

Curriculum Vitae

Jerome D. Williams

Provost and Executive Vice Chancellor
Distinguished Professor and Prudential Chair in Business
Fellow-The Center for Urban Entrepreneurship & Economic Development
Rutgers University-Newark

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Academic Education

University of Pennsylvania, Philadelphia, Pennsylvania: B.A. - English, 1969.
Union College, Schenectady, New York: M.S. - Industrial Administration, 1975.
University of Colorado at Denver, MBA program, 1978-1980.
University of Colorado, Boulder, Colorado, Graduate School of Business Administration:
Ph.D. - Business Administration (Marketing, minor in Social Psychology), 1986.

Industry Education

General Electric Company, 2 year Advertising - Public Relations Program, 1969-1971.
General Electric Company, 1 year Marketing Management Program, 1977.

Experience

2015-Present	Provost and Executive Vice Chancellor, Rutgers University-Newark
2014-Present	Professor, Marketing Department, Rutgers Business School-Newark and New Brunswick
2013 (2 weeks)	Visiting Professor (Shanghai University, China)
2013-2014	Interim Director, The Center for Urban Entrepreneurship and Economic Development, Management and Global Business Department, Rutgers Business School-Newark and New Brunswick
2012-Present	Distinguished Professor, Rutgers Business School-Newark and New Brunswick
2011-2015	PhD Program Director, Rutgers Business School-Newark and New Brunswick
2010-Present	Prudential Chair in Business, Rutgers Business School-Newark and New Brunswick
2010-2014	Research Director, The Center for Urban Entrepreneurship and Economic Development, Management and Global Business Department, Rutgers Business School-Newark and New Brunswick

2010-2013 Professor, Management and Global Business Department, Rutgers Business School-Newark and New Brunswick

2003-2010 F.J. Heyne Centennial Professor in Communication, Department of Advertising, and joint appointment in the Center for African and African American Studies, University of Texas at Austin

2008 (6 months) Wee Kim Wee Visiting Professor, Division of Public & Promotional Communication, Wee Kim Wee School of Communication & Information, Nanyang Technological University, Singapore

2002-2003 Anheuser-Busch/John E. Jacob Professor in Marketing, Howard University, and Director-Center for Marketplace Diversity

2001-2002 Associate Professor, Howard University, and Director-Center for Marketplace Diversity

2003 (Spring) Visiting Associate Professor, Georgia State University

2002-present President, Sierra Services, Inc. (consulting firm)

1993-2001 Associate Professor, Pennsylvania State University

1999-2000 Whitney M. Young, Jr. Visiting Associate Professor of Marketing, Wharton Business School at the University of Pennsylvania

1999 (6 months) Visiting Associate Professor of Marketing and International Business, University of Michigan

1998 (6 months) Visiting Scholar, Chinese University of Hong Kong

1997-1998 Visiting Senior Fellow, National University of Singapore

1996 (1 week) Visiting Appointment, University of Auckland (New Zealand)

1995-1996 Visiting Senior Fellow (Sabbatical year appointment) Nanyang Technological University (Singapore)

1990-1995 Visiting Summer Appointment, University of the West Indies

1987-1993 Assistant Professor, Pennsylvania State University

1980-1987 Marketing Instructor (during PhD program), University of Colorado (Boulder, Denver, and Colorado Springs campuses), University of Denver, and Metropolitan State College

1978-1980 Manager - Public Information, Solar Energy Research Institute (SERI).

1975-1978 Supervisor, Energy Systems Information, General Electric Company

1975-1978 Adjunct Professor of Marketing, Union College

1971-1975 Senior Publicist, General Electric Company.

1970-1971 Copywriter, General Electric Company

1969-1970 Publicist, General Electric Company

Courses Taught

Rutgers University – Multicultural Markets and Urban Enterprise Development

Shanghai University (Visiting Professor) – Advertising’s Influence on Society

University of Texas at Austin (F.J. Heyne Centennial Professor) -- Contemporary Issues in Multicultural Advertising, Multicultural Issues in Advertising: Theory and Research, Advanced Issues in Multicultural Marketing, Advertising and Black Representation, Consumer Discrimination in the Marketplace

Nanyang Technological University (Wee Kim Wee Professor) – Issues and Strategies in Promotional Communication

Howard University (Anheuser-Busch/John E. Jacob Professor) -- Consumer Behavior, Marketing Communications
Georgia State University (Visiting Associate Professor) – International Marketing, Multicultural Marketing
Penn State University (Associate Professor) -- Business Marketing, Principles of Marketing, Global Marketing, Multicultural Marketing
Wharton (Whitney M. Young, Jr. Visiting Associate Professor) -- Multinational Marketing, Multicultural marketing
National University of Singapore (Visiting Senior Fellow) -- International Marketing, Advertising and Mass Media, Global View Marketing Simulation
Nanyang Technological University (Visiting Senior Fellow) -- Principles of Marketing, Marketing Communications, Sales Management, Consumer Behavior
The Chinese University of Hong Kong (Visiting Scholar) -- Business Marketing, Consumer Behavior
University of Michigan (Visiting Associate Professor) -- International Marketing, Marketing Management
University of the West Indies (Visiting Summer Appointment) -- Marketing Management, Advanced Marketing Management
University of Colorado (Marketing Instructor) -- Principles of Marketing, Sales Management, Business Marketing, Advertising and Marketing Communication
University of Denver (Marketing Instructor) -- Marketing Management, Consumer Behavior, Services Marketing, Nonprofit Marketing
Metropolitan State College (Marketing Instructor) -- Principles of Marketing, Sales Management, Business Marketing

Awards and Achievements

American Marketing Association Lifetime Achievement Award for Marketing and Society Special Interest Group (MASSIG) (2018)
American Academy of Advertising Kim Rotzoll Lifetime Achievement Award for Ethics and Social Responsibility (2018)
Appointed to Scientific Advisory Committee of the Texas Tobacco Center of Regulatory Science (TCORS) (2015 to present)
Inducted into the PhD Project Hall of Fame (2014)
Leaders in Faculty Diversity Award, Rutgers University, 2014
Inducted into the High School Athletic Hall of Fame, October 2010 (Bristol Township, PA)
American Marketing Association Foundation's Multicultural Mentoring Award named in honor of me and two of my colleagues to recognize our roles in mentoring marketing faculty from underrepresented groups, 2009
Appointed by U.S. Census Bureau to Chair 2010 Communications Contract Academic Assessment Team, 2009
Academy of Marketing Science Outstanding Marketing Teacher Award, 2009
Legacy Award, University of Texas at Austin Texas Exes Black Alumni, 2007
Teaching Excellence Award, University of Texas at Austin College of Communication, 2007
Appointed to serve on the Institute of Medicine Committee of Food Marketing and the Diets

of Children and Youth in 2004 - Primary task: to undertake a comprehensive study of the science-based effects of food marketing on the diets and health of children and youth in the United States and to produce a report (final report published in 2006). This work was funded by the Centers for Disease Control and Prevention (CDC), in response to a Congressional directive.

Research Internship Award, University of Texas at Austin, 2004-2005, 2005-2006, 2006-2007, 2010-2011 academic years.

Special Recognition from University of Texas Services for Students with Disabilities for Contributions to Students with Disabilities, 2004

Teacher of the Year Award, Howard University Business School, Marketing Department, 2002.

KPMG Foundation-sponsored PhD Project Marketing Doctoral Students Association Award for Significant Contributions, 2001.

Outstanding Teaching Award, The Chinese University of Hong Kong, 1998.

Best Instructor and Commendation for Teaching Excellence, National University of Singapore, 1998.

Diversity Recognition Teaching Award, 1992 (Penn State University's Multicultural Resource Center).

NCR Excellence in Teaching Award, 1990.

Achievement in Diversity Teaching Award, 1990.

Awarded University of Colorado Fellowship for Graduate Study (1983-1984 Academic year).

Fellow - American Marketing Association Doctoral Consortium (Summer, 1982).

Fellow - Colorado Energy Research Institute (1980-81 and 1981-82 academic years).

General Electric Management Award, 1972.

Who's Who in American Colleges and Universities, 1969.

Captain - University of Pennsylvania Track and Cross Country teams (held numerous University of Pennsylvania records and still ranked as one of the Top Ten All-Time University of Pennsylvania runners)

All-Ivy in track and cross-country and participant in U.S. Olympic Committee-sponsored research program for 1968 Olympics.

National Collegiate Athletic Association (NCAA) indoor and outdoor meets (1968) and finalist for NCAA indoor 1,000 yd. run (1968).

Membership in Professional, Civic, and Honorary Organizations

Academy of Marketing Science

Advertising Research Foundation – Member of Multicultural Council Advisory Board

American Academy of Advertising

American Marketing Association

American Marketing Association – Board of Directors (2011- 2015)

American Marketing Association Foundation – Chairperson of the Board of Trustees (2011-2015)

American Psychological Association

Association for Consumer Research – Member of ACR Advisory Committee on Transformative Consumer Research (TCR)

Centre for Organizational Health and Consume Wellbeing, Deakin University, Australia (Advisory Board).

International Society for Quality-of-Life Studies -- one of the founding members
Marketing Communications Special Interest Group (MARCOMM) of the American
Marketing Association – Chair
Marketing Ethnic Faculty Association -- one of the founding members and currently on Board
Marketing and Society Special Interest Group (MASSIG) of the American Marketing
Association -- one of the founding members and currently on Board
Research in Marketing (RIM) – Advisory Board
Society for Consumer Psychology -- Chair of the Committee on Ethnic Minority Affairs
and member of the Executive Committee (1995-2001)
Sphinx Honor Society (University of Pennsylvania)

I. Refereed Journal Articles

Published or Accepted for Publication

Bone, Sterling A. Christensen, Glenn A., Jerome D. Williams, Stella Adams, and Anneliese Lederer, and Paul C. Lubin (Forthcoming 2018), “Shaping Small Business Lending Policy Through Matched-Paired Mystery Shopping,” Journal of Public Policy & Marketing, <https://doi.org/10.1509/jppm.17.128>.

James, J.P., Kyungwon Lee, Mingyue Zhang, and Jerome D. Williams (forthcoming 2018), “Internet Marketing and Policy Issues: Targeting Vulnerable Consumers in the Digital Marketing Era” Journal of Management Policy and Practice.

Jimenez, Manuel, Emmanuel M. Alcaraz, Jerome D. Williams, and Brian L. Strom (2017), “Access to Developmental Pediatrics Evaluations for At-risk Children,” Journal of Developmental & Behavioral Pediatrics, DOI: [10.1097/DBP.0000000000000427](https://doi.org/10.1097/DBP.0000000000000427).

Yeo, Su Lin, Wonsun Shin, May O. Lwin, Jerome D. Williams, and Yingyi Hong (forthcoming) "Are Primetime Diets Congruent with Dietary Recommendations? Content Analyses of Food Advertisements in US, China, and Singapore" Global Health Communication, 2:1, 30-38, DOI: 10.1080/23762004.2017.1278991.

Ozanne, Lucie, Marcus Phipps, Todd Weaver, Michael Carrington, Michael Luchs, Jesse Catlin, Shipra Gupta, Nicholas Santos, Kristin Scott, and Jerome D. Williams (forthcoming), “Managing the Tensions at the Intersection of the Triple Bottom Line: A Paradox Theory Approach to Sustainability Management,” Journal of Public Policy & Marketing, 249-261.

Monga, Alokparna (Sonia) Basu and Jerome D. Williams (2016), “Cross-cultural Styles of Thinking and their Influence on Consumer Behavior Article,” Current Opinion in Psychology, DOI information: 10.1016/j.copsy.2015.12.003.

Kim, Kacy Kyungok, Jerome D. Williams, and Gary B. Wilcox (2015), “‘Kid Tested, Mother Approved’: The Relationship Between Advertising Expenditures and ‘Most-Loved’ Brands,” International Journal of Advertising, <http://dx.doi.org/10.1080/02650487.2015.1079947>

Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams (2014) "Rejected, Shackled, and Alone: The Experience of Systemic Restricted Consumer Choice among Minority Entrepreneur Consumers," Journal of Consumer Research, August, Vol. 41, Issue 2, 451-474

Yim, Mark Yi-Cheon, Jerome D. Williams, and Sejin Lee (2014), "Drivers of Attitudes Towards Luxury Brands: A Cross-National Investigation into the Roles of Interpersonal Influence and Brand Consciousness" International Marketing Review, 363-389. (Recipient of International Marketing Review Highly Commended Award).

