

ROBERT L. HARRISON III

Professor of Marketing
Western Michigan University
Haworth College of Business

CONTACT INFORMATION

OFFICE ADDRESS

Marketing Department
3169 Schneider Hall
Western Michigan University
Kalamazoo, MI 49009-5430
(269) 387-5261
(269) 387-5710 FAX
robert.harrison@wmich.edu

EDUCATION

PhD.	School:	University of Nebraska–Lincoln
	Date:	2009
	Major Field:	Marketing
M.B.A.	School:	Western Michigan University
	Date:	2004
	Major Field:	Marketing and Computer Information Systems
B.A.	School:	Western Michigan University
	Date:	2002
	Major Field:	Journalism

RESEARCH INTERESTS: Consumer Culture Theory, Gender and Family Consumer Behavior, Qualitative and Mixed Methodologies, and Public Policy and Ethical Marketing Issues.

REFEREED JOURNALS AND BOOK CHAPTERS

- Harrison, Robert L., Timothy Reilly, and John W. Creswell, (forthcoming)
“Methodological Rigor in Mixed Methods Management Research,” *Journal of Mixed Method Research*. **Impact factor: 3.524**
- Laurel Steinfield, Minita Sanghvi, Linda Tuncay Zayer, Catherine Coleman, Nacima Ourahmoune, Robert L. Harrison, Wendy Hein, and Jan Brace-Govan (2019),
“Transformative Intersectionality: Moving Business Towards a Critical Praxis,”
Journal of Business Research, July, 100, 366-375. **(ABDC Ranking: A) Impact Factor: 3.354 [A1]**
- Drenten, Jenna, Robert L. Harrison, and Nicholas Pendarvis (2019), “Gender and Gaming: Current Research and Future Direction,” *Handbook of Research on Gender and Marketing*, Ed. Susan Dobscha, Elgar Publishing, London 28-44.
- Thomas, Kevin, Samantha Cross, and Robert L. Harrison (2018), “Race and Ethnicity,” in *Consumer Culture Theory*, Eds. Eric J. Arnould and Craig J. Thompson. Sage Publication.
- Harrison, Robert L., Kevin D. Thomas, and Samantha Cross (2017), “Restricted Visions of Multiracial Identity in Advertising,” *Journal of Advertising*, 46, 4, 503 – 520. **(ABDC Ranking: A) [A1]**
- Cross, Samantha, Robert L. Harrison and Mary Gilly (2017), “The Role of Advertising in the Evolution of Thanksgiving,” *Journal of Macromarketing*, 37, 4, 460 – 478. **(ABDC Ranking: A) [A1]**
- Jessica Mikeska, Robert L. Harrison, and Leslie Carlson (2017), “A Meta-Analysis of Parental Style and Consumer Socialization of Children,” *Journal of Consumer Psychology*, 27, 2, 245 – 356. **(ABDC Ranking: A) [A1]**
- Jessica Mikeska, Robert L. Harrison, Leslie Carlson, and Chris Coryn (2017), “The Influence of Parental and Communication Style on Consumer Socialization: A Meta-Analysis,” *Journal of Advertising Research*, 54, (3), 319 – 334. **(ABDC Ranking: A) [A1]**
- Harrison, Robert L., Jenna Drenten and Nicholas Pendarvis (2016), “Gamer Girls: Navigating a Subculture of Gender Inequality,” *Research in Consumer Behavior*, Vol. 18, Eds. Russell W. Belk, Diego Rinallo, and Nil Ozcaglar-Toulouse. JAI Press: Stamford, CT, 47 – 64. **(ABDC Ranking: C) [A1]**
- Orbe, Mark, Robert L. Harrison, Lydia D. Kauffman, and Vanessa R. Laurent (2015), “Evolutions of Cultural Contractual Understanding: Exploring Multicultural Women's Communicative Experiences,” *Howard Journal of Communications*, 26 (4), 422 – 443. **[A1]**

