., Putrevu, S., Shultz II, C. (2006). The Effect of Counterfeiting on Consumer Search. *Journal of Consumer Behaviour*.

GENTRY, J. W., McGinnis, L. (2006). Is 'Differentness' Good or Bad for the Game? Constraints Women Face in Golf and Strategies to Help Them Stay. *Journal of Sports Management*.

GENTRY, J. W., Baker, S. M., Rittenburg, T. (2005). Building Understanding of the Domain of Consumer Vulnerability. *Journal of Macromarketing*(25).

GENTRY, J. W., Commuri, S. (2005). Resource Allocation in Households with Women as Chief Wage Earners. *Journal of Consumer Research*(32).

GENTRY, J. W., Stephens, D., Hill, R. P. (2005). A Consumer-Behavior Perspective on Domestic Violence Against Women. *Journal of Contemporary Ethnography*(34).

GENTRY, J. W., Jun, S. (2005). An Exploratory Investigation of the Relative Importance of Cultural Similarity and Personal Fit in the Selection and Performance of Expatriates. *Journal of World Business*(40).

GENTRY, J. W., Commuri, S., Jun, S. (2003). A Review of the Literature on Gender in the Household. *Academy of Marketing Science Review*. www.amsreview.org/articles/gentry01-2003.pdf

GENTRY, J. W., Grunhagen, M., Grove, S. J. (2003). Store Hour Changes in Germany: Results of a Longitudinal Study of Consumer Attitudes toward Saturday Shopping. *European Journal of Marketing*, 11/12(37).

- GENTRY, J. W., Jun, S., Putrevu, S., Hyun, Y. J. (2003). The Influence of Editorial Context on Consumer Response to Advertisements in a Specialty Magazine. *Journal of Current Issues and Research in Advertising*(25).
- GENTRY, J. W., Jun, S., Hyun, Y. J., Song, C. (2001). The Relative Influence of Affective Experience on Consumer Satisfaction under Positive versus Negative Discrepancies. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*(14).
- GENTRY, J. W., Jun, S., Hyun, Y. J. (2001). Cultural Adaptation of Business Expatriates in the Host Marketplace. *Journal of International Business Studies*.
- GENTRY, J. W., Cho, B. J., Kwon, U., Jun, S. (2000). Cultural Values Reflected in Theme and Execution: A Comparative Analysis of U.S. and Korean TV Commercials. *Journal of Advertising*.
- GENTRY, J. W., Commuri, S. (2000). Opportunities for Family Research in Marketing. *Journal of Services Marketing*. amsreview.org/amsreview/theory/commuri08-00.html
- GENTRY, J. W., Goodwin, C. (2000). Life Transition as a Basis for Segmentation. *Journal of Segmentation in Marketing*.
- GENTRY, J. W., Macintosh, G. (1999). Decision Making in Personal Selling: Testing the 'KISS' Principle. *Psychology & Marketing*.
- GENTRY, J. W., Holland, J. (1999). Ethnic Consumer Reaction to Targeted Marketing: A Theory of Intercultural Accommodation. *Journal of Advertising*.
- GENTRY, J. W., Burns, A. C. (1998). Motivating Students to Engage in Experiential Learning: A Tension-to-Learn Theory. *Simulation & Gaming*.
- GENTRY, J. W., Martin, M. (1997). Stuck in the Model Trap: The Effects of Beautiful Models in Ads on Female Pre-Adolescents and Adolescents. *Journal of Advertising*.
- GENTRY, J. W., Jun, S., Lee, S. (1997). The Effects of Acculturation on Commitment to the Parent Company and the Foreign Operation. *International Business Review*.
- Dahab, D., GENTRY, J. W., SOHI, R. S. (1996). Interest Domination as a Framework for Exploring Channel Changes in Transitional Economies. *Journal of Macromarketing*, 16(2), 8-23.
- GENTRY, J. W., Macintosh, G. (1995). Cognitive Process Differences Between Discrete and Relational Exchange. *International Business Review*.
- GENTRY, J. W., Jun, S., Tansuhaj, P. (1995). Consumer Acculturation Processes and Cultural Conflict: How Generalizable Is A North American Model for Marketing Globally. *Journal of Business Research*.
- KENNEDY, P. F., GENTRY, J. W., Paul, K., Hill, R. P. (1995). Family Transitions During Grief: Discontinuities in Household Consumption Patterns. *Journal of Business Research*, 34.
- GENTRY, J. W., Goodwin, C. (1995). Social Support for Decision Making During Grief. *American Behavioral Scientist*.