Osorio, Arturo E., Maria G. Corradini, and Jerome D. Williams (2014), "Remediating Food Deserts, Food Swamps, and Food Brownfields: Helping the Poor Access Nutritious, Safe, and Affordable Food," AMS Review, Volume 3, Issue 4, 217-231.

Lwin, May O., Andrea J. S. Stanaland, and Jerome D. Williams (2013), "Dieting Among Young Consumers in Asia: Gender-Specific Motivators and Health Care Marketing Implications," Academy of Health Care Management Journal, 9 (2), 13-25.

Evet, Sophia R., Anne-Marie G. Hakstian, Jerome D. Williams, Geraldine R. Henderson (2013), "What's Race Got to Do with It? Responses to Consumer Discrimination," Analyses of Social Issues and Public Policy, Vol. 13, No. 1, 165-185.

Anderson, Laurie, Canan Corus, Ray Fisk, Andrew Gallan, Martin Mende, Mark Mulder, Mario Giraldo, Amy Ostrom, Steven Rayburn, Mark Rosenbaum, Kunio Shirahada, and Jerome D. Williams (2013), "Transformative Services Research: Conceptualization and Research Agenda," Journal of Business Research, (August), Vol. 66, Issue 8, 1203-1210. (Recipient of Emerald Citations of Excellence Award.) (Top 20 Most Cited Marketing Articles: 2017)

Henderson, Geraldine R. and Jerome D. Williams (2013), "Marketplace Diversity and Inclusion: A Commentary," Journal of Public Policy & Marketing, Vol. 32, Special Issue, 1-5.

Johnson, Guillaume, Yuvay Jeanine Meyers, Jerome Williams (2013), "Immigrants Versus Nationals: When an Intercultural Service Encounter Failure Turns to Verbal Confrontation," Journal of Public Policy & Marketing, Vol. 32, Special Issue, 38-47.

Lynn, Michael, Curt C. Pugh, and Jerome D. Williams (2012), "'Black-White Differences in Tipping: Moderated by Socio-Economic Status?'" Cornell Hospitality Quarterly, (November), Vol. 53, 4, 286-294.

Lynn, Michael and Jerome D. Williams (2012), "Black-White Differences in Beliefs about the U.S. Restaurant Tipping Norm: Moderated by Socio-economic Status?" International Journal of Hospitality Management, doi:10.1016/j.ijhm.2012.01.004, 31 (3), 1033-1035.

Williams, Jerome D., David Crockett, Robert L. Harrison, and Kevin D. Thomas (2012), "The Role of Food Culture and Marketing Activity in Health Disparities," Preventive Medicine, Vol. 55, No. 5, November 2012, 382-386.

Rosenbaum, Mark S., Canan Corus, Amy L. Ostrom, Laurel Anderson, Raymond P. Fisk, Andrew S. Gallan, Martin Mende, Mark Mulder, Mario Giraldo, Steven W. Rayburn, Kunio Shirahada, and Jerome D. Williams (2011), "Conceptualization and Aspirations of Transformative Service Research," Journal of Research for Consumers, Issue 19, 1-6.

Scott, Linda, Jerome D. Williams, Stacey Menzel Baker, Jan Brace-Govan, Hilary Downey, Anne-Marie Hakstian, Geraldine Rosa Henderson, Peggy Sue Loroz, and Dave Webb, (2011), "Beyond Poverty: Social Justice in a Global Marketplace," Journal of Public Policy & Marketing, Vol. 30, No. 1 (Spring), 39-46.

Sierra, Jeremy J., Robert S. Heiser, Jerome D. Williams, and Harry A. Taute (2010), "Consumer Racial Profiling in Retail Environments: A Longitudinal Analysis of the Impact on Brand Image," Journal of Brand Management, Vol. 18, Issue 1, 79-96.

Bone, Sterling A., Jerome D. Williams, and Glenn L. Christensen (2010), "When Consumer Well-Being Meets Small Business Ownership: Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination," Journal of Macromarketing, (December) Volume 30, Number 4, 419.

Fortunato, John A. and Jerome D. Williams (2010), "Major League Baseball and African-American Participation: Is Free Television Part of the Solution?" Journal of Sports Media, Volume 5, Number 1 (Spring), 79-83.

Lwin, May; Stanaland, Andrea; Williams, Jerome D., (2010), "Exporting America: Usage of Symbols in International Advertising Under Conditions of Consumer Ethnocentrism and U.S.-focused Animosity," International Journal of Advertising, 245-278.

Lwin, May; Stanaland, Andrea; Williams, Jerome D., (2010), "American Symbolism in Intercultural Communication: An Animosity/Ethnocentrism Perspective on Intergroup Relations and Consumer Attitudes" Journal of Communication, 491-514.

Hillier, Amy, Brian Cole, Tony E. Smith, Antronette K. Yancey, Jerome D. Williams, Sonya Grier, and William McCarthy (2009), "Clustering of Unhealthy Outdoor Advertisements around Child-serving Institutions: A Comparison of Three Cities," Health & Place, 1-11.

Yancey, Antronette K., Brian L. Cole, Rochelle V. Brown, Jerome D. Williams, Amy Hillier, Randy Kline, Marice Ashe, Sonya A. Grier, Desiree Backman, William J. McCarthy (2009), "A Cross-Sectional Prevalence Study of Ethnically-Targeted and General Audience Outdoor Obesity-Related Advertising," The Milbank Quarterly, Volume 87, Number 1, (March), 155-184.

Lwin, May, Jochen Wirtz, and Jerome D. Williams (2007), "Consumer Online Privacy Concerns and Responses: A Power-Responsibility Equilibrium Perspective," Journal of the Academy of Marketing Science, 35 (4), 572 – 585.

Wirtz, Jochen, May Lwin, and Jerome D. Williams (2007), "Causes and Consequences of Consumer Online Privacy Concern," International Journal of Service Industry Management, 326-348.

Bhagat, Parimal S. and Jerome D. Williams (2008), "The Role of Gender in Leveraging Relationships in Professional Services," Journal of Consumer Marketing, 16-22.

Lwin, May O. and Jerome D. Williams (2006), "Promises, Promises: How Consumers Respond to Warranties in Internet Retailing," Journal of Consumer Affairs, Vol. 40, No. 2, 236-260.

Williams, Jerome D., Anne-Marie G. Harris, and Geraldine R. Henderson (2006), "Equal Treatment for Equal Dollars in Illinois: Assessing Consumer Racial Profiling and Other Marketplace Discrimination," The Law Enforcement Executive Forum, 5 (7), 83-104.

D'Rozario, Denver and Jerome D. Williams (2005), "Retail Redlining: Definition, Theory, Typology and Measurement," Journal of Macromarketing, Vol. 25, No. 2, 175-186.

Harris, Anne-Marie, Geraldine R. Henderson, and Jerome D Williams (2005), "Courting Consumers: Assessing Consumer Racial Profiling and Other Marketplace Discrimination," Journal of Public Policy & Marketing, Vol. 24 (1) Spring, 163-171.

Lwin, May O. and Jerome D. Williams (2004), "A Model Integrating the Multidimensional Developmental Theory of Privacy and Theory of Planned Behavior to Examine Fabrication of Information Online." Marketing Letters, 14 (4), 257-272.

Walsh, Michael G., Luh Lan, May O. Lwin, and Jerome D. Williams (2003), "Evaluating the Anticybersquatting Consumer Protection Act: Consumer Boon or Threat?" Journal of Public Policy & Marketing. Vol. 22, No. 1 (Spring), 96-101.

Lwin, May O., Jerome D. Williams, and Luh Luh Lan (2002), "Social Marketing Initiatives – NKF's Organ Donation Programs in Singapore," Journal of Public Policy & Marketing, Vol. 21, No. 1 (Spring), 66-77.

Bhagat, Parimal S. and Jerome D. Williams (2002), "Assessing and Leveraging Relationships in Marketing: A Motivational Perspective," Journal of Relationship Marketing, 39-67.

Williams, Jerome D. and Shiriki K. Kumanyika (2002), "Is Social Marketing an Effective Tool To Reduce Health Disparities?" Social Marketing Quarterly, Vol. VIII, No. 4, 14-31.

Kumanyika, Shiriki, Jerome D. Williams, et al. (1999), "Outcomes of a Cardiovascular Nutrition Counseling Program in African Americans with Elevated Blood Pressure or Cholesterol," Journal of the American Dietetic Association, Vol. 99, 1380-1388, 1391.

Henderson, Geraldine R., Jerome D. Williams, Kimberly D. Dillon, and May Lwin (1999), "The Commodification of Race in Singapore: The Customer Service Implications of the Other-Race-Effect on Tourism and Retailing," Asia Pacific Journal of Management, Vol. 16, 213-227.

Mulhern, Francis J., Jerome D. Williams, and Robert P. Leone (1998), "Variability of Brand Price Elasticities Across retail Stores: Ethnic, Income, and Brand Determinants," Journal of Retailing, Volume 74 (3), 427-446.

Williams, Jerome D., Sang-Lin Han, and William J. Qualls (1998), "A Conceptual Model and Study of Cross Cultural Business Relationships," Journal of Business Research, Vol. 42, No. 2, 135-143.

Carter-Nolan, Pamela L., Lucile L. Adams-Campbell, and Jerome Williams (1996), "Recruitment Strategies for Black Women At Risk for Noninsulin-Dependent Diabetes Mellitus Into Exercise Protocols: A Qualitative Assessment," Journal of the National Medical Association, Vol. 88, No. 9, 558-562.

Moore, David, Jerome D. Williams, and William J. Qualls (1996), "Target Marketing of Tobacco and Alcohol Related Products to Ethnic Minority Groups in the US," Ethnicity and Disease, Vol. 6, No. 1 and 2 (Winter/Spring), 83-98.

Williams, Jerome D., William J. Qualls, and Sonya Grier (1995), "Racially Exclusive Real Estate Advertising: Public Policy Implications for Fair Housing Practices," Journal of Public Policy and Marketing, Vol. 14, No. 2. (Fall), 225-244.

Sylvester, Gina Pazzaglia, Cheryl Achterberg, and Jerome D. Williams (1995), "Children, Television, and Nutrition: Friend or Foe?" Nutrition Today, Vol. 30, No. 1, January/February, 6-15.

Gopalakrishna, Srinath, Gary Lilien, Jerome D. Williams, and Ian Sequeira (1995), "Do Trade Shows Pay Off?," Journal of Marketing, Vol. 59 (July), 75-83.

Mulhern, Francis J. and Jerome D. Williams (1994), "A Comparative Analysis of Shopping Behavior in Hispanic and Non-Hispanic Areas," Journal of Retailing, Vol. 70 (3), 231-251.

Williams, Jerome D. and Srinath Gopalakrishna (1993), "Trade Show Guidelines for Smaller Firms," Industrial Marketing Management 22, 265-275.

Gopalakrishna, Srinath and Jerome D. Williams (1992), "Planning and Performance Assessment of Industrial Trade Shows: An Exploratory Study," International Journal of Research in Marketing, Vol. 9, 207-224.

Williams, Jerome D. and William J. Qualls (1989), "Middle-Class Black Consumers and Intensity of Ethnic Identification," Psychology and Marketing, Vol. 6, No. 4 (Winter), 263-86.

Williams, Jerome D. (1983), "Industrial Publicity: One of the Best Promotional Tools," Industrial Marketing Management, 12, 207-211.

Lornell, Randi and Jerome D. Williams (1980), "Solar Economics: Fact and Fiction," Journal of Contemporary Business, 9, 1 (June), 75-93.

II. Books, Book Chapters, Parts of Books, Book Reviews, Reports, Feature Articles, Working Papers, and Other Publications

Williams, Jerome D. (2018), "How Can We Conduct Research that Truly Furthers Our Understanding of Diversity, Rather Than Reinforcing Old Models?" in Ronald Hill, Cait Lamberton, and Jennifer Swartz, Mapping Out Marketing: Navigation Lessons from the Ivory Trenches, Routledge, Taylor & Francis Group, New York, NY, 9-11.

Williams, Jerome D. Kim, Kacy Kyungok, Jerome D. Williams, and Gary B. Wilcox (2016), "'Kid Tested, Mother Approved': The Relationship Between Advertising Expenditures and 'Most-Loved' Brands," in Sukki Yoon and Sangdo Oh (eds.), Social and Environmental Issues in Advertising, Routledge.

