

HARPER A. ROEHM JR.

Associate Professor
Bryan School of Business and Economics Business
Department of Marketing, Entrepreneurship, Hospitality and Tourism
University of North Carolina - Greensboro
376 Bryan Building
P.O. Box 26165
Greensboro, NC 27402-6165 USA
1-336-287-4653
haroehm@uncg.edu

EDUCATION:

*PhD. The Ohio State University, Marketing – Consumer Behavior
Columbus, Ohio, 1999.*
*MBA. The Ohio State University, Marketing
Columbus, Ohio, 1991.*
*BS. Miami University, Systems Analysis
Oxford, Ohio, 1986.*

ACADEMIC EXPERIENCE:

- 2006-Present: Associate Professor of Marketing, Department of Business Administration, Bryan School of Business and Economics, University North Carolina at Greensboro
- 2000-2006: Assistant Professor of Marketing, Department of Business Administration, Bryan School of Business and Economics, University North Carolina at Greensboro
- 1999: Visiting Professor Helsinki School of Economics, Mikkeli, Finland.
- 1999: Adjunct Professor, University of North Carolina at Greensboro
- 1998-1999: Adjunct Professor, Wake Forest University
- 1997-1998: Assistant Professor of Marketing and Computer Information Systems (joint appointment), College of Business, James Madison University.
- 1991-1997: Graduate Teaching and Research Assistant, Department of Marketing, Fisher College of Business, Ohio State University.

PUBLICATIONS:

Roehm, Harper (forecoming), "The Long And The Short Of It: Maximizing The Impact Of Public Service Announcements In The Age Of The "Twitterverse", *Journal of Advances in Economics and Finance*.

Roehm, Michelle L. and Harper A. Roehm Jr., (2016), "Utilizing Self Perception Theory to Explain Social Media Behavior Relative to Print Advertisement 2-D Codes," *Business and Economic Research*, ISSN 2162-4860, 2016, Vol. 6, No. 1.

Roehm, Michelle L. and Harper A. Roehm Jr., (2014), "Consumer Responses to Parodic Ads," *Journal of Consumer Psychology*, 24(1), p. 18-33.

- Roehm, Michelle L. and Harper A. Roehm Jr.(2011), “Redemption Time Frames and the Representation of Incentive Offers.” [Journal of the Academy of Marketing Science](#). June, Volume 39, [Issue 3](#), 363-375.
- Roehm, Michelle L. and Harper A. Roehm Jr.(2010), “The Relationship between Packaging Uniformity and Variety Seeking.” [Psychology & Marketing](#), 27(12), 1122-1133.
- Roehm Jr., Harper A and Michelle L. Roehm (2007), “The Relationship between FSI Advertising Style and Coupon Redemption,” [Marketing Letters](#), 18 (4), 237-247.
- Roehm Jr., Harper A. and Michelle L. Roehm (2007), “Can Brand Encounters Inspire Flashbulb Memories?” [Psychology & Marketing](#), 24 (1), 25-40.
- Roehm Jr., Harper and Michelle L. Roehm (2005), “Happy versus Happier: Revisiting the Effect of Positive Mood on Variety-Seeking,” [Journal of Consumer Research](#), 32 (2), 330-336.
- Roehm Jr., Harper and Michelle L. Roehm, (2005), “The Hybrid Split Ad Technique and Onsite Rewards,” [Journal of Consumer Behaviour](#), 4 (3), 173-184.
- Roehm, Michelle L. and Harper A. Roehm Jr. (2005), “Variety-Seeking and Time of Day: Why Leader Brands Hope Young Adults Shop in the Afternoon, but Follower Brands Hope for Morning,” [Marketing Letters](#), 15 (4), 213-221.
- Roehm, Michelle, Harper A. Roehm Jr. and Derrick S. Boone (2004), “Plugs vs. Placements: A Comparison of Alternatives for Within-Program Brand Exposure,” January, [Psychology & Marketing](#), 21 (1), 17-28.
- Roehm, Michelle L., Ellen B. Pullins and Harper A. Roehm Jr. (May 2002), “Designing Loyalty-Building Programs for Packaged Goods Brands,” [Journal of Marketing Research](#). 39 (2), 202-213.
- Roehm, Michelle L. and Harper A. Roehm Jr. (2001), "The Advantage Of Hybrid Split Ads Over Uninterrupted Ads And How To Augment It," August, [Marketing Letters](#). 12 (3), 249-258.

WORKING PAPERS:

- Roehm, Michelle L. and Harper A. Roehm Jr., “Using Advertising Alignment to Improve Product Placement Effects on Product Choice: The Power of Facilitating Analogies.”
- Roehm, Michelle L. and Harper A. Roehm Jr., “The Split Ad Technique: When and Why Is This Presentation Tactic Effective?”

BOOK CHAPTERS:

- Roehm Jr., Harper A. and Curtis P. Haugtvedt (1999), “WWW Advertising and Consumer Psychology: Implications for Theory Testing and Application,” in [Advertising and the Internet](#), eds. David Schumann and Esther Thorson.

