

Mark J. Arnold

Chair, Department of Marketing
Steber Endowed Professor of Marketing
Richard A. Chaifetz School of Business
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Contact

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Education

Ph.D. in Business Administration, Saint Louis University, St. Louis, Missouri
M.B.A., University of Missouri at St. Louis
B.A., University of Missouri at St. Louis

Awards and Recognitions

- Winner of the *2019 Teaching Innovation Award*, Richard A. Chaifetz School of Business, Saint Louis University
- Winner of the *2018 Nokyoon Kwak Three-Year Research Award*, Richard A. Chaifetz School of Business, Saint Louis University
- Outstanding Reviewer Status 2018, *Journal of Business Research*
- Outstanding Reviewer Status 2017, *Journal of Retailing*
- *2016 Academy of Marketing Science Faculty Consortium Fellow*
- Winner of the *2015 Emerson Excellence in Teaching Award*, awarded to the top teachers in the entire St. Louis metropolitan region
- Winner of the *2014 Nokyoon Kwak Research Award*, John Cook School of Business, Saint Louis University

Academic Employment

Saint Louis University

- Marketing Department Chair and the Steber Endowed Professor of Marketing (Current)
- Senior Associate Dean
- Associate Dean
- Director of Ph.D. Program
- Director of Faculty Development

University of Central Florida,

- Assistant Professor of Marketing

Saint Louis University, University of Missouri at St. Louis

- Instructor

Publications (since 2000; over 7,100 citations total)

Yang, Jie, Jieqiong Ma, Mark J. Arnold, Hongxin Zhao, and John Cater, "Family Involvement, Environmental Turbulence, and R&D Investment: Evidence from Chinese Listed SMEs," *Small Business Economics*, forthcoming.

Yang, Jie, Jieqiong Ma, Mark J. Arnold, and Nuttavuthisit Krittinee (2018), "Global Identity, Perceptions of Luxury Value and Consumer Purchase Intention: A Cross-Cultural Examination," *Journal of Consumer Marketing*, 35 (5), 2017-2081.

Harmeling, Colleen, Jordan W. Moffett, Mark J. Arnold, and Bradley Carlson (2017), "Toward a Theory of Customer Engagement Marketing: Conceptual and Empirical Insights," *Journal of the Academy of Marketing Science* 45 (May), 312-335.

Westjohn, Stanford A., Mark J. Arnold, Peter Magnusson, Kristy E. Reynolds (2016), "The Influence of Regulatory Focus on Global Consumption Orientation and Preference for Global Versus Local Consumer Culture Positioning," *Journal of International Marketing* 24 (June), 22-39.

Harmeling, M. Colleen, Robert W. Palmatier, Mark B. Houston, Mark J. Arnold, and Stephen A. Samaha (2015), "Transformational Relationship Events," *Journal of Marketing* 79 (September), 39-62.

Jones, Michael A., Kristy E. Reynolds, Mark J. Arnold, Colin B. Gabler, Stephanie T. Gillison, Vincent Myles Landers (2015), "Exploring Consumers' Attitude Towards Relationship Marketing," *Journal of Services Marketing*, 29 (3), 188-199.

Arnold, Mark J., Michael A. Jones, Kristy E. Reynolds, Meltem Tugut, and Colin B. Gabler (2014), "Regulatory Focus Intensity and Evaluations of Retail Experiences," *Psychology & Marketing*, 31 (November), 958-975.

Evanschitzky, Heiner, Oliver Emrich, Vinita Sangtani, Anna Ackfeld, Kristy E. Reynolds, and Mark J. Arnold (2014), "Hedonic Shopping Motivations in Collectivistic and Individualistic Consumer Cultures," *International Journal of Research in Marketing*, 31 (September), 335-338.

Arnold, Mark J. and Kristy E. Reynolds (2012), "Approach and Avoidance Motivation: Investigating Hedonic Consumption in a Retail Setting," *Journal of Retailing*, 88 (September), 399-411.

Xie, Yu Henry, Hongxin "John" Zhao, Mark J. Arnold (2011), "On the Determinants of Post-Entry Strategic Positioning of Foreign Firms in a Host Market: A "Strategy Tripod" Perspective," *International Business Review*, 20 (August), 477-490.

Mariadoss, Babu John, Raj Echambadi, Mark J. Arnold, and Vishal Bindroo, (2010) "An Examination of the Effects of Perceived Difficulty of Manufacturing the Extension Product on Brand Extension Attitudes" *Journal of the Academy of Marketing Science* 38 (December), 704-719.