Henderson, Geraldine R, Anne-Marie G. Hakstian, and Jerome D. Williams (2016), Consumer Equality: Race and the American Marketplace, Praeger Publishers.

Feature article "Broken Dreams," in Marriott Alumni Magazine, focusing on research on discrimination and access to capital, Fall 2015, 22-26.

Williams, Jerome D., Wei-Na Lee, and Curtis P. Haugtvedt, eds. (2014, reprint of 2004 hardcover edition as paperback edition) Diversity in Advertising: Broadening the Scope of Research Directions, Hillsdale, NJ: Lawrence Erlbaum Associates, Inc.

Williams, Jerome D., Geraldine R. Henderson, Sophia R. Evett, and Anne-Marie G. Hakstian (2013), "Racial Discrimination in Retail Settings: A Liberation Psychology Perspective," in Mia Bay, ed., in Race and Retail: Consumer Culture, Economic Citizenship, and Power, New Brunswick, NJ: Rutgers University Press.

Fortunato, John A. and Jerome D. Williams (forthcoming 2014), "Using Marketing Theory to Increase African-American Participation with Major League Baseball in Out of Bounds: Racism and the Black Athlete.

Roundtable of Leading Experts on Children and Food Advertising, convened by Advertising Educational Foundation and published in Advertising & Society Review (2014).

Williams, Jerome D., Nancy A. Bates, Michael Lotti, and Monica J. Wroblewski (2014), "Meeting the Challenges of Persuasion in the Largest Ever Social Marketing Campaign," in David W. Stewart, ed., Handbook of Persuasion and Social Marketing, Praeger.

Olson, T., Arturo Vargas, and Jerome D. Williams, (2013), "Mobilizing Hard-To-Survey Populations to Participate Fully in Censuses and Surveys," in R. Tourangeau, B. Edwards, T. Johnson, K. Wolter, and N. Bates, ed., Methods for Surveying and Enumerating Hard-to-Reach Populations, Cambridge, England: Cambridge University Press.

Williams, Jerome D., Keryn E. Pasch, and Chiquita Collins, eds. (2013), Advances in Communication Research to Reduce Childhood Obesity, New York: Springer.

Collins, Chiquita, Sara Champlin, Keryn E. Pasch, Jerome D. Williams, (2013), "Introduction: Advances in Communication Research to Reduce Childhood Obesity" in Jerome D. Williams, Keryn E. Pasch, and Chiquita Collins, eds., Advances in Communicaton Research to Reduce Childhood Obesity, New York: Springer., 3-18.

Wilcox, Gary B., Jerome D. Williams, Sara Kamal, and Kacy Kim (2013), "The Role of Advertising on Attitudes and Consumption of Food and Beverage Products," in Jerome D. Williams, Keryn E. Pasch, and Chiquita Collins, eds., Advances in Communicaton Research to Reduce Childhood Obesity, New York: Springer, 197-219.

Drumwright, Minette E. and Jerome D. Williams (2013), "The Role of Ethics in Food and Beverage Marketing to Children" in Jerome D. Williams, Keryn E. Pasch, and Chiquita Collins, eds., Advances in Communicaton Research to Reduce Childhood Obesity, New York: Springer, 79-99.

Kramer, Karen, Liz Schwarte, Mariah Lafleur, and Jerome D. Williams (2013), "Targeted Marketing of Junk Food to Ethnic Minority Youth: Fighting Back with Community Empowerment and Legal Advocacy" in Jerome D. Williams, Keryn E. Pasch, and Chiquita Collins, eds., Advances in Communicaton Research to Reduce Childhood Obesity, New York: Springer, 389-405.

Lwin, May O., Benjamin J. Li, and Jerome D. Williams (2013), "Childhood Obesity and Exergames: Assessments and Experiences from Singapore," in Jerome D. Williams, Keryn E. Pasch, and Chiquita Collins, eds., Advances in Communicaton Research to Reduce Childhood Obesity, New York: Springer, 495-508.

Yancey, Antronette K., William J. McCarthy , Brian L. Cole, and Jerome D. Williams, (2013), "Physical Activity, Media and Marketing: Advances in Communications and Media Marketing, in Jerome D. Williams, Keryn E. Pasch, and Chiquita Collins, eds., Advances in Communicaton Research to Reduce Childhood Obesity, New York: Springer, 409-437.

Drumwright, Minette E., Geraldine R. Henderson, and Jerome D. Williams, eds. (2012), Confluence of Marketing, Public Policy, and Social Justice: Changes, Challenges, and Charges, Volume 22, Chicago, IL: American Marketing Association.

Williams, Jerome D. and Geraldine R. Henderson (2012), "Discrimination and Injustice in the Marketplace: They Come in All Sizes, Shapes, and Colors," in Mick, David, Simone Pettigrew, Connie Pechmann, and Julie Ozanne, Transformative Consumer Research for Personal and Collective Well Being: Reviews and Frontiers, Raton, Florida: Taylor & Francis Group, 171-189.

Williams, Jerome D., Geraldine R. Henderson, and Anne-Marie G. Harris, (2009), "Consumer Racial Profiling," Entry in Helen Taylor Greene and Shaun L. Gabbidon (eds.), Encyclopedia of Race and Crime, Newbury Park, CA: Sage, 147-151.

Leadership for Healthy Communities (2009), *Reshaping Our Communities, Reclaiming Our Health: African Americans Define Strategies for Healthy Kids and Healthy Neighborhoods*, Jerome D. Williams and multiple participants in meeting co-hosted by Congressional Black Caucus and Leadership for Health Communities, a national program sponsored by the Robert Wood Johnson Foundation, to discuss options for supporting children and healthy communities, Washington, DC, June 5-6, 2008.

Williams, Jerome D., Wei-Na Lee, and Geraldine R. Henderson (2008), "Diversity Issues in Consumer Psychology Research," in Curtis P. Haugtvedt, Paul Herr, and Frank Kardes, eds., Handbook of Consumer Psychology, Hillsdale, NJ: Lawrence Erlbaum Associates, Inc., 877-912.

Williams, Jerome D., William J. Qualls, and Nakeisha Ferguson (2007), "Potential Vulnerabilities of U.S. Subsistence Consumers to Persuasive Marketing Communications," in Jose Rosa and Madhu Viswanathan, eds., Product and Market Development For Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers, UK: Elsevier, 87-110.

Williams, Jerome D., May O. Lwin, Anne-Marie G. Harris, and Velma A. Gooding (2007), "Developing a Power-Responsibility Equilibrium Model to Assess 'Brick and Mortar' Retail Discrimination: Balancing Consumer, Corporate, and Government Interests," in Tina M. Lowrey, ed., Brick & Mortar Shopping in the 21st Century, Mahwah, NJ: Lawrence Erlbaum Associates, 171-196.

Darley, William K. and Jerome D. Williams (2006), "Methodological Issues In Ethnic Consumer Survey Research: Changing Consumer Demographics and Implications," in C. P. Rao, ed., Marketing and Multicultural Diversity. Hampshire, England: Ashgate Publishing Limited, 93-118.

McGinnis, Michael J, Jennifer Appleton Gootman, and Vivica I. Kraak, Editors (2006), Food Marketing to Children: Threat or Opportunity? Institute of Medicine (IOM) of the National Academies (Member of Committee on Food Marketing and the Diets of Children and Youth that authored the report).

Cook, Don, Jeff Langenderfer, and Jerome D. Williams, eds. (2005), Marketing and Public Policy Conference Proceedings 2005: Challenges for an Era of Continuous Change, Volume 15, Chicago, IL: American Marketing Association.

Williams, Jerome D. (2005), "Advertising of Food and Beverage Products to Children, Teen, and Adult Multicultural Markets: (Including Advertising Expenditures by Firm and Product Categories in African American and Hispanic-oriented Electronic and Print Media Using Nielsen Media Research Data), University of Texas at Austin Advertising Department Working Paper prepared for Institute of Medicine report on obesity and food marketing.

Williams, Jerome D. (2005), "Product Proliferation Analysis for New Food and Beverage Products Targeted to Children: 1994-2004," University of Texas at Austin Advertising

Department Working Paper prepared for Institute of Medicine report on obesity and food marketing.

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Williams, Jerome D., Geraldine R. Henderson, Sophia R. Evett, and Anne-Marie G. Hakstian (2012), "Racial and Other Types of Discrimination in Retail Settings: A Liberation Psychology Perspective," Paper presented at an Interdisciplinary Conference on Race and Retail: Consumer Culture, Economic Citizenship, and Power, New Brunswick, NJ, May 4-5, 2012.

KyungOk Kim, Gary Wilcox, Jerome Williams (2012), "Analysis of Relationship Between Brand Advertising and Most Loved Brands by Children," Paper presented at 2012 American Academy of Advertising Conference, Myrtle Beach, SC, March 15-18, 2012.

Bone, Sterling, Glenn L. Christensen, Jerome D. Williams (2012), "Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination," American Marketing Association Winter Educators Conference, St. Petersburg Beach, FL, February 17-19, 2012.

Wilcox, Gary, Jerome D. Williams, Sara Kamal, and Kyung Ok Kim (2011), "The Impact of Advertising on Aggregate and Brand Sales," Paper presented at Robert Wood Johnson Foundation Advances in Communication Research to Reduce Childhood Obesity Conference, Princeton, NJ, August 10-12.

Kramer, Karen, Liz Schwarte, Mariah Lafleur, and Jerome D. Williams (2011), "Targeted Marketing of Junk Food to Minority Youth: Fighting Back with Community Empowerment and Legal Advocacy," Paper presented at Robert Wood Johnson Foundation Advances in Communication Research to Reduce Childhood Obesity Conference, Princeton, NJ, August 10-12.

Lwin, May, Benjamin J. Li, and Jerome D. Williams (2011), "Communications and Physical Activity Research in Asia," Paper presented at Robert Wood Johnson Foundation Advances in

Communication Research to Reduce Childhood Obesity Conference, Princeton, NJ, August 10-12.

Drumwright, Minette E. and Jerome D. Williams (2011), "The Role of Ethics in Food and Beverage Marketing to Children," Paper presented at Robert Wood Johnson Foundation Advances in Communication Research to Reduce Childhood Obesity Conference, Princeton, NJ, August 10-12.

Williams, Jerome D. (2011), "Transformative Services Research: Eradicating Discrimination in Banking Services to Small Business Owners," Transformative Services Research Conference, Baylor University, Waco, TX, June 24-26.

Lwin, May O., Christina Koh, and Jerome Williams (2011), "How Healthful Are Popular Children Online Nutrition Games?" Paper presented at 2011 Marketing and Public Policy Conference, June 2-4, 2011, Washington, DC.

Williams, Jerome D., Minette E. Drumwright, and Samantha Graff (2011), "The Role of Ethics in Food and Beverage Marketing to Children: Examining Perspectives by Industry, Professional Association, Public Health, and Academic Communities" Paper presented at 2011 Marketing and Public Policy Conference, June 2-4, 2011, Washington, DC.

Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams (2011), "When Consumer Well-Being Meets Small Business Ownership: Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination," American Marketing Association Winter Educators' Conference, Austin, TX, February 18-20, 2011.

Bone, Sterling A., Glenn L. Christensen, and Jerome D. Williams (2010), "When Consumer Well-Being Meets Small Business Ownership: Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination," North American Association of Consumer Research Conference, Jacksonville, Florida, October 8, 2010.

Bone, Sterling A. and Jerome D. Williams (2010), "Minority Small Business Entrepreneurs and Marketplace Discrimination," Paper presented at 2010 Macromarketing Conference, University of Wyoming, June 9-12, 2010, Laramie, WY.

Drumwright, Minette E. and Jerome D. Williams (2010), "Responsible and Ethical Corporate Response to the Obesity Crisis: An Academic Marketing Perspective," Paper presented at 2010 Marketing and Public Policy Conference, May 20-22, Denver, CO.

Williams, Jerome D. and Geraldine R. Henderson (2010), "Analyzing Consumer Response to Marketplace Discrimination," Paper presented at the Texas Marketing Faculty Colloquium, University of Texas at San Antonio, March 27, 2010.

Bone, Sterling A., Glenn L. Christensen, Jerome D. Williams, and Elise Briggs Riker (2009), "The Plight and Pilgrimage of Minority Small Business Entrepreneurs: Exploring the Experience

of Vulnerable Populations with ZMET,” Paper presented at 2009 Transformative Consumer Research Conference, Villanova University, June 26-28, 2009, Philadelphia, PA.