PUBLISHED CONFERENCE PAPERS:

Roehm, Michelle L., Derrick S. Boone and Harper A. Roehm Jr. (1999), "Analogical Reasoning about New Product Introductions by Experts and Novices," in European Advances in Consumer Research, Volume 4, eds. Bernard Dubois, Tina M. Lowery, L.J. Shrum and Marc Vanhuele.

Peterman, Michelle L., Harper A. Roehm Jr. and Curt Haugtvedt (1999), "An Exploratory Analysis of Attitudes toward the World Wide Web as a Product Information Source," in Advances in Consumer Research, Volume 26, eds. Eric Arnould and Linda Scott, 75-79.

Roehm Jr., Harper A., Leslie M. Fine, and Peter R. Dickson (1993), "You're Great, I'm Great: Salesperson Self-Presentation Tactics, " Proceedings of the American Marketing Association Winter Educator's Conference, Volume 4, eds. Rajan Varadarajan and Bernard Jaworski, 245-251.

PRESENTATIONS, INVITED ADDRESSES, ROUNDTABLE DISCUSSIONS:

Roehm Jr. Harper A. and Michelle L. Roehm, "The Long and the Short of It: Maximizing the Impact of Public Service Announcements in the Age of the 'Twitterverse'," Society for Marketing Advances, November 2012, Orlando, FL.

Roehm Jr., Harper A. and Michelle L. Roehm, "The Effect of Positive Mood on Variety-Seeking: A Qualification," European Association for Consumer Research Conference, July 2003, Dublin, Ireland.

Roehm Jr., Harper A. and Michelle L. Roehm, "Happy vs. Happier: Investigating a Qualification of the Effect of Positive Mood on Variety-Seeking," Society for Consumer Psychology Winter Conference, February 2003, New Orleans, LA.

Roehm Jr., Harper A., "The Advantage Of Hybrid Split Ads Over Uninterrupted Ads And How to Augment It," Bryan School Research Series, March 2002, Greensboro, NC.

Roehm Jr., Harper A., Michelle L. Roehm, Ellen B. Pullins and Leslie A. Fine, "Cognitive Underpinnings of Brand Loyalty: An Investigation of Packaged and Non-packaged Goods Repeat Purchases," Society for Consumer Psychology Winter Conference, February 2000, San Antonio, TX.

Roehm Jr., Harper A., "Interactive Communications and Building Brand Equity," American Marketing Association Winter Educator's Conference, February 1999, Chicago, IL.

Roehm Jr., Harper A., "An Exploratory Analysis of Attitudes toward the World Wide Web as a Product Information Source," Association for Consumer Research Annual Conference, October 1998, Montreal, Canada.

Roehm Jr., Harper A., "Marketing and the World Wide Web," Association for Consumer Research Annual Conference, October 1996, Tucson, AZ (invited member of roundtable discussion panel).

Roehm Jr., Harper A., "Insights into Marketing on the Internet," The International MBA Program, Helsinki School of Economics and Business Administration, September 1996, Mikkeli, Finland.
Roehm Jr., Harper A., "WWW Advertising and Consumer Psychology: Implications for Theory Testing and Application," Advertising and Consumer Psychology Conference, March 1996, Bloomfield Hills, MI.

Roehm Jr., Harper A., "Attitude Strength and Question Order Effects," Ohio State University Graduate Research Forum Competition, January 1995, Columbus, OH (finalist paper, Behavior Science Division).

Roehm Jr., Harper A., "Attitude Strength and Question Order Effects," Annual Meeting of the Midwestern Psychology Association, May 1995, Chicago IL.

Roehm Jr., Harper A., "Aggregate Market Response Modeling Using Neural Networks: A Comparison to Attraction Models," Albert Haring Symposium, April 1995, Bloomington, IN (paper discussant).

Roehm Jr., Harper A., "You're Great, I'm Great: Salesperson Self-Presentation Tactics," American Marketing Association Winter Educator's Conference, February 1993, Newport Beach, CA.

SERVICE ACTIVITIES - Teaching:

- Advisor to Catherine Iszard Honors Independent Studies on MEHT Alumni Engagement: Social Media Communications. 2017- Current.
- Panelist, UTLC Online Learning, UNCG – UTLC (2016)
- Marketing Program Assessment activities: Developing training material and activities for principle of marketing to address group dynamics and individual learning in groups 2015- Present.
- Advisor to Jeremy Mebane Honors Principle of Marketing Project Spring 2011.
- Advisor to Master Independent Study, David Kutas, Enchanted Childrens Book Shop and Wonderland, Fall 2010.
- Advisor to Master Independent Study, Deirdra Tyson Cybera Clear PCI. Product Launch – Gilbarco Veeder-Root, Fall 2010.
- Supervisor of the independent study of full-time MBA student Jessica Ryan Whitely, Summer 2005.