- Harrison, Robert L., Kevin D. Thomas, and Samantha Cross (2015), “Negotiating Cultural Ambiguity: The Role of Markets and Consumption in Multiracial Identity Development,” *Consumption, Markets, and Culture*, 18, 4, 301 – 332. **(ABDC Ranking: B) Impact Factor: 1.585 [A1]**
- Harrison, Robert L. and Kevin D. Thomas (2013), “Negotiating Cultural Ambiguity: A Phenomenological Study of Multiracial Identity and Consumption,” *Research in Consumer Behavior*, Vol. 15, Eds. Russell W. Belk, Linda L. Price and Lisa N. Penaloza, JAI Press: Stamford, CT, 41 – 56. **(ABDC Ranking: C) [A1]**
- Harrison, Robert L. (2013), “Using Mixed Methods Designs in the Journal of Business Research, 1990-2010,” *Journal of Business Research*, 66, 11, 2153 – 2162. **(Lead Article) (ABDC Ranking: A) Impact Factor: 3.354 [A1]**
- Williams, Jerome D., David Crockett, Robert L. Harrison, and Kevin D. Thomas (2012), “Targeted Commercial Marketing as a Cultural Influence on Health Disparities,” *Preventive Medicine*, 55, 382 – 386. **Impact Factor of 3.496**
- Harrison, Robert L., James W. Gentry, and Suraj Commuri (2012), “Gender Role Transition to Involved Parenting: The Role of Household Production and Consumption in the Lives of Single Fathers” in Cele Otnes and Linda Tuncay (Eds.), *Gender, Culture, and Consumer Behavior*, Psychology Press, 335 – 365.
- Blackford, Ben, James W. Gentry, Robert L. Harrison, and Les Carlson (2011), “The Prevalence and Influence of the Combination of Humor and Violence in Super Bowl Commercials,” *Journal of Advertising*, 40, 4, 127 – 138. **(ABDC Ranking: A)**
(Finalist for Best Paper in *Journal of Advertising* in 2011)
- Reprinted in *Journal of Advertising* (2016) Virtual Special Issue on Humor in Advertising as one of ten most important articles in this area. <http://explore.tandfonline.com/content/bes/ujoa-si-humor>
 - Reprinted in *Current Controversies: Violence in the Media*, Ed. Paul Connors, Greenhaven Press (2014).
 - Reprinted in *Advertising and Violence: Concepts and Perspectives* by Rifon, Ryone, and Carlson, M.E. Sharpe (2014).
- Harrison, Robert L., Ann Veeck, and James W. Gentry (2011), “A Life Course Perspective of Family Meals via the Life Grid Method,” *Journal of Historical Research in Marketing*, 3, 2, 214 – 233. **(ABDC Ranking: C)**
- Harrison, Robert L. and Timothy M. Reilly (2011), “Mixed Method Research Designs in Marketing,” *Qualitative Market Research: An International Journal*, 14, 1, 7 – 26. **(Lead Article) (ABDC Ranking: B)**
Recognized as one of the most downloaded articles (2013)
Cited 100 times on Google Scholar (2016)

Carlson, Les, and Robert L. Harrison (2010), "Family Public Policy in the United States," *Journal of Macromarketing*, 30, 4, 320 – 330. **(ABDC Ranking: A)**

Gentry, James W. and Robert L. Harrison (2010), "Is Advertising a Barrier to Gender Role Change?" *Marketing Theory*, 10, 1, 74 – 96. **(ABDC Ranking: A) Impact Factor: 2.567**

NON-REFEREED PUBLICATIONS

Epp, Amber M., James W. Gentry, Robert L. Harrison, and Stacey Menzel Baker (2011), "Family," in Dale Southerton (Ed.), *Encyclopedia of Consumer Culture*, CQ Press, 3: 1232.