- KENNEDY, P. F., GENTRY, J. W., Macintosh, G. (1995). Marketing Implications of the Expected Role of Physicians in Family Decisions Concerning the Institutionalization of the Elderly. *Psychology & Marketing*.
- KENNEDY, P. F., GENTRY, J. W., Paul, K., Hill, R. P. (1994). The Vulnerability of Those in Grief: Implications for Public Policy. *Journal of Public Policy and Marketing*.
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- GENTRY, J. W., Stoltman, J. J., Morgan, F., Lacznia, R., American Marketing Association Winter Conference, "The Many Facets of Knowledge Revisited," American Marketing Association. (1992).
- SOHI, R. S., Jun, S., GENTRY, J. W., Karpisek, J., Annual Meeting of the Society for Cross-Cultural Research, "Acculturation Level: Between Home and Host, or at an Extreme." (1992).
- GENTRY, J. W., Stoltman, J. J., Mehlhoff, C. E., Association for Business Simulation Experiential Learning Conference, "How Should We Measure Experiential Learning?," Association for Business Simulation Experiential Learning. (1992).
- GENTRY, J. W., Stoltman, J., Curtis, W. W., Association for Business Simulation Experiential Learning Conference, "What Is It That We Want Students to Learn: Process or Content," Association for Business Simulation Experiential Learning. (1992).
- BALL, A. D., Jun, S., GENTRY, J. W., Association for Consumer Research Conference, "Modes of Consumer Acculturation," Association for Consumer Research. (1992).
- GENTRY, J. W., Anglin, K., Stoltman, J. J., American Marketing Association Conference, "Salespeople Communication Strategy and Adaptive Selling," American Marketing Association. (1991).
- GENTRY, J. W., Hambley, D., Association for Business Simulation Experiential Learning Conference, "NEGAME: A Cross-Cultural Role-Play to Introduce Students to the Familiarization Stage of Negotiations," Association for Business Simulation Experiential Learning. (1991).
- GENTRY, J. W., Conference on Family/Household Behavior, "Family Decision Making Concerning Children's Video." (1991).
- GENTRY, J. W., Stoltman, J. J., Schibrowsky, J. A., Fairhurst, A. E., Patronage Theory Conference, "Implications of a Judgment vs. Choice Perspective of Shopping Behavior." (1991).
- GENTRY, J. W., Ko, G., Stoltman, J. J., Special Conference on Time and Consumer Behavior, "Measures of Personal Time Orientation." (1991).