Zhou, Xin Joyce, Mark J. Arnold, Arun Pereira, and Jun Yu (2010), "Exploring the Shopping Behaviors of Coastal versus Inland Chinese Consumers," *Journal of Business Research* 63 (January), 45-51.

Suh, Taewon, Seung Kim, John Zhao, Mueun Bae, and Mark J. Arnold (2010), "A Multi-Level Investigation of International Marketing Projects: The Roles of Experiential Knowledge and Creativity on Performance," *Industrial Marketing Management* 39 (2), 211-220.

Arnold, Mark J. and Kristy E. Reynolds (2009), "Affect in Retail Shopping Experiences: Exploring The Role of Mood Regulation and Regulatory Focus," *Journal of Retailing* 85 (3), 308-320.

Westjohn, Stanford, Mark J. Arnold, Peter Magnusson, Srdan Zdravkovic, and Xin Joyce Zhou (2009), "Technology Readiness and Usage: A Global Identity Perspective," *Journal of the Academy of Marketing Science* 37 (Sept.), 250-269. *Lead Article*.

Jones, Mike, Kristy E. Reynolds, and Mark J. Arnold (2006), "Hedonic and Utilitarian Shopping Value: Investigating Differential Effects on Retail Outcomes," *Journal of Business Research* 59 (Sept.), 974-981.

Amine, Lyn S., Mike C. H. Chao,, Mark J. Arnold, (2005), "Exploring the Practical Effects of Country of Origin, Animosity, and Price / Quality Issues: Two Case Studies of Taiwan and Acer in China," *Journal of International Marketing* 13 (2), 114-150.

Arnold, Mark J., Kristy E. Reynolds, Nicole P. Hoffman, and Jason E. Lueg (2005), "Customer Delight in a Retail Context: Investigating Delightful and Terrible Shopping Experiences," *Journal of Business Research* 58, 1132-1145.

Arnold, Mark J. and Kristy E. Reynolds (2003), "Hedonic Shopping Motivations," *Journal of Retailing*, 79 (2), 77-95. First place for the 2005 *Davidson Award*, best paper in *Journal of Retailing*.

Arnold, Mark J. and Shelley R. Tapp (2003), "Direct Marketing In Nonprofit Services: Investigating The Case of The Arts Industry" *Journal of Services Marketing*, 17 (2), 141-160.

Arnold, Mark J. and Shelley R. Tapp (2001), "The Implementation of Direct Marketing Techniques in the Non-Profit Arts Industry: Effects on Performance and Managerial Implications," *Journal of Interactive Marketing*, 15 (Summer), 41-52.

Ganesh, Jaishankar, Mark J. Arnold, and Kristy E. Reynolds (2000), "Understanding the Customer Base of Service Providers: An Examination of the Differences Between Switchers and Stayers," *Journal of Marketing* 64 (July), 65-87.

Reynolds, Kristy E. and Mark J. Arnold (2000), "Customer Loyalty to the Salesperson and the Store: Examining Relationship Customers in an Upscale Retail Context," *Journal of Personal Selling and Sales Management*, 20 (2), 89-98.

Proceedings, Abstracts, Presentations, Non-Refereed Journals

Kuang, Yunmei, Scott Thompson, and Mark J. Arnold (2019), "Brand Transgression and Community Coping," *Proceedings*, 2019 AMA Summer Marketing Educators' Conference

Bauer, Brittney, Clark D. Johnson, Bradley D. Carlson, and Mark J. Arnold (2019), "Amiable or Able? Matching Ad Messaging To Endorsers Stereotypes," 2019 AMS Annual Conference, Vancouver, BC, Canada.

Ascencio, Christine and Mark J. Arnold (2018), "Regulatory Focus and Construal Level: Which is more Salient for Consumer Decision-Making?" *Proceedings*, 2018 AMA Summer Marketing Educators' Conference, Boston, MA.

Bauer, Brittney and Mark J. Arnold (2018), "Brand Communities and Competing Construals" *Proceedings*, 2018 AMA Summer Marketing Educators' Conference, Boston, MA.

Rong, Weidong, Mark J. Arnold, and Douglas Hughes (2016), "Salesperson and Guanxi Social Networks," *Proceedings*, 2016 AMA Summer Marketing Educators' Conference.

Roy, Douglas, Jase Ramsey, and Mark J. Arnold, (2015) "Replicating an Australian Fashion Clothing Consumption Study in the U.S.: The effect of Consumer Social Responsibility," *Proceedings*, Association for International Business U.S. Southeast 2015 Conference.