Wooten, David B., Robert L. Harrison, and Natalie Mitchell (2011), "Benign Envy: Is there a Dark Side of Light Green?" *Academy of Marketing Science Review*, 1 (3/4), 137 – 139. **(Invited Commentary) (ABDC Ranking: B)**

CONFERENCE PROCEEDINGS AND ABSTRACTS

Harrison, Robert, Doug Lepisto, David Wooten (2019), "Useful Chaos: Illuminating the Hidden Benefits of Black Friday to Retailers," presented at the *Academy of Management Conference*, in Boston, MA.

Drenten, Jenna, Robert Harrison, and Nick Pendarvis (2018), "Game On! Coping with Gender-based Micro Aggressions" presented at the *ACR Conference on Gender, Marketing and Consumer Research*, Dallas, TX. **[A2]**

Harrison, Robert, Benjamin Blackford, Leslie Carlson, and James Gentry (2017), "Sexual Humor in Advertising," presented at the *Consumer Culture Theory Conference*, in Anaheim, CA. **[A2]**

Harrison, Robert (Panel Member) (2017), "Mapping out a Transformative Consumer Research Agenda for Gender & Intersectionalities" *Transformative Consumer Research Conference*, Cornell University, NY. **[A2], [A3]**

Cross, Samantha, Robert Harrison, and Kevin Thomas (2016), "The Multiracial Body in the Multicultural Marketplace," presented at the Presented at the *Academy of Marketing Science World Marketing Congress Conference*, Paris, France, proceedings forthcoming. **[A2]**

Harrison, Robert, Kevin Thomas, and Samantha Cross (2016), "Visual Representations of Multiracial Women," presented at the *Association of Consumer Research Conference on Gender, Marketing, and Consumer Behavior* in Paris, France, proceedings forthcoming. **[A2], [A3]**

- Harrison, Robert L., Jenna Drenten, and Nicholas Pendarvis (2016), "Gamer Girls: Navigating a Subculture of Gender Inequality," presented at the *Consumer Culture Theory Conference*, in Lille, France, proceedings forthcoming. [A2], [A3]
- Boards, A., Orbe, Mark, and Harrison, Robert (2016), "The Difference that College can Make: An Analysis of Biracial Female Student Identity Negotiation," to be presented at the annual meeting of the *Organization for the Study of Communication, Language and Gender*, Oak Park, IL. [A2]
- Harrison, Robert L., Kevin D. Thomas, and Samantha Cross (2015), "Problem or Opportunity: Marketplace Access and Legitimacy for the Multiracial Consumer," presented at the *Association of Consumer Research Conference*, New Orleans, LA, proceedings forthcoming. [A2], [A3]
- James W. Gentry, Ann Veeck, Hongyan Yu, Himadri Roy Chadhuri, Aditya Gupta, Robert L. Harrison, Xin Zhao (2015), "Historicizing our Understanding of Subsistence," presented at the *Macromarketing Conference*, Chicago, IL, proceedings forthcoming. [A2], [A3]
- Harrison, Robert L., Kevin D. Thomas, and Samantha Cross (2015), "Walking Through the World Differently: Multi-racial Identity Development, Socialization and Marketplace Experience," to be presented at the *Marketing & Public Policy Conference*, Washington D.C., proceedings forthcoming. [A2]
- Samantha Cross, Mary C. Gilly, and Robert Harrison (2015), "The Role of Advertising in the Evolution of Thanksgiving," to be presented at the *American Academy of Advertising Conference*, Chicago, IL, proceedings forthcoming. [A2], [A3]
- Abigail Nappier, Robert Harrison, and Ann Veeck (2015), "Unpacking 'Gay Vague' Advertising: The Case of Lesbian Chic," to be presented at the *American Academy of Advertising Conference*, Chicago, IL, proceedings forthcoming. [A2]
- Harrison, Robert L., Kevin D. Thomas, and Samantha Cross (2015), "Consuming Ambiguity: Multiracial Identity Development and the Marketplace," presented at the *Winter American Marketing Association Conference*, San Antonio, TX, proceedings forthcoming. **(Best in Track Paper Award)** [A2], [A4]
- Orbe, Mark, Robert Harrison, Lydia Kauffman and Vanessa Laurent (2014), "Evolutions of Cultural Contractual Understanding: Exploring Biracial Women's Communicative Experiences," presented at the annual meeting of the *National Communication Association*, Chicago, IL, proceedings forthcoming. [A2]
- Harrison, Robert L., Kevin D. Thomas, and Lydia Kauffman (2013), "Viewing the Multiracial Self: A Cross Cultural Examination of Race in Advertising," presented at *Cross-Cultural Research Conference*, Antigua, Guatemala, proceedings forthcoming. [A2], [A3]