Bhagat, Parimal , Framariz Byramjee, and Jerome D. Williams (2009), “Comprehensive Value Assessment for Outsourcing Strategy,” Paper presented at 3rd IIMA Conference on Marketing Paradigms for Emerging Economies, January 3, Mumbai, India.

Lwin, May O., Jerome D. Williams, Wendy Lee, and Joanna Tan (2008), “Online Disclosure Behavior Amongst Teens: A Comparison of Online Social Networks and Blogs in Asia,” Paper presented at American Marketing Association Marketing & Public Policy Conference, May 30, Philadelphia, PA.

Fortunato, John and Jerome D. Williams (2008), “Sixty Years and Still at First Base: Major League Baseball and African-American Participation,” Paper presented at American Marketing Association Winter Educators’ Conference, February, 2008, Austin, TX.

Williams, Jerome D., Amber Danielle Parker, and Yuvay Jeanine Meyers (2008), “Consumer Racial Profiling & Skin Tone,” Paper presented at Academy of Marketing Science Cultural Perspectives in Marketing Conference, January 6-19, New Orleans, LA.

Williams, Jerome D., Amber Danielle Parker, and Yuvay Jeanine Meyers (2007), “Consumer Racial Profiling: A Scenario Based Experiment to Examine the Effects of Skin-tone and Gender,” Paper presented at 12th Cross-Cultural Research Conference, December 12-15, Honolulu, Hawaii.

Williams, Jerome D., Geraldine R. Henderson, Anne-Marie G. Hakstian, and Sophie Evett (2007), “To Sue or Not to Sue: Consumer Responses to Marketplace Discrimination,” Paper presented at the Transformative Consumer Research Conference, Dartmouth College, July, 2007.

Lwin, May, Jochen Wirtz, and Jerome D. Williams (2007), “A Regulatory Focus Approach to Examine Biometric Privacy Concerns,” Paper presented at 2007 INFORMS Marketing Science Conference, June 28-30, Singapore Management University, Lee Kong Chian School of Business, Singapore.

Zhang, Jie and Jerome D. Williams (2007) “Chinese Consumers’ Perceptions of Offensive Advertising,” Paper presented at the American Academy of Advertising’s Fourth Asia-Pacific Conference, May 31-June 2, Seoul, Korea.

Williams, Jerome D., Amber Parker, and Yuvay Meyers (2007), “Skin Tone and Consumer Racial Profiling,” Paper presented at 35th Annual National Association of Ethnic Studies Conference and Summit, March 22-24, 2007, State University of New York-New Paltz, New Paltz, NY.

Williams, Jerome D., William J. Qualls, and Nakeisha Ferguson (2006), “The Susceptibility of Subsistence Markets to Persuasive Marketing Communications,” Paper presented at Product and

Market Development For Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers Conference, August 2-4, Chicago, IL.

Williams, Jerome D., May O. Lwin, Anne-Marie G. Harris, Velma A. Gooding (2006), "Developing a Power-Responsibility Equilibrium Model to Assess 'Brick and Mortar' Retail Discrimination: Balancing Consumer, Corporate, and Government Interests," Paper presented at 25th Advertising and Consumer Psychology Conference "Brick & Mortar Shopping in the 21st Century," May 19-21, Houston, TX.

Henderson, Geraldine R., Jerome D. Williams, and Carol M. Motley (2006), "Spokesperson Recognition in Advertising," Presentation at Special Session on "Many Voices Beyond Black and White" at American Marketing Association Winter Educators Conference, St. Petersburg, FL.

Williams, Jerome D, Chiquita A. Collins, William J. McCarthy, and Antronette K. Yancey (2005), "Obesity and the Social Environment: A Tale of Two Cities: Los Angeles & Austin," Presentation at Special Session on "Consumer Researchers For Public Health: Insights from Three Government-Funded Programs" at Association for Consumer Research Conference, San Antonio, TX, September 29-October 2.

Henderson, Geraldine R., Jerome D. Williams, and Carol M. Motley (2005), " 'Do I know you?': Constraints on the Recognition of the Celebrity Endorser," Working paper presented at Association for Consumer Research Conference, San Antonio, TX, September 29-October 2.

Harris, Anne-Marie Harris, Geraldine R. Henderson, Jerome D. Williams (2005), "When Does a Dollar Buy Less than a Dollar's Worth? Racial Profiling and Marketplace Discrimination," Presentation at 30th Annual Macromarketing Conference, May28-32, St. Petersburg, FL.

Henderson, Geraldine R., Jerome D. Williams, and Anne-Marie Harris (2004), "Courting Customers: A Content Analysis of Consumer Racial Profiling Cases," Paper presented at Academy of Marketing Science Cultural Perspectives on Marketing Conference, Puebla, Mexico, September.

Williams, Jerome D, Geraldine R. Henderson, and Anne-Marie Harris (2004), "Consumer Racial Profiling: Perspectives from the Classroom to the Courtroom," Special Session at the 2004 American Marketing Association Summer Educators Conference, Boston, August.

D'Rozario, Denver and Jerome D. Williams (2003), "Retail Redlining" Presentation at Marketing and Public Policy Conference, May, Washington, DC.

Williams, Jerome D., Shiriki K. Kumanyika, and May Lwin (2003), "Applying Theoretical Frameworks to Develop Culturally-Relevant Messages on Diet, Exercise, and Nutrition to Reduce Health Disparities." Paper presented at the American Marketing Association Winter Educators' Conference, February 14-17, Orlando, FL.

Williams, Jerome D. (2003), "What's New? What's Next? In Marketplace Diversity: An Overview," Paper presented at the American Marketing Association Winter Educators' Conference, February 14-17, Orlando, FL.

D'Rozario, Denver and Jerome D. Williams (2002), "Retail Redlining: An Initial Formulation." Working Paper presented at Association for Consumer Research Conference, October, Atlanta, GA.

D'Rozario, Denver and Jerome D. Williams (2002), "The Effect of Assimilation on the Pre-Purchase Information-Search Behavior of Puerto-Rican Americans." Working Paper presented at Association for Consumer Research Conference, October, Atlanta, GA.

Williams, Jerome D., Marion E. Davis, and David J. Moore (2001), "Culture, In-group Bias, and Perceptions of Persuasive Appeals: A Cross-Cultural Test of the Third-Person Effect," Paper presented at American Marketing Association Summer Educators' Conference, August 11-14, Washington, DC.

Williams, Jerome D. (2000), "Marketing to Diverse Consumers in the 21st Century," Paper presented at the Society for Marketing Advances, Orlando, November 9-11.

Williams, Jerome D. (2000), "Measures of Metric Equivalence and Ethnic Identity," Paper presented at Academy of Marketing Science Multicultural Marketing Conference, Hong Kong, September 17-20.

Davis, Marion and Jerome D. Williams (2000), "Culture, In-group Bias, and Perceptions of Persuasive Appeals: A Cross-Cultural Test of the Third-Person Effect," Paper presented at World Psychology Congress, July, Sweden.

Williams, Jerome D (2000), "A Cross-Cultural Examination of Fear-Appeal Advertising," Paper presented at Marketing in a Global Economy Conference of the American Marketing Association, Buenos Aires, Argentina, June 28-July 1.

Williams, Jerome D. (2000) "Racism and Retailing; A Survey of Attitudes," Presentation at Marketing and Public Policy Conference, June, Washington, DC,

Moore, David J., Jerome D. Williams, William J. Qualls, University of Illinois, "Empathy and Affect Intensity: When does Gender Influence Consumer Behavior Responses?" Presentation at ACR Conference, October, Columbus, 1999.

Lwin, May O, Jerome D. Williams, and M. C. Chan, "Responses of Singaporean Consumers to a Cross-representation of Models in Print Advertising: A Comparison with the United States," Presentation at America and Asia at Century's End: Cultures of Interdependence Conference, Singapore, May 26-28, 1999.

Williams, Jerome D., Kimberly D. Dillon, Miriam Stamps, and Pravat Choudhury, "An Examination of the Effectiveness of Black English in Advertising: An Intensity of Ethnic

Identification Analysis,” Presentation at 1999 Advertising and Consumer Psychology Conference: Diversity in Advertising, San Antonio, Texas, May 21-22, 1999.

Ang, Swee Hoon and Jerome D. Williams, “Ethics, Machiavellianism, and Social Values: Implications for Advertising,” Presentation at 1999 Advertising and Consumer Psychology Conference: Diversity in Advertising, San Antonio, Texas, May 21-22, 1999.

Williams, Jerome D., Kimberly D. Dillon, and Miriam Stamps (1998), “Hooked on Ebonics: An Intensity of Ethnic Identification Perspective,” Presentation at ACR Conference, October, Montreal.

Darley, William K. and Jerome D. Williams (1998), “Ethnicity in Survey Research Methods: The Changing Consumer Demographics and Implications,” Presentation at Multicultural Conference, September, Montreal.

Williams, Jerome D., Donnel A. Briley, Sonya Grier, and Geraldine Henderson (1998), “A Cross-Cultural Examination of Fear-Appeal Advertising in an Individualism-Collectivism Framework,” Paper presented at ACR Asia Conference, June, Hong Kong.

Pazzaglia, Gina Sylvester, Jerome D. Williams, and Cheryl Achterberg (1997), “At the Movies: Sociocultural Aspects of Food and Beverages as Found in Nutrition Messages in Contemporary Film,” Presentation at International Society for Quality-of-Life Studies Conference, November, Charlotte.

Williams, Jerome D. (1997), “Changes and Challenges in Conducting Minority Marketing Research,” Presentation at American Marketing Association Summer Educators’ Conference, August, Chicago.

Williams, Jerome D. (1997), “Targeting Minority Consumers on the Internet: Are Advertisers On Target?” Presentation at Marketing and Public Policy Conference, May, Boston.

Qualls, William J., Jerome D. Williams, and Jacqueline Williams (1997), “The Impact of Ethnicity on the Visual Versus Verbal Effect in the Processing of Print Advertisements.” Presentation at Marketing and Public Policy Conference, May, Boston.

Williams, Jerome D. and Thelma Snuggs (1996), “Survey of Attitudes Toward Customer Service in Retail Stores: The Role of Race,” Presentation at Multicultural Marketing Conference, October, Virginia Beach.

Williams, Jerome D. (1996), “Turning the Classroom into a Research Laboratory Using Global View Simulation: A Study of Culture on Business Relationships,” Presentation at Association Global View Annual Conference, July, Paris, France.

Alwitt, Linda, William J. Qualls, and Jerome D. Williams, (1996), “The Susceptibility of Vulnerable Populations to Persuasive Marketing Communications,” Presentation at Annual Marketing and Public Policy Conference, May, Washington, DC.

Williams, Jerome D., William J. Qualls, and Sonya Grier (1995), "Public Policy Implications of Racially Exclusive Real Estate Advertising," Presentation at Annual Marketing and Public Policy Conference, May, Atlanta.

Moore, David, Jerome D. Williams, and William J. Qualls (1995), "Target Marketing of Tobacco and Alcohol Products: Public Policy Implications," Paper presentation at Annual Marketing and Public Policy Conference, May, Atlanta.

Williams, Jerome D. and Judith Treu, Linda Jackson, Lucille Adams-Campbell, and Shiriki Kumanyika (1993), "Use of Focus Groups in Developing a Nutrition Videotape for African-Americans," Paper presented at the Society for Nutrition Education Annual Conference, July, Minneapolis.

Achterberg, Cheryl, Gina Pazzaglia Sylvester, and Jerome D. Williams (1993), "Food and Nutrition Messages in Film," Paper presented at the Society for Nutrition Education Annual Conference, July, Minneapolis.

Williams, Jerome D. (1993), "A Content Analysis of Alcohol and Tobacco Usage in Movies: Social Marketing Implications for Black/African American Consumers," Paper presented at The American Academy of Advertising Annual Conference, April 16-19, Montreal, Canada.

Williams, Jerome D. (1992), "Language and Communication Styles in Advertising to the Black Consumer," Paper presented at the Society for Consumer Psychology Annual Convention, April 14-17, Washington, DC.

Williams, Jerome D., Jeniece Nelson, and Deborah F. Atwater, (1991), "Mass Communication and Minority Voices," Paper presented at the Eastern Communication Association Annual Convention, April 25-28, Pittsburgh, PA.