- GENTRY, J. W., Ko, G., American Marketing Association Summer Conference, "Effects of One's Time Perspective on Judgments of the Probability of Future Product Failure: An Attribution Theory Approach," American Marketing Association. (1990).
- GENTRY, J. W., Hambley, D., American Marketing Association Summer Conference, "Research Directions for Cross-Cultural Marketing Negotiations," American Marketing Association. (1990).
- GENTRY, J. W., Schibrowsky, J. S., Association for Business Simulation Experiential Learning Conference, "A Transaction Cost Analysis of Experiential Learning," Association for Business Simulation Experiential Learning. (1990).
- GENTRY, J. W., Joan, S., Ekstrom, K., Association for Consumer Research Conference, "An Investigation of a Role/Goal Model of Wives' Role Overload Reduction Strategies," Association for Consumer Research. (1990).
- GENTRY, J. W., Stoltman, J. J., Anglin, K., Association for Consumer Research Conference, "Shopping Choices: The Case of Mall Choice," Association for Consumer Research. (1990).
- GENTRY, J. W., Ko, G., Association for Consumer Research Conference, "The Development of Time Orientation Measures for Use in Cross-cultural Research," Association for Consumer Research. (1990).
- GENTRY, J. W., Giamartino, G., Association for Business Simulation Experiential Learning Conference, "Duel (sic) Views of Internships as Experiential Learning," Association for Business Simulation Experiential Learning. (1989).
- GENTRY, J. W., Stoltman, J. J., Coulson, K. R., Association for Consumer Research Conference, "A Simulation Game As A Family Research Paradigm," Association for Consumer Research. (1989).
- GENTRY, J. W., Burns, A. C., Gillett, P. L., Rubinstein, M., Association for Consumer Research Conference, "An Exploratory Study of Playing, Gambling, Addiction and Links to Compulsive Consumption," Association for Consumer Research. (1989).
- GENTRY, J. W., Tansuhaj, P., Joby, J., Manzer, L. L., Cho, B., Ko, G., Macromarketing Conference, "Men Care About Computers and Women About Fashion: Only in America?." (1989).
- GENTRY, J. W., Stoltman, J. J., Anglin, K., Patronage Behavior and Retail Strategy Symposium, "The Impact of 'Shopping-Trip Orientation' on Retail Perceptions." (1989).
- GENTRY, J. W., Robinson, P., Joag, S. G., Southern Marketing Association Conference, "Explaining Wives' Shopping Orientations Through Consideration of Their Work Role and Their Work Goal," Southern Marketing Association. (1989).
- GENTRY, J. W., Anglin, K., Stoltman, J., American Marketing Association Conference, "Cognitive Scripts and Personal Selling: An Exploratory Investigation," American Marketing Association. (1988).
- GENTRY, J. W., Tansuhaj, P., Manzer, L. L., John, J., Association for Consumer Research Conference, "Do Geographic Subcultures Vary Culturally?," Association for Consumer Research. (1987).

- GENTRY, J. W., Tahsuhaj, P., Jackson, G. C., Young, C. E., Academy of International Business Conference, "Developing a Model of Foreign Trade Zone Usage," Academy of International Business. (1986).
- GENTRY, J. W., Fairhurst, A. E., Good, L. K., ACPTC Conference, "Consumer Involvement: A Comparison of Measurement Techniques," ACPTC. (1986).
- GENTRY, J. W., Young, C. E., Bell, K., American Marketing Association Winter Conference, "Evaluating Sales Force Performance," American Marketing Association. (1986).
- GENTRY, J. W., John, J., Tansuhaj, P., Manzer, L. L., American Marketing Association Workshop on Culture and Subculture, "Fatalism as an Explanation of the Cross-cultural Differences in the Perception of Uncertainty in the Marketplace," American Marketing Association. (1986).
- GENTRY, J. W., Manzer, L., Association for Business Simulation Experiential Learning Conference, "Teaching the Evaluation of Salespersons Through the Use of A Simulation Game," Association for Business Simulation Experiential Learning. (1986).
- GENTRY, J. W., Wiener, J. L., Burnett, M., Association for Consumer Research Conference, "The Story, The Frame, and The Choice," Association for Consumer Research. (1986).
- GENTRY, J. W., Jackson, G. C., Morgan, F., Association for Business Simulation Experiential Learning Conference, "A Computerized Logistics Game for Micros," Association for Business Simulation Experiential Learning. (1985).
- GENTRY, J. W., Fisk, J. T., Fisk, R. P., Association for Business Simulation Experiential Learning Conference, "AIRWAYS: A MicroComputer Simulation of a Service Industry," Association for Business Simulation Experiential Learning. (1985).
- GENTRY, J. W., Association for Consumer Research Conference, "The Development of the Boundaries of Geographic Subcultures," Association for Consumer Research. (1985).
- GENTRY, J. W., Wiener, J., Miller, R. K., Association for Consumer Research Conference, "The Framing of the Insurance Purchase Decision," Association for Consumer Research. (1985).
- GENTRY, J. W., Jackson, G. C., Morgan, F., American Marketing Association Microcomputer Workshop, "A Mini-Logistics Game," American Marketing Association. (1984).
- GENTRY, J. W., Tice, T. F., Robertson, C. J., Gentry, M. J., Association for Business Simulation Experiential Learning Conference, "Simulation Gaming as a Means of Researching Substantive Issues: Another Look," Association for Business Simulation Experiential Learning. (1984).
- GENTRY, J. W., Joag, S., Hopper, J., Association for Consumer Research Conference, "Explaining Differences in Consumption by Working and Non-Working Wives," Association for Consumer Research. (1984).
- GENTRY, J. W., Robertson, C. J., Tice, T. F., DSI Conference, "Investigating the Effectiveness of Fear Appeals Through Simulation Gaming," DSI. (1984).
- GENTRY, J. W., Brown, T. L., Grove, S. J., McCain, G., Young, C., American Marketing Association Winter Conference, "A Causal Investigation of a Patronage Theory Model," American Marketing Association. (1983).