- Harrison, Robert L. and Kevin D. Thomas (2013), “Negotiating Cultural Ambiguity: A Phenomenological Study of Multiracial Identity and Consumption,” presented at the *Consumer Culture Theory Conference*, in Tucson, AR, proceedings forthcoming. [A2], [A3]
- Harrison, Robert L., James W. Gentry, and Suraj Commuri (2012), “Consumer Socialization in Single Father Households,” presented at the *Consumer Culture Theory Conference*, in Oxford, UK, proceedings forthcoming.
- Harrison, Robert L. and David B. Wooten (2012), “Managing Chaos: Ritual Performances and Outcomes as Creators of Retail Store Culture,” presented at the *AMA/ACRA Triennial Retail Conference*, in Seattle, WA, proceedings forthcoming.
- Cross, Samantha C., Mary Gilly, and Robert L. Harrison (2011), “The Role of Advertising in the Evolution of Thanksgiving,” presented at the *Consumer Culture Theory Conference*, in Evanston, IL, proceedings forthcoming. (**Best Poster Award**)
- Gentry, James W. and Robert L. Harrison (2011), “The Holiday Version of the Sacred and Profane,” presented at the presented at the *Macromarketing Conference*, in Williamsburg, VA, 36, 217 – 226.
- Harrison, Robert L. (2010), “Black Friday: A Dramaturgical Analysis of an Organizational Ritual,” presented at the *Consumer Culture Theory Conference*, in Madison, WI, proceedings forthcoming.
- Blackford, Ben, James W. Gentry, Robert L. Harrison, and Les Carlson (2009), “It’s All Fun and Games Until Someone Loses an Eye: How Prevalent is the Combination of Humor and Advertising in Advertising?,” presented at the *Consumer Culture and the Ethical Treatment of Children Conference* in Lansing, MI, 1, 1 – 12.
- Harrison, Robert L., Tim Reilly, and James W. Gentry (2009), “Black Friday: A Videography of an Experiential Consumption Event,” presented at the *Association of Consumer Research Conference*, in Pittsburgh, PA., 37. (**People’s Choice Best Film Award**)
- Harrison, Robert L., Tim Reilly, and James W. Gentry (2009), “Black Friday: A Videography of an Experiential Consumption Event,” presented at the *Consumer Culture Theory Conference*, in Ann Arbor, MI, proceedings forthcoming.
- Harrison, Robert L., Ann Veeck and James W. Gentry (2008), “Studying Lifetime Consumption Patterns of Elderly Consumers,” presented at the *Consumer Culture Theory Conference*, in Boston, MA, proceedings forthcoming.

Gentry, James W. and Robert L. Harrison (2008), "Marketing Forces Slowing Male Movement Towards Gender Neutral," presented at the *9th ACR Conference on Gender, Marketing and Consumer Research*, in Boston, MA, proceedings forthcoming.

Gentry, James W. and Robert L. Harrison (2008), "The Negative Role of Advertising in the Changing Gender Norms within the Family," presented at the *Macromarketing Conference*, in Clemson, SC, 33, 3 – 12.

Harrison, Robert L., Ann Veeck and James W. Gentry (2007), "A Life Course Perspective of Family Meals via the Life Grid Method," presented at the *Advances in Consumer Research Conference*, in Memphis, TN, 35, 758.

