

## **Mark Arnold**

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Clarence and Helen Steber Professor of Marketing  
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### **Education/Prior Positions**

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

Senior Associate Dean  
Associate Dean  
Director, Ph.D. Program  
Director, Faculty Development  
Fellow, Center for Transformative Teaching and Learning

### **Recent Awards**

*2016 Academy of Marketing Science Faculty Consortium Fellow*

Winner of the *2015 Emerson Excellence in Teaching Award*, awarded to the top teachers in the St. Louis metropolitan region

Winner of the *2014 Nokyoon Kwak Research Award*, John Cook School of Business, Saint Louis University

### **Research (since 2000; total citations > 4,950)**

Harmeling, Colleen, Jordan W. Moffett, Mark J. Arnold, and Bradley Carlson, "Customer Engagement Marketing: Conceptual and Empirical Insights," forthcoming, *Journal of the Academy of Marketing Science*.

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, Colleen, Robert W. Palmatier, Mark B. Houston, Mark J. Arnold, and Stephan Samaha (2015), "Transformational Relationship Events," *Journal of Marketing* (forthcoming).

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.

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., 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.

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, 2013 AMA Winter Marketing Educators' Conference*.

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.

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 Marketing Educators' Conference*.

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

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.

Suh, Taewon, Seung Kim, John Zhao, Mark J. Arnold, and Mueun Bae (2011) "A Multi-Level Investigation of International Marketing Projects: The Roles of Experiential Knowledge and Creativity on Performance," *Industrial Marketing Management* 39 (2), 211-220.

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, 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*.

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.

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, 2010 Academy of Marketing Science Conference*

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.

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, 2010 AMA Winter Marketing Educators' Conference.*

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.

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.

Tugut, Meltem, and Mark J. Arnold, (2009), "The Moderating Role of Consumer Regulatory Focus Orientation in Country-of-Origin Effects," *Proceedings, 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, 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, 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, Academy of Marketing Science 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, 2007 AMA Summer Educators' Conference.*

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.

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, 2006 AMA Summer Marketing 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*.

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.

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," *Proceedings, Summer AMA Marketing Educators' Conference*, 172-177.

Arnold, Mark J. and Kristy E. Reynolds (2003), "Hedonic Shopping Motivations," *Journal of Retailing*, 79 (2), 77-95. Winner of the Davidson Award, Best Paper in *Journal of Retailing* for 2003.

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 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.

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.

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*.

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.

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.

### **Consulting and Professional Experience**

NASA, Jet Propulsion Laboratory, Kennedy Space Center  
Federal Reserve Bank of St. Louis, St. Louis Missouri  
U.S. Army Aviation Systems Command, St. Louis Missouri  
Sears, Roebuck and Co., St. Louis Missouri

### **Volunteer and Charity**

Pro bono consulting, advising, and involvement with numerous non-profit and faith-based organizations