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ACADEMIC EXPERIENCE

- 2008-present Associate Dean & Director of Undergraduate Studies, College of Business Administration, University of Missouri – St. Louis, St. Louis, MO
- 2013 Interim Dean, College of Business Administration, University of Missouri-St. Louis, St. Louis, MO
- 1998-2008: Associate Professor of Marketing, College of Business Administration, University of Missouri - St. Louis, St. Louis, MO
- 1990-1998: Assistant Professor of Marketing, College of Business Administration, University of Missouri - St. Louis, St. Louis, MO
- 1987-1990: Graduate Teaching Assistant, Marketing, School of Business and Industry, Mississippi State University, Mississippi State, MS
- 1985-1987: Mathematics Instructor, Department of Freshmen Studies, Rust College, Holly Springs, MS

EDUCATION

- 1991 D.B.A. (Marketing) - Mississippi State University
Dissertation: "External Search Effort: An Investigation across Several Professional Service Categories"
- 1980 M.B.A., University of Mississippi; Emphasis in Marketing
- 1979 B.B.A., University of Mississippi; Major in Marketing

REFEREED JOURNAL ARTICLES

Fu, Frank, Michael T. Elliott, Haim Mano, and Chris Galloway (2017), "The Role of Affective Brand Commitment on Sales Effort," **Journal of Marketing Theory and Practice**, 25(3), 257-273.

Fu, Frank Q. and Michael T. Elliott (2013), "The Moderating Effect of Perceived Product Innovativeness and Product Knowledge on New Product Adoption: An Integrated Model," **Journal of Marketing Theory and Practice**, 21(3), 259-274.

Elliott, Michael T., Frank Q. Fu, and Paul S. Speck (2012), "Information Search and Purchase Patterns in a Multichannel Service Industry," **Services Marketing Quarterly**, 33 (4), 292-310.

Elliott, Michael T. and Frank Q. Fu (2008), "Consumer Acceptance of Technology Products: The Impact of Tactical Selling Approaches," **Marketing Management Journal**, 19(2), 48-65.

Elliott, Michael and Paul Speck (2005), "Factors Affect Attitudes toward a Retail Web Site," **Journal of Marketing Theory and Practice**, 13(1), 40-52.

Kamins, Michael, Frank Alpert, and Michael T. Elliott (2000), "The Independent and Interactive Effects of Exposure Sequence, Pioneership Awareness, and Product Trial on Consumer Evaluation of a Pioneer Brand" **Journal of Consumer Psychology**, 9(4), 223-229.

Elliott, Michael T. and Paul S. Speck (1998), "Consumer Perceptions of Advertising Clutter and its Impact Across Various Media," **Journal of Advertising Research**, 38(1), 29-41 .

Speck, Paul S. and Michael T. Elliott (1997), "Predictors of Advertising Avoidance in Print and Broadcast Media," **Journal of Advertising**, 26(3), 61-76.

Paul S. Speck and Michael T. Elliott (1997) "The Antecedents and Consequences of Perceived Advertising Clutter," **Journal of Current Issues and Research in Advertising**, 19(2), 39-54.

Paul S. Speck, Michael T. Elliott and Frank Alpert (1997), "The Relationship of Beliefs and Exposure to General Perceptions of Infomercials," **Journal of Current Issues and Research in Advertising**, 19 (1), 51-65.

Elliott, Michael T. and Pamela Lockard (1996), "An Analysis of the Information Content in Infomercial Programs," **Journal of Direct Marketing**, 10 (2), 44-55.

Elliott, Michael T. and Paul S. Speck (1995), "Antecedents and Consequences of Infomercial Viewership," **Journal of Direct Marketing**, 9 (2), 39-51.

Elliott, Michael T. (1995), "Differences in the Portrayal of Blacks: A Content Analysis of General Media Versus Culturally -Targeted Television Advertisements," **Journal of Current Issues and Research in Advertising**, 17 (1), 1-12.

Elliott, Michael T. (1994), "An Investigation of Consumer Information Search for Professional Services," **Journal of Marketing Management**, 4 (2), 8-22.

Alpert, Frank, Beth Wilson, and Michael T. Elliott (1993), "Price Signaling: Does It Ever Work?" **Journal of Consumer Marketing**, 10 (4), 4-14.

REFERRED PROCEEDINGS

Mano, Haim and Michael T. Elliott (1997), "Smart Shopping: The Origins and Consequences of Price Savings," in **Advances in Consumer Research**, Merrie Brooks and Debbie MacInnis, editors, Provo: UT:

Association for Consumer Research, pp. 504-510.

Elliott, Michael T. (1996), "Marketing Research Certificate Programs: Enhancing the MBA Curriculum" in *Midwest Marketing Association Proceedings*, E. Wayne Chandler and Ronald D. Taylor, editors, Eastern Illinois Univ: Midwest Marketing Association, 151-158. [Received Best Paper Award- Education Track]

Elliott, Michael T. and Anne E. Warfield (1992), "Do Market Mavens Categorize Brands Differently?" in *Advances in Consumer Research*, Michael Rothchild, editor, Provo: UT: Association for Consumer Research, pp. 202-208.

LeFluer, Elizabeth, Danny R. Arnold and Michael T. Elliott (1990), "Expectancy Theory as a Framework for Analyzing Channel Relationships: Similarities and Differences Between Franchised and Independent Retailers," in *Franchising: Evolution in the Midst of Change*, Robert A. Robicheaux, editor, Scottsdale, AZ: Society of Franchising, pp. 86-103.