Harrison, Robert L. and James W. Gentry (2007), "The Vulnerability of Single Fathers Adjusting to Their New Parental Role," presented at the *European Advances in Consumer Research* in Milan, Italy, 8, 312 – 313.

Harrison, Robert L. and James W. Gentry (2007) "Single Fathers and Household Production and Consumption: Their Story and their Children's," presented at the *European Advances in Consumer Research* in Milan, Italy, 8, 399.

MANUSCRIPTS UNDER REVIEW

Harrison, Robert L., James W. Gentry, and Suraj Commuri, "Consumer Socialization in Single Father Families," invited 2nd revision at the *European Journal of Marketing*.

Harrison, Robert L., Douglas Lespisto, and David B. Wooten, "Useful Chaos: Illuminating the Hidden Benefits of Black Friday to Retailers," under 1st review at the *Journal of Retailing*.

WORKS-IN-PROGRESS

Harrison, Robert L., Ben Blackford, and Leslie Carlson, "Sexual Humor in Advertising," preparing for submission at the *International Journal of Advertising*.

Nappier, Abigail, Robert L. Harrison, and Ann Veeck, "Interpreting 'Gay Vague' Advertising: A Critique of Lesbian Stereotypes," preparing for submission at the *Journal of Advertising*.

Harrison, Robert L. and James W. Gentry, "A Ritual Criticism of Market Intrusion: The Attack on Thanksgiving by Black Friday Rituals," preparing for submission to *Journal of Consumer Affairs*.

RESEARCH GRANTS, CONTRACTS AND FELLOWSHIPS

WMU Instructional Research Grant – Selected to participate in a two-week fellowship as part of the Advertising Education Foundation's visiting professor program in New York. I was placed with at Havaas Worldwide and exposed to the day-to-day operations of an advertising agency and provided a forum for the exchange of ideas between academia and industry, Summer 2015. (\$1,000)

WMU Summer Research Fellowship Recipient, Summer 2013.

University of Pennsylvania contract for “Facilitating Social Change to Increase Demand for Healthy Food among African American Families” with Dr. Sonja A. Grier, Summer 2008. (\$3,500)

OTHER PRESENTATIONS

“Viewing the Multiracial Self through Advertising,” *Western Michigan University*,” Presented at Scholar Talks, February, 2016.

“Learning by shadowing: Experiencing the NYC Advertising Industry,” *Western Michigan University*, Presented at the Teaching and Learning Bash, September, 2015

“Black Friday Shopping: Understanding and Managing Extreme Consumer Behavior,” Presented to Mercantile Bank of Michigan Breakfast Speaker Series, *Western Michigan University*, October, 2014.

“Using Mixed Methods Designs in the Journal of Business Research, 1990-2010,” Presented to Doctor of Management Seminar, *Case Western Reserve*, November 2011.

“Consumer Socialization during Family Life and Gender Role Transitions: Perspectives from Children and their Single Fathers,” Presented at the University of Nebraska Research Series, *University of Nebraska-Lincoln*, October 2010.

“Black Friday: A Dramaturgical Analysis of an Organizational Ritual,” Presented to the Chicago-area Consumer Culture Consortium, *DePaul University*, January 2010.

“Black Friday: An Ethnography of an Experiential Shopping Event,” Presented to Anthropology Group Seminar, *University of Nebraska-Lincoln*, Spring 2008.

HONORS AND AWARDS

HCOB Faculty Research Award (2017)

UNL Marketing Department Graduate Teaching Award (2007-2008)

Richard H. Larson Fellowship Scholar (2005-2007)

AMA Valuing Diversity Fellowship Recipient (2007)

Thurgood Marshall Fellowship Scholar (2002-2004)

TEACHING INTERESTS:

Consumer Behavior
Principles of Marketing
Advertising and Promotion
Retailing
Personal Selling

TEACHING EXPERIENCE:

University of Nebraska-Lincoln

MKTG 341: Introduction to Marketing, 4 courses
MKTG 443: Consumer Behavior, 4 courses