Mulhern, Francis J. and Jerome D. Williams (1991), "Using Scanner Data for Ethnographic Research: An Analysis of the Brand Loyalty of Hispanic Consumers," Paper presented at the ORSA/TIMS Special Interest Conference on New Frontiers in Scanner Research, January 17-20, UCLA.

Williams, Jerome D. and Srinath Gopalakrishna (1990), "A Comparison of Trade Show Strategy for Large Versus Small Firms," Paper presented at ORSA/TIMS Convention, October 29-31, Philadelphia, PA.

Williams, Jerome D. and Srinath Gopalakrishna (1990), "Getting the Most Out of a Trade Show: A Project Review," Paper presented at the Advertising Research Foundation's Twelfth Annual Business Advertising Research Conference, October 16, New York, NY.

Gopalakrishna, Srinath and Jerome D. Williams (1989), "Assessing Trade Show Performance," Paper presented at ORSA/TIMS Convention, October, New York, NY.

Williams, Jerome D. and Daniel R. Toy (1988), "Lifestyle Characteristics and Country-of-Origin Effects in Consumer Preference for Automobiles," Paper presented at Applied Consumer Psychology: From Cultural and Personal Values to Product and Brand Choice Conference, Chicago: American Marketing Association.

Williams, Jerome D., James E. Nelson, and Calvin P. Duncan (1986), "Referent and Expert Social Power Effectiveness in Advertising High and Low Technology Products to Hispanics," Paper presented at Cultural and Subcultural Influences Conference, Chicago, IL: American Marketing Association.

Williams, Jerome D. (1985), "Response of Ethnic Groups to the Popularity of Celebrities and Experts to Promote High Technology Versus Low Technology Products," Paper presented at American Culture Association and Popular Culture Association Annual Meeting, Louisville, KY.

V. Trade Journals, Business Press, and Non-Refereed Publications

Williams, Jerome D, Geraldine R. Henderson, and Anne-Marie Harris (2001), "Consumer Racial Profiling: Bigotry Goes to Market," The New Crisis, November/December, 22-24.

Williams, Jerome D. (1997), "Ebonics Controversy: Relevance for Marketers," Marketing News, March, 3, 5.

Feinberg, Richard A., Thelma L. Snuggs, and Jerome Williams (1992), "Minority Customers Feel Invisible, Yet Scrutinized by Clerks," SalesCoach (November), 4.

Feinberg, Richard A., Thelma L. Snuggs, and Jerome Williams (1992), "Increase Minority Marketing Sales with First-Class Service," JonesReport: The Report for Shopping Center Marketing, (January), 2.

Williams, Jerome D. and William J. Qualls (1990), "Exploring New Dimensions for Segmenting Minority Consumers: Yuppies, Buppies, and Chuppies and Intensity of Ethnic Identification," La Red/The Net: Hispanic Journal of Education Commentary and Reviews, (September).

Williams, Jerome D. (1990), "Measuring Black Ethnicity," Minority Markets Alert, (January), 4-5.

Williams, Jerome D. (1989), "Pitching Hispanics: Fame Versus Expertise," Minority Markets Alert, (October), 2-3.

Williams, Jerome D. (1989), "Star Power and The Black Market," Marketing and Media Decisions, (August), 144.

Williams, Jerome D. (1981), "Minorities and Rental Housing Solutions," Solar Law Reporter, July/August, 181-182.

Williams, Jerome D. (1980), "SERI: Progress, Programs, Promise," Consulting Engineer, July, 96-100.

Williams, Jerome D. (1980), "The Solar Energy Research Institute: Status of Current Programs and Organization," in Edward H. Rideout, Jr. and Orjan E. Isacson, eds., Energy Systems, Woburn, MA: Technical Handbook Publications, Inc., 16-24.

Williams, Jerome D. (1979), "What's SERI?" Popular Science's Solar Energy Handbook 1979, 68-70.

Williams, Jerome D. (1979), "SERI in Focus," Colorado Business, August, 58.

Williams, Jerome D. and William Stephenson (1979) "Solar Technology 1979 - An Overview," Mineral Industries Bulletin, 22, 2 (March), 1-13.

VI. Popular and General Press

Williams, Jerome D. (2001), "CDT Story Illustrates How Media Feeds Black Male Stereotypes," Centre Daily Times, April 29, 11A.

Williams, Jerome D. (1997), "Ebonics Different, Not Wrong," Centre Daily Times, January 19, 4A.

Williams, Jerome D. (1982), "Cable Television: Its Promise and Threat," Denver Post, January 24, 5B.

Williams, Jerome D. (1981), "Energy Crisis: The Answer is Blowing in the Wind," Denver Weekly News, August 31.

Williams, Jerome D. (1981), "The Solar Energy Fruit Basket," Denver Weekly News, May 21.

VII. In-house Publications

Williams, Jerome D. (1981), "Solar Energy Research Institute: Progress, Programs, Promises," SERI Journal, April, Golden, CO: Solar Energy Research Institute.

Williams, Jerome D. (1979), "SERI and the Regional Centers," Annual Review of Solar Energy, Golden, CO: Solar Energy Research Institute.

Williams, Jerome D. (1979), "The Sunny Side of Energy Policy Economic Impact on Minorities," Energy Scene, October, Washington, DC: The American Association of Blacks in Energy.

VIII. Sponsored Research, Industry Studies, and Policy Analyses

Williams, Jerome D., Cong Shen, and Anne Gatua (2012), "The Economic Impact of a Wal-Mart Supercenter in the Central Ward of Newark, NJ," Report prepared for City Councilman Darrin Sharif, Newark, NJ.

Williams, Jerome D. and Minette E. Drumwright (2012), "Ethical and Responsible Food and Beverage Marketing to Children and Adolescents," Report submitted to the National Policy & Legal Analysis Network (NPLAN) to Prevent Childhood Obesity, funded by the Robert Wood Johnson Foundation.

Williams, Jerome D., Gary Wilcox, and Kyung Ok Kim (2011), "Analysis of Relationship Between Brand Advertising and Most Loved Brands by Children," Commissioned study for the Healthy Eating Research Program (HER), funded by the Robert Wood Johnson Foundation, University of Minnesota School of Public Health, Minneapolis, MN.

Williams, Jerome D., Paul Goldsworthy, and Kristen Condrat (2011), "Breaking Down the Chain: A Guide to the Soft Drink Industry," Report submitted to the National Policy & Legal Analysis Network (NPLAN) to Prevent Childhood Obesity, funded by the Robert Wood Johnson Foundation.

Gopalakrishna, Srinath and Jerome D. Williams (1992), "Identifying Important Factors in Lead Efficiency at Trade Shows," Trade Show Bureau Report.

Gopalakrishna, Srinath and Jerome D. Williams (1991), "Trade Offs in Trade Shows: An Approach for Planning and Performance Assessment," ISBM Report 3-1991, Institute for the Study for Business Markets.

Gopalakrishna, Srinath and Jerome D. Williams (1991), "Identifying Important Factors in Lead Efficiency at Trade Shows," ISBM Report 13-1991, Institute for the Study for Business Markets.

Gopalakrishna, Srinath and Jerome D. Williams (1991), "Trade Offs in Trade Shows: Choosing the Right Shows, Setting the Right Budget," ISBM Insights, Vol. 1 (3), Institute for the Study for Business Markets.

Farhar-Pilgrim, Barbara, Charles T. Unseld, and Jerome D. Williams (1981), The National Study of the Residential Solar Consumer: Decision Factors and Experiences (A Preliminary Summary Report), Golden, CO: Solar Energy Research Institute report for the Department of Energy.

Research Grants, Grant Collaborator, and Grant Consultant

Research Initiation Grant: Developing a Multicultural Scale for Measuring Intensity of Ethnic Identify.

Center for the Study of Child and Adolescent Development: Effects of Celebrity Advertising on Adolescent Consumers.

American Academy of Advertising: Use of Ebonics in Advertising to Black Consumers.

Trade Show Bureau: Objective Measures of Trade Show Performance.

Center for the Study of Child and Adolescent Development: Adolescent Response to Smoking and Alcohol Behavior in Media Entertainment.

National Heart, Lung, and Blood Institute: Low Literacy CVD Diet Education for Blacks Project coordinated through Hershey Medical Center and Howard University.

Trade Show Bureau: Return on Investment of a Firm's Trade Show Expenditure

National Institutes of Health: Breast Cancer Education Initiative Project coordinated through Howard University.

National Institutes of Health and The National Heart, Lung, and Blood Institute: Nutrition Education for At-Risk Minority Children Project coordinated through Children's Hospital of Philadelphia.

American Heart Association, National Center: Effective Approaches to Long Term Weight Management in African American Men and Women coordinated through University of Pennsylvania.

Howard University Academic Excellence Grant: Enhancing the Academic Program Quality of the Multicultural Marketing Course

Howard University New Faculty Research Support Grant: Marketing of Religion: Segmenting and Positioning in the US Market

Weight Loss Maintenance Trial (MAINTENANCE) Grant

Export Center Grant to Reduce health Disparities

California Nutrition Network Grant: A Cross-Sectional Prevalence Study of Ethnically-Targeted and General Audience Weight-Related Lifestyle Advertising

University of Texas at Austin Research Grant: Racial Profiling of Small Entrepreneurial Business Bank Customers

Prevalence Weight-Related Lifestyle Advertising, sponsored by the California State Nutrition Network

African American Collaborative Obesity Research Network (AACORN), sponsored by the Robert Wood Johnson Foundation

National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN), sponsored by the Robert Wood Johnson Foundation

Grant from Robert Wood Johnson Foundation to support a conference to develop a book on the role of communications and media research in defining strategies to reduce childhood obesity

Grant from Healthy Eating Research Program to examine the relationship between food and beverage advertising expenditures at the brand level and preferred brands by kids.

Rutgers-Newark Diversity and Pedagogy Grant: Incorporating 3D Interactive Virtual Reality Technology in the Classroom

National Community Reinvestment Coalition (NCRC) and researchers at Rutgers University-Newark/Brigham Young University, and Utah State University - \$1.2 million grant from Kellogg Foundation to conduct marketplace testing to analyze discrimination in banking and effects on minority entrepreneurs.

Selective Representation of Speaking Engagements and Participation in Seminars and Workshops

Invited speaker to discuss “Impact in the Classroom: Integrating Policy in Marketing Education,” Marketing & Public Policy Workshop and Doctoral Consortium, Ohio State University, Columbus, OH, June 4-7, 2018.

Invited panelist to discuss “How Can Marketing and Public Policy Researchers Increase Support for Science-Driven Public Policy,” at Marketing & Public Policy Conference, Columbus, OH, June 8, 2018.

Invited speaker to discuss “Ethics and Leadership: When Beer and Books Don’t Mix,” Leadership at Lunch Seminar, Rutgers University, New Brunswick, NJ, April 13, 2018.

Invited panelist to discuss “Discrimination: Do Banks Make Loans Harder for Black Entrepreneurs?” at the National Community Reinvestment Coalition (NCRC) Conference, Washington, DC, April 10, 2018

Invited panelist Invited panelists for Roundtable Discussion on Emergent Tobacco Products and Teen Tobacco Use at 2018 Texas TCORS Scientific Advisory Committee meeting, University of Texas, February 8, 2018, Austin, TX.

Invited speaker to discuss “Developing good theory: What’s Race Got to Do with It?” at the American Marketing Association Sheth Foundation Doctoral Consortium, University of Iowa, June 14-17, 2017.

Invited speaker to discuss “Let Them Play or Let Them Learn: Addressing the Opportunity of Student-Athlete Education and Race,” at Accounting, Auditing and Finance (JAAF) Symposium, Indian Institute of Management (IIM), Ahmedabad, India, January 8-10, 2018.

Invited speaker to discuss “Developing good theory: What’s Race Got To Do with It?” at the American Marketing Association Sheth Foundation Doctoral Consortium, University of Iowa, June 14-17, 2017.

Conference Co-Chair for 2017 Marketing & Public Policy Conference, Washington, DC, June 1-3, 2017.

Invited speaker to discuss “Consumer Equality: Race and the American Marketplace,” Brooklyn College, Business Matters! Speakers Series, March 9, 2017

Invited speaker for panel discussion on “Investing in a Healthy Future; The Benefits of Regional Well-Being,” United Way of Greater Philadelphia and Southern New Jersey, Campbell Soup Company, February 15, 2017.