- GENTRY, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Do We Learn from Experience?," Association for Business Simulation Experiential Learning. (1983).
- GENTRY, J. W., Burns, A. C., Golen, S. P., Gentry, M. J., Association for Business Simulation Experiential Learning Conference, "Report on Programmatic Research on Perceived Learning Barriers with Simulation and Experiential Learning," Association for Business Simulation Experiential Learning. (1983).
- GENTRY, J. W., Sharda, R., Association for Business Simulation Experiential Learning Conference, "Teaching Competitive Bidding Using a DDS Generator," Association for Business Simulation Experiential Learning. (1983).
- GENTRY, J. W., Haley, D., Association for Consumer Research Conference, "Gender Schema Theory as A Predictor of Ad Recall," Association for Consumer Research. (1983).
- GENTRY, J. W., Mowen, J. C., DSI Conference, "Anchoring and Adjustment Effects in the Elicitation of Demographic and Purchase Data," DSI. (1983).
- GENTRY, J. W., Lehman, J., Manzer, L. L., Ellis, H. W., Southwest Marketing Association Conference, "The Readability of Warranties: Did They Improve After the Magnuson-Moss Act and Are They More Complex Than Other Product-Related Communications?," Southwest Marketing Association. (1983).
- GENTRY, J. W., Sharda, R., Third International Conference on Decision Support Systems Transactions, "Modeling for Competitive Bidding with IFPS." (1983).
- GENTRY, J. W., Pickett, G. M., Association for Business Simulation Experiential Learning Conference, "A Review of Channels Exercises and the Description of a New Alternative," Association for Business Simulation Experiential Learning. (1982).
- GENTRY, J. W., Manzer, L. L., Association for Business Simulation Experiential Learning Conference, "An Experiential Exercise Introducing Students to the Role Ambiguity Raced by Salespersons," Association for Business Simulation Experiential Learning. (1982).
- GENTRY, J. W., Burns, A. C., Golen, S. P., DSI Conference, "Perceived Communications Barriers to Learning Subject Matter Across Five Pedagogues, Four Disciplines, and Two Universities," DSI. (1982).
- GENTRY, J. W., DSI Conference, "Problems Faced in Implementing a Competitive Bidding Model," DSI. (1982).
- GENTRY, J. W., Manzer, L. L., Wilson, T. L., Southwest Marketing Association Conference, "Shopping and Personal Characteristics of the Discontented Elderly Consumer," Southwest Marketing Association. (1982).
- GENTRY, J. W., Hussey, W. W., Ellis, H. W., Southwest Marketing Association Conference, "The Role of Marketing Management in the Growth of CPA Firms," Southwest Marketing Association. (1982).
- GENTRY, J. W., Miller, S., American Marketing Association Patronage Theory Conference, "Competition and Retail Structure: An Empirical Assessment," American Marketing Association. (1981).

