

DANIEL JAMES HOWARD

VITA

BIOGRAPHICAL INFORMATION

Address: Home: 8060 Forest Trail
Dallas, Texas 75238
(214) 707-9907

Work: Edwin L. Cox School of Business
Faculty of Marketing
Southern Methodist University
Dallas, Texas 75275
(214) 768-2469

Birthdate: December 14, 1952

Marital Status: Married with three children

EDUCATION

Ph.D. OHIO STATE UNIVERSITY (1986)
Major: Marketing
Minor: Consumer Behavior
Dissertation: Question Effects on Information Processing in Advertising
(Robert E. Burnkrant, Chairman)

M.A. OHIO STATE UNIVERSITY (1985)
Major: Marketing

M.S.S.A. CASE WESTERN RESERVE UNIVERSITY (1979)
Major: Health/Mental Health
Area: Planning and Development

B.A. OHIO WESLEYAN UNIVERSITY (1974)
Major: Psychology

UNIVERSITY POSITIONS

Professor, Edwin L. Cox School of Business, Faculty of Marketing, September 1996 to present.

Associate Professor, Edwin L. Cox School of Business, Faculty of Marketing, September 1991 to September 1996.

Assistant Professor, Edwin L. Cox School of Business, Faculty of Marketing, September 1985 to September 1991.

Research and Teaching Assistant, College of Administrative Science, Ohio State University, September 1981 to June 1985.

VISITING PROFESSOR

Franklin University, Lugano Switzerland, August 2016 to December 2016.

Trinity College Dublin, Dublin Ireland, January 2017 to May, 2017.

JOURNAL PUBLICATIONS

Howard, Daniel J. (2019), "A Dual Process Theory Explanation for Door-in-the-Face Effectiveness", Basic and Applied Social Psychology, 42, 1, 1-14.

Howard, Daniel J. and Roger A. Kerin (2014), "Individual Differences in the Name Similarity Effect: The Role of Self-Monitoring", Journal of Individual Differences, 35, 2, 111-118.

Howard, Daniel J. and Roger A. Kerin (2013), "A Surname Brand Effect Explanation for Consumer Brand Preference and Advocacy", Journal of Product and Brand Management, 22, 5/6, 362-370.

Howard, Daniel J. (2012), "Social Influence and Consumer Behavior", Social Influence, 7, 3, 131-133.

Howard, Daniel J. and Roger A. Kerin (2011), "Changing Your Mind About Seeing a Brand That You Never Saw", Psychology and Marketing, 28, 2, 168-187.

Howard, Daniel J. and Roger A. Kerin (2011), "The Effects of Name Similarity on Message Processing and Persuasion", Journal of Experimental Social Psychology, 47, 1, 63-71.

Howard, Daniel J., Suzanne B. Shu, and Roger A. Kerin (2007), "Reference Price and Scarcity Appeals and the Use of Multiple Influence Strategies in Retail Newspaper Advertising", Social Influence, 2, 1, 18-28.

Howard, Daniel J. and Roger Kerin (2006), "Broadening the Scope of Reference Price Advertising Research: A Field Study of Consumer Shopping Involvement", Journal of Marketing, 69 (October), 185-203.

Howard, Daniel J. and Roger Kerin (2004), "The Effects of Personalized Product Recommendations on Advertisement Response Rates: The 'Try This. It Works!' Technique", Journal of Consumer Psychology, 14, 271-279.

Howard, Daniel J. and Charles E. Gengler (2001), "Emotional Contagion Effects on Product Attitudes", Journal of Consumer Research, 28, 189-201.