Invited speaker to discuss “Minority Entrepreneurs and Access to Capital: What’s Race Got To Do With It?” at Accounting, Auditing and Finance (JAAF) Symposium, Indian Institute of Management (IIM), Ahmedabad, India, January 5-7, 2017.

Invited speaker on “Advertising to Children: A Contributor to Childhood Obesity,” LEAD New Jersey Seminar on Human Services and Health Care Policy, New Brunswick, NJ, November 9, 2016

Invited speaker for panel discussion on “Higher Education: Inputs and Outputs,” While House Summit - Building on Diversity: Higher Education and Business Summit,” Iowa State University, October 21, 2016.

Invited Speaker and Session Chair on “Neighborhoods and Health: Marketplace Discrimination,” at 7th African American Collaborative Obesity Research Network (AACORN) National Workshop, Philadelphia, PA, August 17-19, 2016

Invited Speaker and Session Chair on “Exploring New Frontiers in Tobacco Marketing and E-cigarettes: Perspectives from Researchers Not Typically Attending the Marketing & Public Policy Conference,” Marketing & Public Policy Conference, June 23-25, 2016, San Luis Obispo, CA.

Invited speaker on “Diversity and Marketing,” at Institute for Ethical Leadership Cultural and Ethnic Arts Executive Leadership Program, Rutgers Business School-Newark and New Brunswick, Newark, NJ, June 22, 2016.

Invited speaker member to discuss “Improving Consumer Welfare Through Research Addressing Issues of Social Justice, Consumer Equality, Target Marketing, and Health Disparities: What’s Race Got To Do with It” at the American Marketing Association Sheth Foundation Doctoral Consortium, Notre Dame University, June 8-11, 2016.

Invited speaker on “From Company Culture to Marketplace Culture: What’s Race Got To Do with It?” at Utah State University, March 17, 2016

Invited speaker on “Addressing Issues of Social Justice and Consumer Equality Related to Target Marketing, Health, and Health Disparities: What’s Race Got To Do with It?” at Food and Drug Administration, March 10, 2016, Washington, DC.

Invited speaker on “Leveling the Playing Field for Minority Entrepreneurs: Access to Capital and Issues of Race” at Blacks in Business-Entrepreneurship Symposium, Montclair State University, February 22, 2016

Co-Chairperson and panelist for roundtable special topic session “Institutional Policies, Social Norms, and Coping in Academia: Exploring the Strategies that Students and Professors of Color employ as Academic Consumers,” at Association for Consumer Research North American Conference, October 1-4, 2015, New Orleans, LA.

Invited panelist for special session on “Advancing Connections between Consumption and the Elderly: Consumer Research Issues, Opportunities and Challenges,” at Association for Consumer Research North American Conference, October 1-4, 2015, New Orleans, LA

Co-Chairperson and panelist for roundtable special topic session “Institutional Policies, Social Norms, and Coping in Academia: Exploring the Strategies that Students and Professors of Color employ as Academic Consumers,” at Association for Consumer Research North American Conference, October 1-4, 2015, New Orleans, LA.

Invited speaker on “Systemic Restricted Choice in the Marketplace: What’s Race Got To Do with It?” at University of Melbourne, Melbourne, Australia, September 4, 2015.

Invited Plenary Session Speaker on “Secrets of Research Collaboration,” at Symposium on Wicked Problems in Consumer Research, Melbourne, Australia, September 1-2, 2015.

Invited speaker and panelist on “Access to Capital: A Business School Approach,” at National Conference on Business Development in Underserved Communities, JPMorgan Chase Conference Center, New York, NY, June 30-July 2, 2015.

Invited roundtable panelist for special session on “Could My Research Harm Consumers More Than It Helps Them?” at 2015 Marketing & Public Policy Conference, Washington, DC, June 4-6, 2015.

Invited speaker on “Institutional and Systemic Restricted Choice in the Marketplace: What’s Race Got to Do with It?” 2015 Marketing & Public Policy Conference Preconference Event: Poverty, Diversity, and Social Justice: Public Policy and Marketing Intersect with Transformative Consumer Research, Washington, DC, June 4-6, 2015.

Track Co-Chair and participant in Sustainability Justice Track for 2015 Transformative Consumer Research Conference, Villanova University, June, Philadelphia, PA.

Invited panelist for session at Rainbow PUSH Wall Street Project & City of Newark Economic Summit – “Pushing Technology to Achieve Economic Success,” Rutgers University-Newark, June 2, 2015.

Invited speaker on “Advertising to Children: A Contributor to Childhood Obesity,” 2015 Lead New Jersey Fellows Seminar on Human Services and Health Care Policy, May 7, 2015.

Invited speaker on “Food Marketing and Childhood Obesity,” Inter-Professional Case Discussion session on Approaches to Overcome Obesity,” at Rutgers Robert Wood Johnson Medical School, March 17, 2015.

Invites panelist for session on “Was Captain Kirk wrong? Consumer Behavior Research and the “Prime Directive” at Association for Consumer Research North American Conference, October 23-26, 2014, New Orleans, LA

Invites panelist for session on “Measuring the Effectiveness of Spending on Cultural Infrastructure,” at Rutgers School of Public Affairs and Administration and NJPAC conference “An International Conference on Cultural Institutions and Urban Transformation,” Newark, NJ, October 10, 2014.

Chairperson and presenter in special session “Consumer Racial Profiling and Marketplace Discrimination: Perspectives from Academia, Government, and Industry,” at 2014 Marketing and Public Policy Conference, Boston, MA, June 5-7, 2014.

Invites speaker on “Public Policy Issues and Discrimination in the Marketplace: What’s Race Got to Do with It?” at Marketing and Public Policy Workshop and Doctoral Seminar, University of Massachusetts-Amherst, June 2-5, 2014.

Invited speaker (with co-author Sterling Bone, Utah State University), on “Rejected, Shackled, and Alone: The Impact of Systemic Restricted Choice on Minority Consumers’ Construction of Self,” Rutgers University, April 2, 2014.

Invited speaker on “Highlights of Recent Developments in Marketing Communications in the U.S. to Reduce Childhood Obesity,” NMRC Seminar at Health Promotion Board, Singapore, March 14, 2014.

Invited speaker on “Food and Beverage Advertising and Marketing: Research Advances and CFBAI Updates” at The Food and Drug Law Institute (FDLI) conference panel on Current Issues in Labeling & Nutrition Initiatives, Washington, DC, February 12, 2014.

Invited member of panel and moderator on “Expanding Self-Regulation and Raising the Nutritional Bar on Marketing to Children,” Interfaith Center on Corporate Responsibility, December 13, 2013, New York.

Invited Distinguished Visitor of the “Medill Idea Colloquium” to speak on “Media and Consumer Response to Real Versus Perceived Consumer Discrimination in the Marketplace: What’s Race Got to Do with It?” Northwestern University, Evanston, IL, November 8, 2013.

Invited speaker on “Celebrities, Entertainers, and Athletes: Do They Work in Targeted Marketing of Soda and Sugary Drinks to Multicultural Communities,” California Healthy Beverage Summit, University of Southern California, Los Angeles, October 21, 2013

Invited speaker and moderator at NPLAN ChangeLab Solutions symposium on in-store marketing, San Francisco, October 11, 2013.

Invited speaker on “Advances in Communication Research to Reduce Childhood Obesity,” Rutgers Business School IEMBA Alumni in Singapore, Singapore, August 19, 2013.

Invited speaker on “The Changing Landscape of the Today’s Marketing and Media Environment” on panel at Grocery Manufacturers Association (GMA) Growth and Public Policy Summit on Responsible Marketing: A Report Card on Industry Progress, July 17, 2013, Washington, DC.

Invited speaker on “Communications and Advertising Research Related to Public Health and Reducing Childhood Obesity,” Shanghai University, Shanghai, China, June 27, 2013.

Invited speaker on “Communications and Advertising Research Related to Public Health and Reducing Childhood Obesity,” Shanghai Normal University, Shanghai, China, June 26, 2013.

Invited speaker on “When Consumer Well-Being Meets Small Business Ownership: Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination and Highlights From some Advanced Qualitative and Methodological Approaches,” Rutgers Business School IEMBA Alumni in Shanghai, Shanghai, China, June 21, 2013.

Invited speaker on “Targeted Marketing: Low-Income and Minority Communities,” to Health Care and Human Services seminar, LEAD New Jersey, May 9, 2013, New Brunswick, NJ.

Invited speaker on “When Consumer Well-Being Meets Small Business Ownership: Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination,” Deakin University Alumni, March 22, 2013, Melbourne, Australia.

Invited speaker on “Childhood Obesity & Social Marketing,” Cancer Council/Obesity Policy Coalition, March 21, 2013, Melbourne, Australia.

Invited speaker on “Researching the Tough Stuff: Challenges of Pursuing an Academic Career Focusing on Marketplace Discrimination and Public Health Communication,” The Centre for Sustainable and Responsible Organisations, Deakin University, March 20, 2013, Melbourne, Australia.

Invited speaker on “Childhood Obesity & Social Marketing: Impact on Low-Income and Minority Communities,” The Australian National Preventive Health Agency, March 19, 2013, Canberra, Australia.

Invited speaker on “Targeted Marketing: Low-Income and Minority Communities,” to Institute of Medicine (IOM) Standing Committee on Childhood Obesity Prevention, at New Challenges and Opportunities in Food Marketing to Children and Youth: A Workshop, November 5, 2012, Washington, DC.

Invited speaker on communications strategies to advance public understanding of the importance of early childhood education and school readiness, at Sesame Workshop Advisory Board Meeting, October 29, 2012, New York, NY.

Invited speaker on “Advances in Communication Research to Reduce Childhood Obesity - U.S. Asia Studies and Some Innovative Techniques in Marketing Research” to delegation visiting the U.S. from the Central University of Finance and Economics (CUFE) in China, October 13, 2012, Newark, NJ.

Invited speaker on “Researching the Tough Stuff: Marketplace Discrimination and Other Controversial Issues in Public Policy and Marketing,” Penn State University-Berks, October 8, 2012.

Co-Chairperson for special topic session “Health Messages and Consumer Understanding of Food: Perspectives in Nutrition, Restrained Eating and Food Safety” at American Marketing Association Marketing & Public Policy Conference: June 7-9, 2012, Atlanta, GA.

Invited speaker on “Marketplace Discrimination and the Challenges of Public Policy Research,” Marketing and Public Policy Workshop and Doctoral Seminar, Atlanta, GA, June 3-7.

Invited speaker for panel on “Leader’s Role in Building an Ethical Culture,” at Third Annual Ethical Leadership Conference: Higher Education Governance & Executive Leadership – Building Ethical Organizational Cultures & Response Readiness, conference on Children, May 3-4, 2012, Newark, NJ.

Invited speaker for panel on “Dump the Junk: The Legal Battle Over Food Marketing to Children, to address topic “Food Marketing to Children: A Changing Landscape,” at Weight of the Nation Conference sponsored by Centers for Disease Control and Prevention, May 7-9, 2012, Washington, DC.

Invited speaker on “Researching the Tough Stuff: Marketplace Discrimination and Other Controversial Issues in Public Policy and Marketing,” Virginia Commonwealth University, March 23, 2012.

Invited speaker on “Advances in Communication Research to Reduce Childhood Obesity - U.S. and Asia Studies” to delegation visiting the U.S. from Harbin Institute of Technology in China, October 27, 2011, Newark, NJ.

Invited speaker for panel on “Marketing and Its Impact on Childhood Obesity: Strategies to Mitigate Unhealthy Messages” at 6th Biennial Childhood Obesity Conference, June 28-30, 2011, San Diego, CA.

Invited speaker for panel on “Moving Forward: How Should We Respond to the Differences in Media Use Among Children” at conference on Children, Media and Race: Exploring the Implications of Racial and Ethnic Differences in Media Use Among Children and Youth, June 8, 2011, Washington, DC.

Invited speaker at White House Urban Entrepreneurship Summit to discuss research on barriers to minorities in accessing capital in session “Creating an Evidence-based Research Model for Growing Urban Enterprises,” June 6, 2011, Newark, NJ.

Co-Chairperson and participant for special topic session “Communications and Physical Activity Research in Asia” at American Marketing Association Marketing & Public Policy Conference: June 2-4, 2011, Washington, DC.

Invited speaker for panel on “Publishing on Controversial Issues in Public Policy & Marketing” at Public Policy & Marketing Preconference, June 2, 2011, Washington, DC.