- GENTRY, J. W., Brown, T. L., American Marketing Association Patronage Theory Conference, "The Attitudinal Impact of the Presence of National Chain Department Stores Downtown: A Tale of Two Towns," American Marketing Association. (1981).
- GENTRY, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Operationalizing a Test of a Model of the Use of Simulation Games and Experiential Exercises," Association for Business Simulation Experiential Learning. (1981).
- GENTRY, J. W., Association for Consumer Research Conference, "Impact on Credit Decisions On Shopping Behavior," Association for Consumer Research. (1981).
- GENTRY, J. W., DSI Conference, "Modeling the Product Life Cycle: A Methodological Study of Basic Models," DSI. (1981).
- GENTRY, J. W., Grove, S. J., Southwest Cultural Heritage Festival Conference, "Consumer Markets in the Southwest," Southwest Cultural Heritage Festival. (1981).
- GENTRY, J. W., Wolfe, J. A., Association for Business Simulation Experiential Learning Conference, "ABSEL: The State of the Association-Empirical Findings," Association for Business Simulation Experiential Learning. (1980).
- GENTRY, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Moving Toward a 'Theory' of the Use of Simulation Games and Experiential Exercises," Association for Business Simulation Experiential Learning. (1980).
- GENTRY, J. W., Association for Business Simulation Experiential Learning Conference, "The Effects of Group Size on Attitudes Toward A Simulation Game," Association for Business Simulation Experiential Learning. (1980).
- GENTRY, J. W., Chintakananda, A., DSI Conference, "An Analysis of the Classical and Bayesian Approaches to Sample Size Determination," DSI. (1980).
- GENTRY, J. W., Mowen, J. C., DSI Conference, "Anchor Effects in Survey Research," DSI. (1980).
- GENTRY, J. W., Caldwell, C., Miller, J., DSI Conference, "Estimating the Cost of Misclassifying Retail Credit Risks," DSI. (1980).
- GENTRY, J. W., Manzer, L. L., Burns, A. C., DSI Conference, "Growth in Savings Customers: More from Current, Rather Than New, Customers," DSI. (1980).
- GENTRY, J. W., McCain, K. G., Southwest Marketing Association Conference, "Testing the Novelty Postage Hypothesis in Mail Questionnaire Response Rates," Southwest Marketing Association. (1980).
- GENTRY, J. W., McCain, K. G., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Relating Teaching Methods with Educational Objectives in the Business Curriculum," Association for Business Simulation Experiential Learning. (1979).
- GENTRY, J. W., Association for Business Simulation Experiential Learning Conference, "Teaching PERT Experientially in Marketing Research," Association for Business Simulation Experiential Learning. (1979).
- GENTRY, J. W., Bonczkowski, M. H., Caldwell, C. W., Association for Business Simulation Experiential Learning Conference, "The Use of Program CVP in Teaching Cost-Volume-Profit Analysis," Association for Business Simulation Experiential Learning. (1979).

- GENTRY, J. W., Brown, T. L., Association for Consumer Research Conference, "Developing a Bayesian Measure of Brand Loyalty: A Second Look," Association for Consumer Research. (1979).
- GENTRY, J. W., DSI Conference, "Base Rate Research--Some Inconsistencies?," DSI. (1979).
- GENTRY, J. W., Zikmund, W. G., Darnaby, J. R., DSI Conference, "Profitability Analysis in a Savings and Loan," DSI. (1979).
- GENTRY, J. W., Western DSI Conference, "Base Rate Research--Some Inconsistencies?," DSI. (1979).
- GENTRY, J. W., Bonczkowski, M. H., Caldwell, C. W., Association for Business Simulation Experiential Learning Conference, "The Use of Program BAYAUD in the Teaching of Audit Sampling," Association for Business Simulation Experiential Learning. (1978).
- GENTRY, J. W., Donnelly, D., DSI Conference, "Does the Use of a Utility Model Help in the Job Choice Decision?," DSI. (1978).
- GENTRY, J. W., Doering, M., Southern Marketing Association Conference, "The Validity of Survey Responses When the Data Are Verifiable," Southern Marketing Association. (1978).
- GENTRY, J. W., Doering, M., American Marketing Association Fall Conference, "Masculinity-Femininity Related to Consumer Choice," American Marketing Association. (1977).
- GENTRY, J. W., Doering, M., APA Conference, "Need for Achievement and Risk Handling," APA. (1977).
- GENTRY, J. W., Burns, A. C., Association for Business Simulation Experiential Learning Conference, "Some Thoughts on a 'Theory' of the Use of Games and Experiential Exercises," Association for Business Simulation Experiential Learning. (1977).
- GENTRY, J. W., Doering, M., O'Brien, T. V., Association for Consumer Research Conference, "Masculinity and Femininity Factors in Product Perception and Self-Image," Association for Consumer Research. (1977).
- GENTRY, J. W., Brown, T. L., O'Brien, T., DSI Conference, "Investigation of the Use of Combination Rules in Consumer Information Processing," DSI. (1977).
- GENTRY, J. W., Burns, A. C., Southwest DSI Conference, "Shopping Center Choice Criteria, Performance Evaluations and Patronage," DSI. (1977).
- GENTRY, J. W., Jones, C. C., Southwest Marketing Association Conference, "Attitudes of Rural Consumers Toward Business," Southwest Marketing Association. (1977).
- GENTRY, J. W., Jauch, L., Association for Business Simulation Experiential Learning Conference, "Interactive Simulation as a Supplementary Instructional Tool: Its Relation to Performance in a Business Simulation," Association for Business Simulation Experiential Learning. (1976).
- GENTRY, J. W., Reutzel, E. T., Association for Business Simulation Experiential Learning Conference, "Teaching Inventory Control via Computer Interaction with Increasing Complexity," Association for Business Simulation Experiential Learning. (1976).