SERVICE ACTIVITIES – University:

- Chair of the Faculty Senate Online Learning Committee, 2017-Current.
- Member of the Faculty Senate Online Learning Committee, 2016-Current.
- Member of the Bryan School Faculty Executive Committee, 2016-Current.
- Member of Bryan Chair Search, Professor of Innovation, 2016-17.
- Member of Marketing Professor Search, 2016-17.
- Member of UTLC Teaching Technology Coordinator, 2016.
- Member Strategic Planning Committee UNCG, 2016-17.
- Member Online Learning Committee (Faculty Senate Representative&work group coordinator),2015-16.
- Member of the Bryan School, GPC 2014-16.
- Member Intellectual Contributions Statement Committee, MEHT Department, 2014-15, Ad Hoc.
- Member MEHT – marketing search committee, 2015-16, Ad. Hoc.

- AOL Coordinator – Marketing Program, 2011-Current.
- Member of Bryan School Program Review, 2011-12
- Co-chair of MEHT – marketing search committee, 2012-13.
- Member of the UNCG Program Review, 2011-12, Ad-hoc.
- Member of the Bryan School, UPC 2011-12.
- Member of UNCG Faculty Governance committee (Faculty Senate representative), 2008 – 12.
- Member of UNCG BADM entrepreneurship faculty search, 2007.
- Chair of the UNCG BADM Curriculum Committee, 2006 – 2012.
- Chair of marketing faculty search committee, 2006-07. Hiring of Merlyn Griffiths.
- Member of the UNCG BADM Department Promotion & Tenure Committee, 2006 – Present.
- Member of the BADM department web site management committee, 2005-07.
- Benchmark analysis of peer and aspirational schools for marketing major proposal, Spring 2006.
- Bryan School of Management and Economics Planning Committee, 2004 -2007.
- Participant in UNCG Faculty Phone-a-thon, 2005,06,07,08,09,11,12.
- Member of UNCG BADM Marketing Tenure-Track Search Committee, 2002.
- Member of UNCG BADM Technology Planning Committee, 2001.
- Member of UNCG BADM Curriculum Committee, 2002 - 2006.
- Course coordinator for UNCG BADM Undergraduate Internet Marketing, 2000 - 2005.
- Adviser for UNCG marketing students, 2000 - present.

SERVICE ACTIVITIES – Community Engagement:

- Coordinator of the Bi-Annual BB&T-sponsored BB&T Bryan Marketing Challenge, Fall 2005-Present.
- DECA Judge, Greensboro, NC, 2014.

SERVICE ACTIVITIES - Profesional:

- Co-chair for Academy Marketing Science Branding Track, 2010 Spring Meeting.
- Association for Consumer Research reviewer, 2007-Present.
- Reviewer for Journal of Advertising, 2006-07.
- Invited participant in Principles of Marketing Conference, McGraw-Hill Tuscon Arizona.
- Course coordinator for UNCG BADM Undergraduate Marketing Principles (MKT 320), 2005 - present.
- Reviewer North American Case Review Association (NACRA) Case Competition, 2003 - 2005.
- Reviewer for the Society for Marketing Advances (SMA), 2000.
- Reviewer for the SCP-Sheth Foundation Dissertation Proposal Competition, 1999-2000.
- Manuscript reviewer for the American Marketing Association Winter Conference (Buyer Behavior Track), 1996.

COURSES TAUGHT:

Undergraduate:

Social Media-Marketing
Principles of Marketing
Internet Marketing
International Marketing
Marketing Research
Cases in Managerial Marketing
Consumer Behavior
Data Base for End Users
Introduction to Management
Science

Graduate (MBA):

Introduction to Marketing
Strategy
Advanced Marketing Strategy
Channels Management

HONORS AND AWARDS:

- Beta Sigma Member 2007-Present
- AMA Doctoral Consortium Representative, 1996.
- Robert Bartels Fellowship, Ohio State University Marketing Department, 1995-96.
- Finalist, Ohio State University Graduate Research Forum Competition, 1995.
- Albert Haring Symposium Representative, 1994.
- Graduate Student Travel Award for AMA Paper Presentation, 1993.

INDUSTRY EXPERIENCE:

1997: Consultant, The W.W. Williams Company, Columbus, Ohio

Performed statistical analysis of consumer satisfaction survey and consulted with management on marketing strategy.

1995 - 1996: Web Developer and Master:

Developed and maintained The Ohio State University Marketing Department's web page (<http://fisher.osu.edu/marketing/> or <http://www.cob.ohio-state.edu/~mkt>).

1995 - 1996: Web Developer and Master:

Developed and maintained the original Society for Consumer Psychology web page (<http://fisher.osu.edu/marketing/scp/> or <http://www.cob.ohio-state.edu/scp>).

1989: Consultant/Programmer

Developed SAS program to generate statistical report on human resource consultant's survey results.

1988: Systems Analyst, NCR Corporation - World Headquarters

Responsible for customer support for and software enhancements to NCR's version of Management Science of America business software for international clients.

1986 - 1988: Systems Analyst, NCR Corporation - U.S. Headquarters

Responsible for software enhancements to NCR's version of Management Science of America General Ledger software.

1985-1986: Consultant, NCR Corporation

Developed COBOL program to generate inventory status report, while completing final year of undergraduate degree.

1985: Systems Analyst Intern, NCR Corporation

Developed UNIX-based inventory database querying system, which included design, programming, testing and implementation. Also responsible for documentation and training.