Invited speaker on target marketing and obesity to the Institute of Medicine (IOM) Committee on Accelerating Progress in Obesity Prevention, January 13, 2011, Irvine, CA.

Invited speaker for panel on “Entrepreneurship and Job Creation” to discuss research on small businesses and discrimination at New Jersey Black Issues Convention, October 8, 2010, New Brunswick, NJ.

Invited speaker for plenary session on topic of “Responsible and Ethical Corporate Response to the Obesity Crisis” at the International Communication Association Health Communication Division Pre-Conference, June 22, 2010, Singapore.

Track Chair for special session on “Honoring Outstanding Marketing Teaching” at Academy of Marketing Science Annual Conference, May 28, Portland, OR, 2010.

Chairperson and participant for special topic session “Perspectives from Public health Advocates and Marketing Academics on Policy Implications of Food Marketing to Children: Clashing or Collaborative Views?” at American Marketing Association Marketing & Public Policy Conference: May 22, 2010, Denver, CO.

Invited speaker on “Food and Beverage Target Marketing Based on Race and Ethnicity and Advertising Codes of Ethics: The Good, The Bad, and The Ugly,” at the Yale University Rudd Center for Food Policy & Obesity, March 24, 2010, New Haven, CT.

Invited panel member for discussion of “Effective Stealth and Passive Interventions in Reducing Obesity Rates,” at The Fourth Annual Michael & Susan Dell Lectureship in Child Health &

Social & Environmental Solutions to Obesity Conference, University of Texas at Austin, March 17, 2010, Austin, TX.

Invited keynote speaker on “Marketing to the African American Consumer Segment” at Brown-Forman Corporation, Louisville, Kentucky, February 18, 2010.

Invited keynote speaker on “2010 Census and Why Counting Counts: Impact on Marketing and Public Health,” as the Schulze Fund for Interdisciplinary Studies Speaker, University of Northern Colorado, Greeley, CO, February 8, 2010.

Track Co-Chair, session chair, and participant in Marketing Strategy and Management Track for the 14th Cross Cultural Research Conference, December 13-16, 2009, Puerto Vallarta, Mexico.

Invited keynote speaker on “Effective Multicultural Marketing Messaging” at Tobacco Prevention and Control Regional Meeting, December 9, 2009, Austin, Texas.

Invited speaker on “Marketplace Discrimination and Consumer Racial Profiling” at Rotary Club, Austin 26, 2009, Austin, Texas.

Invited panel member for “Se Habla Tobacco Control? Effective Multi-lingual Messaging” Special Session at 2009 National Conference on Tobacco or Health (NCTOH), June 10-12, 2009, Phoenix, Arizona.

Track Co-Chair and participant in Social Justice Track for 2009 Transformative Consumer Research Conference, Villanova University, June 26-28, 2009, Philadelphia, PA.

Co-Chairperson and participant for special topic session “Blind Men and an Elephant Triangulation of Research Methods to Document the Discrimination of Minority Consumers and Minority Entrepreneurs,” at American Marketing Association Marketing & Public Policy Conference: May 30, 2009, Washington, DC.

Invited panelist for Federal Trade Commission’s Children’s Advertising Literacy Forum, Washington, DC, March 12, 2009.

Invited participant for Robert Wood Johnson Foundation Food Marketing Roundtable, Princeton, NJ, February 26 and 27, 2009.

Invited panel member to discuss “Convergence of Offline and Online Marketing Communications” at American Marketing Association Winter Educators’ Conference Marketing Communications Special Interest Group session, February, 2009, Tampa Bay, Florida.

Co-Chairperson and participant for special topic session “Privacy and Vulnerable Consumers: Issues, Regulatory Policies, and Behavior,” at American Marketing Association Marketing & Public Policy Conference: May 30, 2008.

Co-Chairperson and participant for special topic session “Sports Marketing: A Different Type of Marketing Communications” at American Marketing Association Winter Educators’ Conference, February, 2008.

Co-Chairperson and discussant for special topic session “Direct-to-Consumer Prescription Drug Advertising: Implications from Research” at American Marketing Association Winter Educators’ Conference, February, 2008.

Chairperson and participant for special topic session “Consumer Equality in the Marketplace: National and New Orleans Perspectives on Consumer Racial Profiling and Marketplace Discrimination,” at Academy of Marketing Science Cultural Perspectives in Marketing Conference: January 6-19, 2008, New Orleans, LA.

Invited panel member to discuss “Obesity, and Food and Beverage Marketing to Ethnic Minorities” on panel entitled “Ethnic and Minority Marketing” at Academy of Marketing Science Cultural Perspectives in Marketing Conference: January 6-19, 2008, New Orleans, LA.

Co-Chairperson and participant for special topic session “Consumer Racial Profiling: Perspectives from Academia, Law, Consumers, and Industry” at American Marketing Association Marketing & Public Policy Conference: June 1, 2007.

Invited panel member to discuss “Managing Your Career – 25th Anniversary Fellows,” at the American Marketing Association Sheth Foundation Doctoral Consortium: May 2007.

Invited panel member to discuss “Discrimination in a White Shoe Industry and Culture,” at the Urban Media Symposium, sponsored by Austin Ad Federation, April 2007.

Member of panel on “Re-imagining the Means to Provide Students with the Tools of Information and Education: A Dialogue about Proposed Methods and Outcomes that Can Impact Communities,” at 2007 Midwinter Conference of the Association for Education in Journalism and Mass Communication, February 23-24, 2007, University of Nevada, Reno – Panel remarks on topic of “Obesity and Public Health: Bringing Theory and Practice Together in the Classroom.”

Participant for roundtable session on disseminating transformative consumer research at Association for Consumer Research Conference: October 2006.

Invited panelists to discuss topic of advertising and marketing to children of color in the digital age at the Children Now Conference “The Future of Children’s Media: Advertising,” Washington, DC, July 20, 2006.

Invited panelists to discuss topic of marketplace discrimination for Special Session on “Consumer Vulnerability as a Socially Constructed Phenomenon,” at 2006 American Marketing Association Winter Educators Conference, St. Petersburg, FL.

Invited panelists to discuss topic of marketing to African American consumers at The 20th Annual Howard E. Mitchell Memorial Forum, at Wharton Business School of the University of Pennsylvania, sponsored by Black Wharton Undergraduate Association, January 20, 2006.

Invited keynote luncheon speaker on topic of consumer racial profiling at 2005 NAACP Texas State Convention, Dallas, TX, October 7, 2005

Invited panelist on topic of consumer racial profiling at 2005 NAACP Texas State Convention, Dallas, TX, October 7, 2005

Discussant at Association for Consumer Research Conference Special Session on “Children’s Obesity: Is Consumer Research Relevant?” San Antonio, TX, September 29-October 2, 2005.

Invited speaker on topic “Marketing and Advertising Influences on Obesity Risk and Health Disparities: Implications for Marketing to Children and Communities of Color,” at Social Marketing Conference, Sacramento, California, August 12, 2005.

Chairperson and participant in special topic session on “Consumer Racial Profiling: Perspectives from Industry, Academia, Government, and ACLU,” at Marketing and Public Policy Conference, Washington, DC, May 2005.

Discussant at Marketing and Public Policy Conference Special Session on “America, Let’s Shrink the Kids: Policy Issues Surrounding the Epidemic of Childhood Obesity,” at Marketing and Public Policy Conference, Washington, DC, May 2005.

Invited speaker on topic “Multicultural Marketing for Social Marketers: Challenges, Changes, and Criticisms,” at 2005 Annual Michigan WIC Conference, May 11, 2005, Grand Traverse Resort at Acme, MI.

Invited speaker on topic “Marketing of Food and Beverage Products to Ethnic Minority Consumers,” as part of panel on “Selling of Sugar and Fat: What the Ad Industry is Telling our Children,” at Missouri Foundation for Health’s 2005 Health Summit, St. Louis, MO, March 11, 2005.

Discussant at Society for Consumer Psychology Conference Competitive Session on “Subcultural Influences on Consumer Responses,” St. Petersburg, FL, February 24-26, 2005.

Collins, Chiquita A., William J. McCarthy, Jerome D. Williams, Antronette K. Yancey (2004), “Obesity and the Social Environment: A Tale of Two Cities: Los Angeles & Austin, TX,” Presentation at the Woodrow Wilson/Andrew W. Mellon National Fellowship Foundation Retreat, October.

Invited speaker on topic “Marketing of Food and Beverage Products to Children of Color,” at California Center for Public Health Advocacy Symposium on Policies to Address Marketing to Children, Sacramento, August 12, 2004.

Invited speaker on topic “Effective Marketing and Advertising Strategies to Reach Multicultural Audiences,” at American Cancer Society, August 10, 2004.

Invited speaker on topic “Influence of Food, Media, and Marketing on Weight and Food Choices among African Americans,” at African American Collaborative Obesity Research Network Second Annual Scientific Meeting & Workshop, Atlanta, August 9, 2004.

Chairperson and participant for special topic session on “Consumer Racial Profiling: Perspectives from the Classroom to the Courtroom,” 2004 American Marketing Association Summer Educators Conference, Boston, August 8, 2004.

Invited speaker on topic “Multicultural Marketing for Social Marketers: Challenges, Changes, and Criticisms,” at 14th Annual Social Marketing in Public Health Conference, June 16-19, 2004.

Co-Chairperson for session “Twenty Years After 1984: Big Brother Today -- Privacy Issues and Consumer Vulnerabilities” at Marketing and Public Policy Conference, Salt Lake City, UT, May, 2004.

Co-coordinator and keynote speaker at University of Texas at Austin Ethics and Branding Speaker Series on topic “Consumer Racial Profiling: Perspectives from the Classroom, Courtroom, and Boardroom,” and one of three featured speakers on perspectives from the classroom, March 30, 2004.

Invited speaker on topic “Marketing of Food and Beverage Products to Ethnic Minority Consumers” at Grantmakers in Health Annual Meeting, Special Session on “Selling Sugar and Fat: What the Ad Industry Is Telling Our Children,” Hollywood, Florida, February 27, 2004.

Invited panelist on topic “Research and Design Implications for Multicultural Advertising and Marketing” at the Niche Lifestyles and Branding Conference sponsored by the University of Texas at Austin Advertising Department, National Press Club, Washington, DC, February 23 and 24, 2004.

Invited to present poster session on topic “Organic Foods: Using Purchasing Data to Investigate Income and Ethnicity Effects” at the Niche Lifestyles and Branding Conference sponsored by the University of Texas at Austin Advertising Department, National Press Club, Washington, DC, February 23 and 24, 2004.

Invited panelist on topic “Consumer Racial Profiling: Legal, Practitioner, and Research Perspectives” at 33rd Annual Congressional Black Caucus Legislative Conference, panel convened by Congressman Ed Towns (D-Brooklyn), Washington, DC, September 25, 2003.

Invited speaker on topic “Marketing of Food and Beverage Products to Ethnic Minority Consumers,” at The California Endowment’s Children’s Food and Beverages Marketing Convening, San Francisco, June 11, 2003.

Invited speaker on Consumer Racial Profiling at National Black MBA Conference: September 2002.

Co-Chairperson and participant for special topic session “What’s New? What’s Next? In Marketplace Diversity” American Marketing Association Winter Educators’ Conference: February 2003.

Discussant at Society for Consumer Psychology Session, February 2003, New Orleans, LA.

Invited by National Institute on Drug Abuse to be a member of an expert panel to review and evaluate the Office of National Drug Control Policy’s Youth Anti-Drug Media Campaign, August 2002.

Invited speaker for special session on Consumer Racial Profiling at National Black MBA Conference: September 2002.

Chairperson and participant for special topic session “Consumer Racial Profiling: Legal, Practitioner and Research Perspectives,” at Marketing and Public Policy Conference: May 2002.

Co-Chairperson and participant for special topic session “Where No Rules Rule: Ethical Concerns on the Web” at American Marketing Association Winter Educators’ Conference: February 2002.

Invited seminar leader on diversity issues in recruiting participants for Kaiser Permanente Premier program, Johns Hopkins University, Baltimore: November 2001.

Co-Chairperson and participant for special topic session “A Marketing Odyssey: Off the Beaten Track” at American Marketing Association Summer Educators’ Conference: August 2001.

Invited speaker to discuss “Teaching Challenges – Leveraging Diversity in the New Millennium” at the American Marketing Association Doctoral Consortium: August 2000.