Harmeling, Colleen, Robert W. Palmatier, Mark B. Houston, and Mark J. Arnold (2014), "Effect of Transformational Relationship Events on Exchange Performance," *Marketing Science Institute Working Paper Series*, <http://www.msi.org/reports/>.

Harmeling, Colleen and Mark J. Arnold (2014), "Turning Points: Transformational Relationship Events and Firm Performance," *Proceedings*, 2014 AMA Summer Marketing Educators' Conference.

Semenov, Alexey, Arilova Randriansolo, and Mark J. Arnold (2014), "Cultural Intelligence, Collective Identity, and Willingness to Buy," *Proceedings*, 2014 Association for International Business Conference

Toler, Takisha Salley, Eric Rhiney, and Mark J. Arnold (2013), "Who Do You See in Ads? An Examination of Multiethnic Identity in Advertising," *Proceedings*, 2013 AMA Summer Marketing Educators' Conference.

Harmeling, Colleen and Mark J. Arnold (2013), "The Pursuit of Extraordinary Experiences: An Exploration of Triggers," 2013 Consumer Culture Theory Summer Workshop VII, Tucson, Arizona.

Rhiney, Eric, Toler, Takisha, and Mark J. Arnold (2013), "The Effects of Economic Threat & Product Foreignness on Consumer Ethnocentrism," *Proceedings of the 2013 AMA Winter Marketing Educators' Conference*.

Lehnert, Kevin and Mark J. Arnold (2012), "Enhanced Regret: Ruminative Thinking, Mood Regulation and Service Failure," *Proceedings, 2012 AMA Summer Marketing Educators' Conference*.

Tolmie, Carri, and Mark J. Arnold (2012), "Will You Go Green? Prevention versus Promotion Focus and the Effect of Time," *Proceedings, 2012 AMA Summer Educators' Conference*.

Harmeling, Colleen and Mark J. Arnold (2012), "The Pursuit of Extraordinary Experiences: An exploration of triggers," *Proceedings, 2012 AMA Summer Educators' Conference*.

Salley-Toler, Takisha, Eric Rhiney, and Mark J. Arnold (2012), "Globalizations' Impact on Consumers Ethnicity: The Formation of the Multiethnic Consumer Identity Construct," *Proceedings, 2012 Cross Cultural Research Conference*.

Tugut, Meltem, Mark J. Arnold, and Rajani Ganesh Pillai (2011), "Regulatory Fit, Attitudes, and Loyalty: The Interactive Effect of Chronic and Situational Regulatory Focus," *Abstract, 2011 Association for Consumer Research Conference*.

Tugut, Meltem and Mark J. Arnold (2011), "Regulatory Focus, Chronic Reactance, and Consumer Reward Choices in Loyalty Programs," *Proceedings of the 2011 Summer AMA Marketing Educators' Conference*.

Tugut, Meltem, Mark J. Arnold, and Brad Carlson (2011), "Consumer Choice Between Hedonic And Utilitarian Recovery Options In Service Failures: A Mood Regulation Perspective," *Proceedings of the 2011 Academy of Marketing Science Conference*.

Tugut, Meltem and Mark J. Arnold (2011), "Chronic Reactance, Outcome Focus, and the Construction of Reward Preferences in Loyalty Programs," *Proceedings of the 2011 Marketing Management Conference. Winner: Award for Outstanding Paper in Retailing*.

Stanley, Sarah and Mark J. Arnold (2011), "Sacred Brands: An Investigative Look at Brand Meaning Within a Brand Community," *Proceedings of the Association of Marketing Theory and Practice 2011 Conference*.

Tugut, Meltem and Mark J. Arnold (2011), "Customer Loyalty Programs: A Regulatory Fit Perspective of Consumer Reward Choices and Loyalty Behavior," *Proceedings of the 2011 Winter AMA Marketing Educators' Conference*.

Tugut, Meltem and Mark J. Arnold (2011), "Resisting One's Temptations: The Influence of Mood Regulation on Consumers' Recovery Choices in Service Failures," *Proceedings of the 2011 Winter AMA Marketing Educators' Conference*.

Tugut, Meltem and Mark J. Arnold (2010), "A Regulatory Focus - Reactance Perspective of Consumer Reward Preferences in Loyalty Programs," *Proceedings of the 2010 Association for Consumer Research annual conference*.

Lehnert, Kevin, and Mark J. Arnold, (2010), "Goal Focus and Self-Attention's Influence on Consumer Shopping Intentions," *Proceedings of the 2010 AMA Summer Educators' Conference*.