- GENTRY, J. W., Brown, T. L., Association for Business Simulation Experiential Learning Conference, "Simulation: A Frustration, A 'Game,' or a Meaningful Learning Experience," Association for Business Simulation Experiential Learning. (1975).
- GENTRY, J. W., Caldwell, C., Holtman, G., DSI Conference, "An Expanded Interactive Approach to Bayesian Sampling Procedures for Auditors," DSI. (1975).
- GENTRY, J. W., Jauch, L. R., Chalfant, J. L., DSI Conference, "Faculty Evaluation: the Need to Individualize Criteria for Performance Evaluation," DSI. (1975).
- GENTRY, J. W., Midwest DSI Conference, "The Measurement of Subjective Likelihood's in Relevant Situations: The Use of Likelihood Surrogates," DSI. (1975).
- GENTRY, J. W., Jauch, L. R., Chalfant, J. L., Southern Management Association Conference, "Academic Orientations and the Perceptions of Faculty Evaluations," Southern Management Association. (1975).
- GENTRY, J. W., Southwest DSI Conference, "On the Use of A Bayesian Framework in the Measurement of Consumer Opinion Change," DSI. (1975).
- GENTRY, J. W., Brown, T. L., Southwest Marketing Association Conference, "The Impact of Product Trial on Consumer Attitudes," Southwest Marketing Association. (1975).
- GENTRY, J. W., Reutzler, E. T., Western DSI Conference, "Bayesian Information Processing: A Consumer-Oriented Task Versus the Bookbag and Pokerchip Paradigm," DSI. (1975).
- GENTRY, J. W., DSI Conference, "A Modified Bayesian Model of the Manner in Which Consumers Revise Purchase Probabilities Upon the Receipt of Information," DSI. (1974).
- GENTRY, J. W., Third Annual Albert Haring Symposium on Doctoral Research in Marketing, "Bayes' Theorem as a Model of Consumer Opinion Change." (1973).

Contracts, Grants and Sponsored Research

Grant

- GENTRY, JAMES W., Marquardt, Ray, Dahab, Deb, Sponsored by National Council on Soviet and East European Research. (1995).
- GENTRY, JAMES W., Marquardt, Ray, "Measuring the Extent of Embeddedness in Marketing Transactions in Hungary," Sponsored by National Council on Soviet and Eastern European Research, \$71,373.00. (1994).
- GENTRY, JAMES W., "Layman Award," Sponsored by University of Nebraska-Lincoln. (1988).

Other

- GENTRY, JAMES W., Dahab, Deb, "Factors Relating to Supply Stability and Reduction of Opportunism in Transitional Channels of Distribution," Sponsored by William Davidson Institute at the University of Michigan, \$9,700.00. (1996).
- GENTRY, JAMES W., Cho, Bong Jin, Jun, Synkyu, "Conduct cross-cultural content analysis of TV advertising in Korea, U.S. and Mexico," Sponsored by Korean Research Institute, \$6,500.00. (1995).

GENTRY, JAMES W., "Market Embeddedness in Hungarian Channels," Sponsored by UNL Research Council, \$3,000.00. (1994).

GENTRY, JAMES W., "Measuring the Extent of Embeddedness in Marketing Transactions in Albania," Sponsored by International Affairs Faculty Review Committee, \$800.00. (1994).

GENTRY, JAMES W., "Dean's Excellence Funds," Sponsored by Oklahoma State University. (1985).

GENTRY, JAMES W., "Dean's Excellence Funds," Sponsored by Oklahoma State University. (1983).

GENTRY, JAMES W., "The Effectiveness of Fear Appeals in Increasing Agricultural Water Conservation," Sponsored by Water Research Center Funds, Oklahoma State University. (1981 - 1982).