- Howard, Daniel J., Roger A. Kerin, and Charles E. Gengler (2000), "The Effects of Brand Name Similarity on Brand Source Confusion: Implications for Trademark Infringement", Journal of Public Policy and Marketing, 19, 250-264.
- Howard, Daniel J., Thomas E. Barry, and Charles E. Gengler (1998), "Distance Evaluation Effects in Advertising," Journal of Business and Psychology, 13, 85-100.
- Howard, Daniel J. (1997), "Familiar Phrases as Peripheral Persuasion Cues," Journal of Experimental Social Psychology, 33, 231-243.
- Howard, Daniel J., Charles E. Gengler, and Ambuj Jain (1997), "The Name Remembrance Effect: A Test of Alternative Explanations," Journal of Social Behavior and Personality, 12, 801-810.
- Kerin, Roger A., Gurumurthy Kalyanaram and Daniel J. Howard (1996), "Product Hierarchy and Brand Strategy Influences On The Order of Entry Effect For Consumer Package Goods," Journal of Product Innovation Management, 13, 21-34.
- Reynolds, Thomas J., Charles Gengler and Daniel J. Howard (1995), "A Means-End Analysis of Brand Persuasion Through Advertising," International Journal of Research in Marketing, 12, 257-266.
- Howard, Daniel J., Charles Gengler and Ambuj Jain (1995), "What's In a Name? A Complimentary Means of Persuasion," Journal of Consumer Research, 22, 200-211.
- Howard, Daniel J. and Charles Gengler (1995), "Motivating Compliance With A Request By Remembering Someone's Name," Psychological Reports, 77, 123-129.
- Gengler, Charles, Daniel J. Howard and Kyle Zolner (1995), "A Personal Construct Analysis of Adaptive Selling and Sales Experience," Psychology and Marketing, 12, 287-304.
- Howard, Daniel J. (1995), "Chaining the Use of Influence Strategies for Producing Compliance Behavior," Journal of Social Behavior and Personality, 10, 169-185.
- Howard, Daniel J. and Roger A. Kerin (1994), "Question Effects on Question Generation and the Mediation of Attitude Change," Psychological Reports, 75, 209-210.
- Howard, Daniel J. and Thomas E. Barry (1994), "The Role of Thematic Congruence Between a Mood-Inducing Event and an Advertised Product in Determining the Effects of Mood on Brand Attitudes," Journal of Consumer Psychology, 3, 1-27.
- Howard, Daniel J. (1992), "Gift Wrapping Effects on Product Attitudes: A Mood-Biasing Explanation," Journal of Consumer Psychology, 1, 197-223.
- Kerin, Roger A., Ambuj Jain and Daniel J. Howard (1992), "Store Shopping Experience and Consumer Price-Quality-Value Perceptions," Journal of Retailing, 68, 376-397.

- Sawyer, Alan G. and Daniel J. Howard (1991), "Effects of Omitting Conclusions in Advertisements to Low and Moderately Involved Audiences," Journal of Marketing Research, 28, 467-474.
- DeSarbo, Wayne S., Daniel J. Howard and Kamel Jedidi (1991), "MULTICLUS: A New Methodology for Simultaneously Performing Multidimensional Scaling and Cluster Analysis," Psychometrika, 56, 121-136.
- Howard, Daniel J. (1991), "The Positioning of Rhetorical and Non-Rhetorical Questions and the Use of Self-Referencing in Print Advertising," Journal of Business and Psychology, 5, 397-410.
- Howard, Daniel J. and Thomas E. Barry (1990) "The Evaluative Consequences of Experiencing Unexpected Favorable Events," Journal of Marketing Research, 27, 51-60.
- Howard, Daniel J. (1990) "Rhetorical Question Effects on Message Processing and Persuasion: The Role of Information Availability and the Elicitation of Judgment," Journal of Experimental Social Psychology, 26, 217-239.
- Howard, Daniel J. (1990) "The Influence of Verbal Responses to Common Greetings on Compliance Behavior: The Foot-in-the-Mouth Effect," Journal of Applied Social Psychology, 20, 1185-1196.
- Howard, Daniel J. and Robert E. Burnkrant (1990), "Question Effects on Information Processing in Advertising," Psychology and Marketing, 7, 27-46.
- Barry, Thomas E. and Daniel J. Howard (1990), "A Review and Critique of the Hierarchy of Effects in Advertising," International Journal of Advertising, 9, 121-135. Reprinted in M. FitzGerald and D. Arnott (eds), Marketing Communication Classics, London: Business Press, 2000, 99-111.
- Howard, Daniel J. (1988), "The Prevalence of Question Use and Question Strategies in Print Advertising," Journal of Current Issues and Research in Advertising, 11, 89-112.
- Howard, Daniel J. and Thomas E. Barry (1988), "The Prevalence of Question Use in Print Advertising: Headline Strategies," Journal of Advertising Research, 28, 18-25.
- Howard, Daniel J. and Alan G. Sawyer (1988), "Recall, Recognition and the Dimensionality of Memory for Print Advertisements: A Reappraisal," Marketing Science, 7, 94-98.
- Levy, Michael and Daniel J. Howard (1988), "An Experimental Approach to Planning the Duration and Size of Markdowns," International Journal of Retailing, 3, 48-58.
- Burnkrant, Robert E. and Daniel J. Howard (1984), "Effects of the Use of Introductory Rhetorical Questions Versus Statements on Information Processing," Journal of Personality and Social Psychology, 47, 1218-1230.

Howard, Daniel J. (1984), "Drug Related Deaths in a Major Metropolitan Area: A Sixteen Year Review," Journal of Applied Social Sciences, 8, 235-248.

Brooks, Charles H. and Daniel J. Howard (1983), "The Response of Special Education Students to an Activity-Centered Health Curriculum," Journal of School Health, 53, 527-530.