Elliott, Michael T. (1988), "A Review and Analysis of the Retail Store Image Construct," in *Strategic Issues in a Dynamic Marketing Environment*, John H. Summey and Paul J. Hensel, editors, Carbondale, IL: Southern Marketing Association, pp. 296-300.

Elliott, Michael T. (1988), "The Impact of Unique Service Factors on the Diffusion of Service Innovations," in *Strategic Issues in a Dynamic Marketing Environment*, John H. Summey and Paul J. Hensel, editors, Carbondale, IL: Southern Marketing Association, pp. 407-410.

RESEARCH IN PROGRESS

"Cross Cultural Difference in the Adoption of Social Media with Dhoha A. AlSaleh and Frank Q. Fu (targeted to Journal of Business Research)

PAPERS PRESENTED AT SCHOLARLY MEETINGS

"Marketing Research Certificate Programs: Enhancing the MBA Curriculum" at *Midwest Marketing Association* (Chicago, Ill., March 1996)

"The Effect of Prior Exposure on Perceptions of Infomercials," *American Academy of Advertising* (Norfolk, VA 1995) and UM-St. Louis Interdisciplinary Seminar Series (Nov. 1996)

"Do Market Mavens Categorize Brands Differently?" at *Association for Consumer Research*, (Vancouver, Canada, October 1992) and UM-St. Louis Interdisciplinary Seminar Series (Sept. 1996)

"Use of Expert Systems in Strategic Pricing Decisions," *Southwestern Marketing Association Conference* (New Orleans, LA, April, 1989).

"A Review and Analysis of the Retail Store Image Construct," at *Southern Marketing Association* (Atlanta, GA, Nov. 1988).

"The Impact of Unique Service Factors on the Diffusion of Service Innovations," *Southern Marketing Association* (Atlanta, GA, Nov. 1988)

COURSES TAUGHT

Marketing Research (undergraduate and graduate), Consumer Behavior (undergraduate and graduate), Advertising (undergraduate), Promotion Management (graduate), Principles of Marketing, and Marketing Management (undergraduate and graduate)

RESEARCH HONORS, GRANTS, AND AWARDS

2007 – 2009 Received \$71, 000 as principle investigator (with Doug L. Smith and Deborah Balser) in marketing thrust of collaborative study with Casey Communication and EBEW/NECA Electrical Connection. The research was entitled “Integrating Employee Relations and Marketing Research of Electrical Services to Promote Regional Business Development.

2006 – Member of Gamma Beta Sigma (honorary)

1996- Received “Best Paper Award” for manuscript entitled “Marketing Research Certificate Programs: Enhancing the MBA Curriculum at the Midwest Marketing Association Conference

1995- Yellow Pages Publishing Association, Troy, MI- received \$3000 to conduct study on how advertising clutter affects consumer attitudes and usage of the yellow pages medium.

1995 - American Telemarketing Association, Boston, MA - received \$3,000 during Fall semester 1995 to investigate consumers perception of inbound and outbound telecommunications and the role communication processes play in shaping these perceptions

1990 – Member of Alpha Mu Alpha (honorary)

1987-1990 – Received fellowship for doctoral study from United Negro College Fund.

CAMPUS SERVICE ACTIVITIES

UMSL Strategic Planning Committee 2013

USML Marketing Council, Member: 2011- present

UMSL Safety Committee, Chair: 2011- 2012

College of Business Administration Strategic Planning Committee: 2010

College of Business Administration Dean’s Advisory Board: 2008 – present

Undergraduate Studies Committee, Ex-Officio member: 2008- present

Chair, University Advancement Campus Review: 2010

UMSL Marketing Advisory Committee: 2005-2009
Search Committee Member for A&S Dean (2008), Director of KMUW (2008), and Chief Marketing Office (2010).
UM Leadership Development Program: 2009

COMMUNITY SERVICE

1st Financial Federal Credit Union, Wentzville, MO, Board member: 2011- 2012
St. Louis Transitional Hope House, St. Louis, MO, Board member: 2009- present

REFEREEING

Editorial Board *Psychology and Marketing* 1995-Present
 Journal of Advancement in Marketing Education 2002- Present

Reviewer *Journal of Advertising* (ad hoc since 1998)
 Journal of Marketing Theory and Practice

CONSULTING

2012-13 – Advisor for Midwest Higher Education Compact, Minneapolis, MN. Consulted and assisted in preparing a report on “Tuning the Marketing Discipline: A Multi-State Initiative,” in which a group of marketing academicians from Illinois, Indiana, and Missouri assessed the marketing job market and developed competencies and learning outcomes for marketing graduates.

2006- Present – Consultant for Survey Institute, Inc., Wentzville, MO. Analyzed employee/consumer survey data, create survey instruments, and conduct focus group sessions for major retail and service firms.

2007-2009 – Consultant for AAA Missouri, St. Louis, MO. Investigated consumer attitudes and behavior related to online insurance buying.

2007-2009 – Consultant for IBEW/NECA, St. Louis, MO. Assessed consumer behavior decision processes of electrical contractor customers. Studied marketing practices of NECA members.

1998 – Served as consultant for the law firm of Peper, Martin, Jensen, Maichel and Hetlage (St. Louis, MO). Conducted consumer survey to determine potential infringement of trademark.

1991 - Consultant for Public Policy Research Center, UM-St. Louis (St. Louis, MO). Assisted in the selection and analysis of geographic area predictors to assist the Voluntary Inter-district Coordinating Council (St. Louis, MO). The survey results were used to improve the recruitment of students into the St. Louis city magnet school program.

REFERENCES AVAILABLE UPON REQUEST