GENTRY, JAMES W., "Dean's Excellence Funds," Sponsored by Oklahoma State University. (1980).

GENTRY, JAMES W., "Dean's Excellence Funds," Sponsored by Oklahoma State University. (1979).

GENTRY, JAMES W., "Study of the behavioral impact of misclassification errors in credit extension," Sponsored by College of Business, Kansas State University. (1977).

GENTRY, JAMES W., "Investigation of rural consumers' attitudes toward business," Sponsored by Agricultural Experiment Station, Kansas State University. (1976 - 1977).

GENTRY, JAMES W., "Investigation of the predictive ability of sex (measured on a continuous masculinity-femininity scale as opposed to the simple dichotomy) concerning product usage and product attitudes," Sponsored by Kansas State University Bureau of General Research, \$1,000.00. (1975 - 1976).

GENTRY, JAMES W., "Investigation of the behavioral impact of misclassification errors in credit extension," Sponsored by Kansas State University Bureau of General Research, \$400.00. (1974 - 1975).

GENTRY, JAMES W., "Study of the impact of directly relevant, indirectly relevant, neutral, and irrelevant information on the revision of inferences in a consumer-oriented setting," Sponsored by Kansas State University Bureau of General Research, \$400.00. (1974 - 1975).

Awards and Honors

Best Conference Paper, Macromarketing Conference. (2005).

Slater Award, Journal of Macromarketing. (2005).

Best Reviewer, Journal of Business Research. (2002).

Best Reviewer, Journal of Consumer and Marketing Research. (1997).

Invited Faculty Participant, AMA Doctoral Consortium. (1996).

Best Article of the Year, Journal of Personal Selling and Sales Management. (1992).

Best Article of the Year, Journal of Personal Selling and Sales Management. (1991).

Research in Progress

"Research with Lee McGinnis

1. Underdog Antecedents
2. Sacredness in the context of Golf
3. Golf rituals as a barrier to female participation"
 1. Rejected nicely at JCR; to go to JAMS
2. In draft stage
3. in data collection stage

"Research with Mariam Beruchashvili"

"Cultivating Hope" -- paper out of her dissertation, targeted to JCR. Risto Moisio is the second author

"Research with Rob Harrison

1. Single Father study
2. Father Portrayals in Advertising
3. Elderly Recall of Meal Processes
4. Violence Camouflaged by Humor in Advertising
5. Family perspective of Black Friday"
 1. To be re-submitted to JCR
 2. Submitted to special issue of Marketing Theory: revise and resubmit
 3. Submitted to Qualitative Marketing Research
 4. to be submitted to Journal of Advertising
 5. to be submitted to JCR or JR

"Research with Rob, Amber, and Stacey
Definition of Family"

Requested Submission to the Encyclopedia of Consumer Culture

"Research with Sunkyu jun

1. Brand personality and Product Perceptions"
 1. Rejected at Journal of Advertising 2/09; in revision

SERVICE

Department Service

Marketing Graduate Student Recruiting. (2008 - Present).

Coordinator, Mittelstaedt Doctoral Symposium. (1991 - Present).

Committee Member, Marketing Graduate Committee. (1999 - 2007).

Coordinator, Marketing Graduate Student Recruiting. (2003 - 2005).

Coordinator, Marketing Department Brownbag Sessions. (1999 - 2005).

Coordinator, Marketing Department Research Seminars. (1997 - 2005).

Committee Member, Marketing Search Committee. (2002).

Coordinator, Marketing Graduate Student Recruiting. (1989 - 1994).

Coordinator, Marketing Department Brownbag Sessions. (1989 - 1993).

Coordinator, Marketing Department Research Seminars. (1987 - 1993).

Committee Chair, Marketing Recruiting. (1988 - 1989).

College Service

Committee Member, Faculty Chairs Committee. (2005 - Present).

Committee Member, Fulbright Senior Specialist Advisory Panel. (2001 - Present).

Committee Chair, Gender Committee. (2001 - Present).

Committee Member, Recognition Review Committee for Chaired Professorships. (2008 - 2011).

Committee Member, APC-Ad hoc Committee on International Business Major. (2008).

Committee Member, Graduate Committee. (2003 - 2005).