Invited panelist to discuss the role of race in the marketplace at Stanford Conference on Race, Stanford University: November 1999.

Co-Chairperson and participant for roundtable session on ethnic minority research at Association for Consumer Research Conference: October 1999.

Discussant at Society for Consumer Psychology Session, February 1999, St. Petersburg, Florida.

Moderator of 9th Asian Business Conference Marketing Panel, January 1999, University of Michigan: February 1999.

Conference Co-Chairperson for Society for Consumer Psychology conference on diversity in advertising: May 1999.

Co-Chairperson and participant for special topic session on racial and ethnic identity in the marketplace and nonverbal peripheral cues at Association for Consumer Research Conference: October 1998.

Session Co-Chair of Association for Consumer Research 1998 Asia Pacific Conference Special Session "Emotive and Cognitive Effects of Culture," June 1998, Hong Kong.

Co-Chairperson and participant for roundtable session on ethnic minority research at Association for Consumer Research Conference: October 1997.

Chairperson and participant for special topic session on minorities in marketing academia at American Marketing Association Summer Educators' Conference: August 1997.

Chairperson and participant for special topic session on multicultural influences in consumer service encounters at Society for Consumer Psychology Conference: February 1997.

Chairperson and participant for special topic session on the role of race in retail encounters at Multicultural Marketing Conference: October 1996.

Invited speaker to discuss minority marketing at Nissan-sponsored Institute for faculty from Historically Black Colleges and Universities held at Northwestern University: July 1996.

Invited panelist to discuss the ethics of marketing to ethnic minority publics at the International Association of Business Disciplines Annual Conference: April 1994.

Invited speaker on at Gannett Market Development Conference to discuss segmenting, targeting, and reaching the African American Market: March 1994.

Invited panelist to discuss advertising and minorities at the Association for Education in Journalism and Mass Communication Annual Conference: August 1993

Invited speaker to address faculty and doctoral students at Northwestern's Kellogg school on topic of ethnic minority marketing: November 1993.

Invited speaker for Central Pennsylvania World Trade Association meeting: September 1993

Invited panelist at National Highway Traffic Safety Administration working group on mass media and public service messages, Dallas: September 1993.

Invited panelist to discuss advertising and minorities at the Association for Education in Journalism and Mass Communication Annual Conference: August 1993

Chairperson and participant for special topic session on the promotion and consumption of alcohol and tobacco products and implications for ethnic minority consumers at Marketing and Public Policy Conference: June 1993.

Invited panelist to discuss the influence of media on obesity in ethnic minority youth at New York Academy of Sciences Prevention and Treatment of Childhood Obesity Conference: March 1993.

Chairperson and participant for panel session on marketing and quality of life research agenda for Black consumers and co-chairperson and participant for panel session on commercialism and the quality of life at Fourth Quality of Life/Marketing Conference: November 1992.

Invited to speak at University of Houston as part of symposium on race, class, and gender: November 1992.

Invited participant at National Institute of Alcohol Abuse and Alcoholism working group on the effects of the mass media on the use and abuse of alcohol: September 1992.

Invited to speak on target marketing to minority audiences at the Pennsylvania Newspaper Publishers' Association meeting: August 1992.

Invited speaker at first biennial conference on diversity in higher education: April 1992.

Invited speaker at Carnegie Foundation conference on adolescence and the media: April 1992.

Invited panelist to discuss integration of cultural diversity material into the business curriculum at the Third Curricular Integration Conference, University Park, PA: February 1992.

Invited speaker for special session on marketing to minority audiences at the Council for Advancement and Support of Education (CASE) Annual Assembly, Montreal, Quebec: 1991.

Invited speaker for special workshop on marketing research at the Council for Advancement and Support of Education (CASE) conference on advertising, Washington, DC: 1991.

Invited panelist to discuss application of African American English to advertising strategies at Howard University's annual Speech Communication Conference, Washington, DC: November 1990.

Invited to speak as Visiting Scholar at California State University at Sacramento on controversies in advertising to minority consumers: October 1990.

Chairperson for special session on Environmental Influences on Ethnicity and Acculturation: Varying Approaches and Methodology at 1988 American Psychological Association (Division 23 - Consumer Psychology) Annual Convention, Atlanta, Georgia: August 1988.

Invited participant to restricted conference on Gender and Communication Research: April 1988.

Invited panelist at American Association of Blacks in Energy workshop on the impact of energy development on minorities: 1980.

Other Research-Related Activities

Associate Editor, Journal of Public Policy & Marketing (2012-present)

Member of Editorial Board of Journal of Public Policy & Marketing, Journal of Macromarketing, and Journal of Ethnic Marketing.

Reviewer for Journal of Advertising, The Review of Black Political Economy, Journal of Public Policy and Marketing, Journal of Business Marketing, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Journal of Consumer Affairs, Journal of Macromarketing.

Reviewer for AMA Summer and Winter Educators' Conferences, Marketing and Public Policy Conference, and Quality-of-Life/Marketing Conference, and Track Co-Chair for Quality-of-Life/Marketing Conferences (1992 and 1995).

Interviewed on numerous occasions by general interest media on issues related to research, including national television appearances on CBS This Morning, CBS NightWatch, ABC News, CNN World Today, B.E.T Our Voices, and interviews with Associated Press, New York Times, USA Today, Philadelphia Inquirer, San Francisco Chronicle, Altoona Mirror, Baltimore Sun, Harrisburg Patriot, Asbury Park Press, Gentlemen's Quarterly, Newhouse News Service.

Interviewed on numerous occasions by trade and industry press on issues related to research, including Wall Street Journal, Ad Week, Marketing Week, Marketing News, Folio, and Black Issues in Higher Education.

Interviewed on numerous occasions by radio and television stations on issues related to research, including WDAS Phila., WPSU Univ. Park, KSDO San Diego, KDKA Pittsburgh, National Black Radio, KATZ St. Louis, KQV Pittsburgh, WPVI TV Phila., WMAJ State College, WRSC State College, WHAT Phila., WXYT Detroit, and KYW TV Phila.

Other Teaching-Related Activities

Visiting Professor Summer Appointment to teach intensive two-week course on Advertising's Influence on Society, Shanghai University, Shanghai, China (Summer 2013).

Faculty presenter on "Understanding Diversity in the Classroom," Teaching Seminar for RBS Ph.D. Students, (2011-present) and for Rutgers University-Newark faculty (2014).

Visiting Summer Appointment to teach intensive two-week course in International Marketing, National University of Singapore (Summer 1999 and Summer 2000).

Research Faculty Team- Food and Agricultural Sciences National Needs Graduate Fellowships Program in Forests Products Marketing (a \$162,000 U.S.D.A. grant to promote graduate study in

forest resource marketing in an inter-university program in conjunction with Virginia Tech), 1994-1999.

Instructor at University of West Indies as part of the Penn State/University of West Indies/U.S. AID project to improve management education in the West Indies (Summer 1990 to 1994).

Team leader in adapting Marketing Department courses to include cultural diversity perspectives.

Team Leader in developing multi-media format for College's revised undergraduate curriculum.

Director of the Summer Undergraduate Research Initiative program to promote more Minority students to pursue graduate business study among minority students, including teaching a special course on research methodology focusing on ethnic minority issues (Summer 1993 and Summer 1994).

Faculty presenter in Executive Education programs at Penn State University.

Other Service-Related Activities

Co-Chair of Chancellor's Commission on Diversity and Transformation.

Member of Rutgers University-Newark Steering Committee for the Newark Fairmount Promise Neighborhood/Nestle First 1,000 Days Nutrition Education Program (2014).

Member of Leveraging Rutgers University-Newark Strategic Planning Diversity Study Group.

Facilitator for Charrette group discussions, Rutgers University-Newark Strategic Planning process.

Search Committees: Dean for Rutgers Business School-Newark and New Brunswick (2014), Executive Director of The Center for Urban Entrepreneurship & Economic Development (Chair) (2013-2014), Chancellor for Rutgers University-Newark (2013).

Member of Rutgers Strategic Planning Committee focused on "Improving the Health and Wellness of Individuals and Populations," Fall 2013.

Invited member of the Scientific Advisory Committee of the Tobacco Center of Regulatory Science of Youth and Young Adults, University of Texas at Austin, 2013.

Invited member of International Review Panel (IRP) for the Centre of Social Media Innovations for Communities (COSMIC), a co-operative venture between the National University of

Singapore (NUS), Nanyang Technological University (NTU) in Singapore, and the Indian Institute of Technology, Bombay (IITB), August 2013.

Chair, Dean's Task Force on the Development of Rutgers Business School-Newark and New Brunswick's Marketing Faculty

Member, Task Force on Issues of Diversity at Rutgers-Newark

Special Issue Co-Editor for Journal of Public Policy & Marketing special issue on Marketplace Diversity and Inclusion, Spring 2013.

Conference Co-Chair for 2012 American Marketing Association Marketing and Public Policy Conference, Atlanta, GA.

Invited member of the Steering Committee for New Jersey Partnership for Healthy Kids, initiative funded by Robert Wood Johnson Foundation.

Invited member of Newark Youth Policy Board - Let's Move! Newark Council – part of Michelle Obama's White House initiative.

Invited member of the Evaluation Advisory Committee for the Smart Menu/Salud Tiene Sabor Program at Mercado La Paloma in South Los Angeles, funded by the Robert Wood Johnson Foundation's Salud America! Research Network.

Invited member of the Advisory Board of the National Policy & Legal Analysis Network (NPLAN) to Prevent Childhood Obesity.

Invited member of the Steering Committee of the Food Marketing and Youth Project at the Rudd Center for Food Policy and Obesity at Yale University.

Invited member of the Advisory Committee for Evaluating Self-Regulation of Children's Food Marketing Project.

Invited member of the national Marketing to Children Learning Community to Prevent Childhood Obesity of the National Policy & Legal Network to Prevent Childhood Obesity, launched by Public Health Law & Policy and funded by the Robert Wood Johnson Foundation, 2007.

Conference Co-Chair for 2008 Academy of Marketing Science Cultural Perspectives in Marketing Conference, New Orleans, LA.

Moderator of Meet-the-Editors session at Academy of Marketing Science Cultural Perspectives in Marketing Conference: January 6-19, 2008, New Orleans, LA.

Member of Planning Committee for the Urban Media Symposium, sponsored by the Austin Ad Federation, April 2007.

Invited presenter on topic “Improving Retention of Minority Graduate Students,” at Second Annual Lone Star Graduate Diversity Colloquium, University of Texas at Austin, March 2007.

Member of Texas Union Board of Directors.

Conference Co-Chair for 2005 American Marketing Association Marketing and Public Policy Conference, Washington, DC.

Chair of the Valuing Diversity Committee of the American Marketing Association Foundation that awards scholarships annually to members from underrepresented groups who are pursuing a PhD.

Track Chair for Global and Cross-cultural track of the 2004 AMA Summer Marketing Educators' Conference, Boston, MA, August, 2004.

Invited panel member for The PhD Project's annual Marketing Doctoral Students Association Conference (August, 1997-2005).

Member of Research Task Force for National Black MBA Association: 2001

Conducted seminars for the Philadelphia African American Chamber of Commerce on effective marketing strategies for small minority-owned businesses: February and October, 2000.

Faculty Member of Planning Committee for Doctoral Marketing Students Association Annual Conference: 1999, 2000

Invited panel member and Penn State representative for The PhD Project Conference to encourage minority students to pursue business Ph.D.'s. (December 1994, November 1996).

External Examiner for Temasek Polytechnic University of Singapore: July 2000

Member of the College Minority Recruitment and Retention Committee (Fall 1988 to 1995).

Member of Dean's Advisory Committee on Diversity Management (Fall 1991 to 1995).

Director of Summer Undergraduate Research Initiative program designed to increase the number of minority faculty candidates in the field of business administration (Summer 1993 and Summer 1994).

Member of University Image Committee which made recommendations for publications, videos, and other presentations regarding women and minorities (1990 - 1991).

Invited panel member and Penn State representative for GMAC-AACSB Minority Summer Institute to encourage minority students to pursue business Ph.D.'s. (Summer 1991 to 1993 at the University of Michigan).

Conducted advertising research study for University's Publications Office to assess effectiveness of cultural diversity campaign (Spring 1989).

Member of the National Black MBA Association evaluation panel for scholarship awards.

Editor of column which focused on issues related to ethnic minority affairs in the Society for Consumer Psychology's quarterly newsletter The Communicator (1989 – 1997).