

JOSEPH M. JONES
2007 Abbreviated Version

Office Address

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Family: Married, Two Children

Academic Degrees

Doctor of Philosophy in Business Administration
University of Missouri-Columbia
Major: Marketing Minors: Mathematical Statistics and Social Psychology
Dissertation: "Investigating the Delayed Communication Effects of Direct Consumer Premiums"
Chair: Dr. Albert R. Wildt, the Bailey K. Howard World Book Professor of Marketing

Master of Business Administration
Southeast Missouri State University

Bachelor of Science
Southeast Missouri State University
Major: Mathematics Minor: English

Current Teaching

Consumer behavior, promotion strategy and strategic marketing

Research Interests

Current areas of research include consumer sales promotion, product origin, and in-home shopping. Specific interests focus on the study of attitude formation, persistence and change. In the consumer sales promotion literature, there is a lack of theory-based research on the ways individuals perceive and respond to different promotions. With the goal of bringing theory to this area of research, I have conducted a series of repeated measures experiments on examining the effects of non-price oriented promotions in different time periods. In the area of product origin, some colleagues and I have investigated the effects of state-pride labels (e.g., Pride of Dakota, Ohio Proud) on information processing and product acceptability. We have examined when state-pride labels are likely to serve as positive or negative promotion cues or influence individuals' thoughts about products. In the area of in-home shopping, I have used experiments and surveys to examine individuals' attitudes toward using the Internet for product information and purchases. These studies extend previous research on more traditional modes of in-home shopping.

North Dakota State University Academic Experience

NDSU – Fargo, ND (1994 - present)

Associate Professor and Assistant Professor. Promoted to Associate Professor with Award of Tenure: July 2001. 2002 Outstanding Faculty Service Award, College of Business. 2001 Teacher of the Year Award, College of Business. NDSU Peer Review of Teaching Fellow. Beta Gamma Sigma Honor Society, Teaching. Bison Ambassadors Apple Polisher Award, Teaching. New Courses Developed: Promotion Strategy, Marketing Strategy, Internet Marketing and Marketing Research. Courses Taught: Graduate Strategic Marketing, Graduate Marketing Research, Consumer Behavior, Promotion Strategy, Marketing Strategy, Internet Marketing, Marketing Research, Marketing Management, Principles of Marketing, International Marketing, Sales and Sales Force Management, Seminar in Survey Design.

Selected Recent Publications

“An Exploratory Study on Attitude Persistence Using Sales Promotion” *Journal of Managerial Issues*, accepted for publication, forthcoming in 2007 or 2008.

“An Exploratory Study on the Catalog Shopping Medium: Does Perceived Risk Vary by Print- and Online Catalogs?” (2007), *Enhancing Knowledge Development in Marketing*, forthcoming (August)

“Preliminary Findings from a Study on Catalog Shopping” (2007), *Developments in Marketing Science*, 30 (May), 307-308.

“State of Origin Effects” (2006), *Enhancing Knowledge Development in Marketing*, 17 (August), 241-242. (with Jae Min Jung and Curtis P. Haugtvedt)

“Sales Promotion Effects” (2006), *Marketing Theory and Applications*, 17 (February), 243-244.

“Examinations of Relatedness between Direct Consumer Premiums and Promoted Products: Assessing Impact in Different Time Periods” (2005), *Advances in Consumer Research*, 32, 482-483.

Current Working Papers

“Examining the Effects of Non-price Sales Promotion”

“Exploratory Studies on the Catalog Shopping Medium”

“Explicating State of Origin Effects” with Jae Min Jung, North Dakota State University and Curtis P. Haugtvedt, Ohio State University

Some Recent Service Activities – University and Community

NDSU Committees

- University Committees
 - Program Review
 - Institutional Review Board
 - University Studies Program
 - Academic Integrity Committee
 - Honorary Degree
 - University Awards Committee
- College of Business Committees
 - Department PTE
 - Marketing Search
 - MBA Committee
 - Department Assessment

Served as the NDSU Graduate School Appointee on Numerous Graduate Student Plans of Study

Community Presentations

Given Over Twenty Community Presentations, for example: “Opportunities and Challenges in the Internet Age,” “Assessing Impact of Consumer Sales Promotions,” and “Pride of Dakota Logos,” Presentations at the North Dakota Marketplace Meetings, Bismarck and Grand Forks
“Consumer Sales Promotion” and “Internet Marketing” Presentations at the Governor’s School, Fargo
“Product Marketing: The Impact of the Pride of Dakota Label” Presented to the Fargo Chamber of Commerce

Professional Activities/Affiliations

American Marketing Association, Member
Competitive Paper Reviewer, Session Chair, Discussant
Co-Chair, Consumer Behavior Track, 2001 Winter AMA
Organized Special Sessions on Teaching Internet Marketing and Consumer Behavior
Organized Special Session on State-Pride Labels and Product Origin

Association for Consumer Research, Member
Competitive Paper Reviewer

Academy of Marketing Science, Member
Competitive Paper Reviewer