Committee Member, Assessment Committee. (2000 - 2003).

Committee Member, Gender Committee. (1997 - 2000).

Committee Member, Research Committee. (1994 - 2000).

Committee Member, PhD Teaching Forum Committee. (1998 - 1999).

Committee Member, CBA International Committee. (1997 - 1999).

Committee Member, Ag Econ Agribusiness Search Committee. (1997 - 1998).

Committee Member, CBA International Committee. (1989 - 1995).

Committee Member, General Committee. (1991 - 1994).

Committee Member, Research Committee. (1990 - 1991).

University Service

Committee Member, Graduate Fellowship Committee. (2006 - Present).

Committee Member, Arts & Science International Studies Program. (1999 - Present).

Committee Member, Scholarship of Teaching and Learning Community. (2000 - 2001).

Professional Service

Reviewer, Grant Proposal, Decision and Management Science Program, National Science Foundation; Information Science and Technology Program, National Science Foundation.

Reviewer, Ad Hoc Reviewer, Journal of Applied Psychology, Canadian Journal of Behavioral Science, Journal of Economics and Business, Journal of Management, Decision Sciences, Journal of Consumer Research, Psychology and Marketing, Journal of Marketing, Journal of Public Policy and Marketing, Research in Consumer Behavior, Journal of Consumer Psychology, Journal of Personal Selling and Sales Management, Journal of Advertising, International Business Review, Journal of Marketing Management.

Co-editor of Special Issue on Global Family Policy with Suraj Commuri, Journal of Macromarketing.

Editorial Review Board Member, Journal of Public Policy and Marketing. (2006 - Present).

Editor, Journal Editor, Academy of Marketing Science Review. (2003 - Present).

Editorial Review Board Member, Journal of Current Issues and Research in Advertising. (2003 - Present).

Editor, Journal Editor, Journal of Consumer Behaviour. (2002 - Present).

Board of Directors of a Company, AMS Review. (1998 - Present).

Editorial Review Board Member, AMS Review. (1997 - Present).

Editorial Review Board Member, Journal of Business Research. (1995 - Present).

Editorial Review Board Member, Journal of Macromarketing. (1994 - Present).

Editorial Review Board Member, Journal of Marketing Education. (1993 - Present).

Editorial Review Board Member, Journal of Behavioral Decision Making. (1987 - Present).

Editor, Journal Editor, Academy of Marketing Science Review. (2003 - 2007).

Editorial Review Board Member, Journal of the Academy of Marketing Science. (2000 - 2006).

Committee Member, European ACR. (2005).

Session Chair, Family and Society Track. (2005).

Session Chair, Macromarketing Conference. (2005).

Committee Member, Fulbright Senior Specialist Advisory Panel. (2001 - 2004).

Judge for EXPLOR Award, Nielsen Marketing Research Center. (2001).

Session Chair, Economic Development, Macromarketing Conference. (1998).

Committee Chair, George Hay Brown Award Committee, AMA. (1996 - 1998).

External Evaluation, Business DBA Program, Southern Illinois University. (January 26, 1998 - January 27, 1998).

Committee Member, Association for Consumer Research Nominating Committee. (1997).

Reviewed Dissertation Abstracts, AMA Dissertation Competition. (1995).

Committee Member, Association for Consumer Research. (1995).

Committee Member, George Hay Brown Award Committee, AMA. (1995).

Editorial Review Board Member, Journal of Marketing Research. (1989 - 1994).

Reviewed Dissertation Abstracts, Academy of Marketing Science Dissertation Competition. (1993).

Committee Member, Association for Consumer Research. (1993).

Session Chair, Conference on Family/Household Behavior, Irvine, CA. (March 1991).

Chairperson, ABSEL Conference, Reno. (1986).

Editorial Review Board Member, Management Horizons. (1975 - 1978).

Editorial Review Board Member, Journal of Business Research. (1975 - 1976).

Public Service

Board Member, PowerofLove.org. (2005 - Present).

Committee Member, Lincoln-Lancaster County Immunization and Vaccination Effort. (1996 - 2004).

Committee Member, Lincoln Grief Center Board. (1992 - 1993).

Consulting

Academic, Southern Illinois University Doctoral Program. (January 1999).