Brooks, Charles H. and Daniel J. Howard (1982), "Evaluation of an Activity Centered Health Curriculum: Assessment of Cognitive Knowledge," Journal of School Health, 52, 549-552.

Brooks, Charles H., Margaret Kirkpatrick and Daniel J. Howard (1981), "Evaluation of an Activity Centered Health Curriculum Using the Health Belief Model," Journal of School Health, 51, 565-569.

Howard, Daniel J. (1979), "Log Linear Models for the Analysis of Cross-Tabulated Data", Evaluation Loop, Fall, 1-6.

BOOKS AND BOOK CHAPTERS

Daniel J. Howard, Amna Kirmani and Priyali Rajagopal (Eds.) (2013), *Social Influence and Consumer Behavior*, New York: Psychology Press.

Daniel J. Howard (Ed.) (2016). *The Psychology of Consumer and Social Influence: Theory and Research*, New York: Nova Publications

Daniel J. Howard (2016). "The Vulgar Euphemism Scale: Entitled Incivility in Social Relations". In D.J. Howard (Ed.), *The Psychology of Consumer and Social Influence: Theory and Research*. New York: Nova Publications, pp. 175-214.

CONFERENCE

"Interdisciplinary Perspectives on Social Influence" (Warsaw, Poland; March 8-10, 2018)
Keynote Address: Daniel J. Howard, "Business and Legal Perspectives on Social Influence Processes and Outcomes", March 9, 2018.

UNIVERSITY TEACHING

Principles of Marketing (undergraduate)
Consumer Behavior (undergraduate and graduate)
Marketing Communications Management (graduate and undergraduate)
Marketing Research (undergraduate)
Marketing Planning (graduate)
Retailing (undergraduate)

HONORS, AWARDS AND DISTINCTIONS

Stella Porter Russell Teaching Fellowship 2017-2019
 Fisher Faculty Fellowship 2014-2015
 Ernst and Young Endowed Teaching and Research Fellowship 2013-2014
 Frank and Susan Dunlevy Faculty Fellowship 2012-2013
 Marilyn and Leo F. Corrigan Research Professor 2011-2012
 Distinguished BBA Teaching Award, 2009-2010
 Outstanding MBA Teaching Award, 2008-2009.
 Vaughn Family Research Endowment 1998-1999
 Marilyn and Leo F. Corrigan Research Professor, 1991-1997
 Best Article (runner-up), Journal of Retailing, 1992
 Outstanding Graduate Marketing Faculty, A Business Week Guide: The Best B-Schools, 1993
 Research Excellence Award, Cox School of Business, Southern Methodist University, 1990
 Outstanding Professor on Campus, Southern Methodist University Rotunda Award, 1987
 Distinguished BBA Teaching Award, 1985-1986
 American Marketing Association Doctoral Consortium Fellow, 1984

PROFESSIONAL ACTIVITIES

Associate Editor, Social Influence, 2008-present
 Guest Editor, Social Influence: Special Issue on Consumer Behavior, 2012
 Editorial Board Member, Journal of Advertising, 1991-present.
 Editorial Board Member, Social Influence, 2005-2007.
 Occasional Reviewer: Journal of Marketing Research, Journal of Consumer Research,
Journal of Marketing, Journal of Consumer Psychology (since 1987)

PROFESSIONAL AFFILIATIONS

American Marketing Association
 American Psychological Association
 Association for Consumer Research
 Society for Personality and Social Psychology
 American Academy of Advertising
 Society for Consumer Psychology (APA Division 23)

SELECTED UNIVERSITY/SCHOOL SERVICE

Chairman, Department of Marketing, 1993-2008
 Faculty President, Edwin L. Cox School of Business, 1991-1997
 Director, Center For Marketing Management Studies, 1991-1993, 2001-2008
 Senator, SMU Faculty Senate, 1991-1992, 2001-2005.
 Executive Committee, SMU Faculty Senate, 2004-2005.
 Chairman, SMU Health Education Task Force, 1990-1997
 Chairman, Bachelor in Business Administration Policy Committee, 1992-1993
 Faculty Advisor, SMU Marketing Association, 1986-1991

OTHER WORK EXPERIENCE

Director of Research, Cuyahoga County Drug Abuse Services Board, Cleveland, Ohio, May 1979 to September 1981

Project Associate/Data Manager Health Education Curriculum Project, Department of Epidemiology and Community Health, School of Medicine, Case Western Reserve University, Cleveland, Ohio, December 1978 to September 1981

Research Assistant, Federation for Community Planning, Cleveland, Ohio, June 1978 to May 1979

Grant Writer, West Side Community Mental Health Center, Cleveland, Ohio, May 1977 to June 1978