Arnold, Mark J., Chad Milewicz, Thomas Baker, Raj Echambadi, Kristy E. Reynolds (2010), "The Moderating Role of Goal Orientation on the Satisfaction – Willingness to Pay Relationship," *Proceedings of the 2010 AMA Summer Educators' Conference*.

Coble, Kyle, Kevin Lehnert, and Mark J. Arnold (2010), "The Moderating Effect of Creativity through Interference on Recall and Global Judgments," *Proceedings of the 2010 Academy of Marketing Science Conference*

Tugut, Meltem, and Mark J. Arnold, (2010), "A Regulatory Focus-Reactance Framework of Consumer Choices Toward Loyalty Program Rewards," *Proceedings of the 2010 Marketing Management Conference. Winner: Award for Outstanding Paper in Retailing.*

Tugut, Meltem, and Mark J. Arnold, (2010), "Regulatory Focus - Reward Fit As a Determinant of Loyalty Program Success," *Proceedings of the 2010 AMA Winter Marketing Educators' Conference*.

Tugut, Meltem, and Mark J. Arnold, (2009), "The Moderating Role of Consumer Regulatory Focus Orientation in Country-of-Origin Effects," *Proceedings of the 2009 AMA Summer Educators' Conference*.

Little, Joe, and Mark J. Arnold (2009), "The Effects of Organizational Strategy on Consumer Ethnocentric Tendencies: A Conceptual Framework," *Proceedings of the 2009 AMA Summer Educators' Conference*.

Arnold, Mark J. and Kristy E. Reynolds (2008), "Approach and Avoidance Motivation: Investigating Hedonic Consumption in a Retail Setting," *Proceedings of the 2008 AMA Summer Educators' Conference*.

Lehnert, Kevin and Mark J. Arnold (2008), "Regulatory Focus, Mortality Salience, and Materialism," Abstract, 2008 AMA Summer Educators' Conference.

Sangtani, Vinita, Heiner Evanschitzky, Kristy E. Reynolds, and Mark J. Arnold (2008), "Hedonic Shopping Motivations Across Cultures," Extended Abstract, AMS 2008 Cultural Perspective in Marketing.

Westjohn, Stanford and Mark J. Arnold, (2007), "The Effect of Consumers' Core Self-Evaluations On Customer Satisfaction and Dissatisfaction," *Proceedings of the 2007 AMA Summer Educators' Conference*.

Wilson, Rick and Mark J. Arnold (2006), "The Influence Of Acculturation On Purchase Behavior And Language Preference In Advertisements: The Case Of Hispanics In The U.S.," *Proceedings of the 2006 AMA Summer Educators' Conference*.

Evanschitzky, Heiner, Vinita Sangtani, Kristy E. Reynolds, and Mark J. Arnold (2006), "Hedonic Shopping Motivations: A Study in Germany and India," *Proceedings, European Marketing Academy 2006 Conference, Athens, Greece*.

Echambadi, Raj, Mark J. Arnold, and Vishal Bindroo (2006), "Consumer Evaluation of Brand Extensions: Investigating the Nonlinear Relationship Between Perceived Difficulty and Brand Extension Attitude," *Conference Abstracts, 2006 AMA Summer Educators' Conference*.

Wilson, Rick T. and Mark J. Arnold (2005), "A Regional Approach to the Advertising Standardization-Adaptation Debate," in *Proceedings of the Annual Meeting of the Society For Marketing Advances, 2-5 November 2005, San Antonio, TX, pp. 190-194*.

Suh, Taewon, Hongxin Zhou, Seung Kim, Mark Arnold (2005), "The Impact Of Experiential Knowledge And Creativity On Performance Of International Project," *Proceedings, 2005 AMA Winter Marketing Educators' Conference*.

Haas, Sarah and Mark J. Arnold (2004), "Brand-Self Convergence: An Ethnographic Investigation of On-Line Communities," *Proceedings, 2004 AMA Summer Marketing Educators' Conference*.

Wilson, Rick T. and Mark J. Arnold (2004), "When Countries Divide: A Cross-Cultural Analysis of Advertising Appeals," in *Enhancing Knowledge Development in Marketing Proceedings*, Kenneth L. Bernhardt, James S. Boles, and Pam Scholder Ellen, eds. Chicago: American Marketing Association, 172-177.

Arnold, Mark J. and James E. Fisher (2003), "Information, Technology, and Social Class: Investigating the Digital Divide," *Proceedings, Sixth Annual Ethics and Technology Conference, Boston College*.

Allen, Jeffrey, Reinier van Delden, Christy Foley, and Mark J. Arnold (2003), "Assessing Bikers' Extra-Ordinary Experiences, Sub-Cultural Values, Self-Monitoring And Self-Presentation At Bike Week: A Preliminary Model" *Proceedings, American Marketing Association 2003 Winter Educators' Conference, pp. 53-59*.

Reynolds, Kristy E. and Mark J. Arnold (2001), "A Note on Starting and Building a Research Agenda" *Journal for the Advancement of Marketing Education, 1 (Summer)*.

Arnold, Mark J., Kristy E. Reynolds, Nicole P. Hoffman, and Jason E. Lueg (2001), "Customer Delight In A Retail Context: Investigating Delightful And

Terrible Shopping Experiences,” presented at Society for Marketing Advances 2001 Conference.

Allen, Jeff, Mark J. Arnold, and Ronald Pimentel (2000), “Bike Week Transformations: The Malleable or Stable Self?” *Proceedings*, Society for Consumer Psychology, Session 4.22, pp. 70-76.

Fisher, James E., Mark J. Arnold, and Jeri Mullins Beggs (2000), “Income, Well-Being and Happiness,” *Conference Abstracts*, Third Conference of the International Society for Quality of Life Studies, Universitat de Girona: Servei de Publicacions. pp. 300-301.

Arnold, Mark J. and Kristy E. Reynolds (2000), “Hedonic Shopping Motivations” Southern Marketing Association, Orlando, Florida. *Invited Presentation*, Session: Changing Face of Retailing.

Doctoral Program and Internships

- Seminar in Consumer Behavior, 2007-2019
- Dissertation Committees
 - Chair, Nicolas Jankuhn (current)
 - Chair, Woojong Sim (current)
 - Co-Chair, Clark Johnson (current)
 - Chair, Douglas Roy (current)
 - Co-Chair, Brittney Bauer, 2019 (Loyola New Orleans)
 - Chair, Shih Hao (Steven) Liu, 2018 (St. Cloud State)
 - Chair Jie (Jay) Yang, 2016 (University of Texas Tyler)
 - Chair, Michael Frechette, 2016 (Sacred Heart University)
 - Chair, Arilova Randriansolo, 2015 (Butler University)
 - Co-Chair, Colleen Harmeling, 2014 (Florida State University)
 - Chair, Meltem Tugut, 2014 (Privately Employed)
 - Chair, Weidong Rong, 2014 (SUNY Brockport)
 - Chair, Takisha Salley-Toler, 2014 (Stevenson University)
 - Reader, Alexey Semenov 2013 (San Jose State University)
 - Reader, Carrie Tolmie, 2013 (Elon University)
 - Chair, Karin Staub, 2013 (Swiss National Government)
 - Chair, Eric Rhiney, 2012 (Webster University)
 - Reader, Kyle Coble, 2012 (Lindenwood University)
 - Reader, Min Ju, 2011 (University of Missouri St. Louis)
 - Reader, Joe Little, 2011 (Grand Valley State University)
 - Chair, Stan Westjohn, 2009 (University of Alabama)
 - Chair, Sarah Haas, 2007 (Missouri Science and Tech)
 - Reader, Rick Wilson, 2007 (Texas State University)
 - Reader, Mike Chao, 2006
 - Reader, Henry Yu Xie, 2006
 - Reader, Taewon Suh, 2005
 - Reader, Jeri Beggs, 2002
- Directed Research, 2002-current
- Chair, participant, Ph.D. Oral Examination Committees 2005-current
- Ph.D. written comprehensive examinations, 2005-current
- Faculty Sponsor, marketing internships (periodic , Fall 2002- current)

Research-Related Service

- Editorial Review Board, *Journal of Business Research*
- Ad Hoc Reviewer: *Journal of Marketing*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Decision Sciences*, *Journal of Marketing Theory and Practice*, *Journal of Retail and Consumer Services*, *IEEE Transactions on Systems, Man, and Cybernetics*
- Reviewer, 2006, 2007 Levy-Weitz Dissertation Competitions
- Reviewer, Society for Marketing Advances Conference (various tracks every year, 2000-current)
- Reviewer, Academy of Marketing Science Conference (various tracks every year, 2001- current)
- Reviewer, Discussant (periodic), AMA Summer Educator's Conference (various tracks every year, 2001- current)
- Reviewer, AMA Winter Educators' Conference (various tracks 2004 – current)
- Reviewer, BALAS Conference, Marketing Track (1999, 2004)
- Reviewer, 2001 John A. Howard Dissertation Competition
- Reviewer, 1998 Academy of Marketing Science Dissertation Competition
- Reviewer, Marketing History Track, Administrative Sciences Association of Canada, 1996 Annual Conference