Western Michigan University

MKTG 2500: Principles of Marketing, 25 courses
MKTG 4770: Consumer Behavior, 15 courses
MKTG 6130: Customer-Driven Marketing Management, 3 courses
MKTG 6770: Buyer Behavior, 1 course

SERVICE

Thesis Supervision

Committee chair, WMU Undergrad Honors Thesis – Bryan Klemett (Marketing)
Committee chair, WMU Undergrad Honors Thesis – Kathrine Crawford (Marketing)
Committee member, WMU Undergrad Honors Thesis – Venezia Jones (Marketing)
Committee member, WMU Undergrad Honors Thesis – Kraig McAllister (Marketing)
Committee member, WMU Undergrad Honors Thesis – Jessie Wilkerson (Marketing)
Committee member, WMU Undergrad Honors Thesis – Kimberly Gira (Marketing)
Committee member, WMU Master's Thesis – Karl Swartz (Geography)

College/Departmental Community Service

Panel Member, HCOB Multicultural Meet and Greet (2016, 2018)
Chair, Business College Faculty Enhancement Committee (2012-present)
Member, Business College Faculty Enhancement Committee (2011)
Chair, Department Awards and Scholarship Committee (2012-2013)
Member, HCOB Graduate Policy Council (2016-present)
Member, WMU Thurgood Marshall Fellowship Selection Committee (2013-present)
Member, Department Awards and Scholarship Committee (2009-present)
Mentor/Liaison, Upward Bound – College of Business Mentor/Instructor (Summer 2012)
Annual Guest Speaker, Alpha Mentoring Program (2013-present)
Medallion Scholars Marketing Department Representative (2010-2011)
Visiting Professor Liaison (2009-2010, 2012)
Guest Presentation Judge MKTG 4810: IMC Campaigns Mgmt (2009-2010)
Guest Presentation Judge MKTG 4900: Marketing Strategy (2009-2010)
President, Marketing Doctoral Students Association, UNL (2007-2008)

Panel Member – UNL Diversity Recruitment (2007)

Discussant – *15th Annual Nebraska Doctoral Symposium* (2006)

Academic Community Service

Ad Hoc Reviewer – *Journal of Consumer Research* 1 review

Ad Hoc Reviewer – *Journal of Marcomarketing* 3 reviews

Ad-Hoc Reviewer – *Journal of Marketing Management* 3 reviews

Ad Hoc Reviewer – *European Journal of Marketing* 6 reviews

Ad Hoc Reviewer – *Journal of Public Policy and Marketing* 2 reviews

Ad Hoc Reviewer – *Journal of the Association of Consumer Research* 1 review

Ad Hoc Reviewer – *Qualitative Market Research: An International Journal* 5 reviews

Ad Hoc Reviewer – *Journal of Historical Research in Marketing* 1 review

Ad Hoc Reviewer – *Journal of Advertising* 2 reviews

Ad Hoc Reviewer – *Journal of Consumer Behavior* 4 reviews

Ad Hoc Reviewer – *Academy of Marketing Science Review* 1 review

Ad Hoc Reviewer – *Consumption, Markets, and Culture* 2 reviews

Ad Hoc Reviewer – *Marketing and Public Policy Conference* 2 reviews

Ad Hoc Reviewer – *Academy of Marketing Science World Marketing Congress* 1 review

Ad Hoc Reviewer – *American Academy of Advertising Conference* 1 review

Ad Hoc Reviewer – *Consumer Culture Theory Conference* 4 reviews

Ad Hoc Reviewer – *Howard Journal of Communication* 1 review

Member, American Marketing Association Foundation, Valuing Diversity Scholarship Selection Committee (2012)

Member, American Marketing Association (2006-2013)

Member, Association of Consumer Research (2007-present)

Professional Affiliations

Member, Marketing Ethnic Faculty Association (2010-present)

Member, PhD Project (2006-2008)

Communication Liaison, PhD Project (2007-2008)

Member, National Association of Black Journalists (2002-2005)

In the Media

Nov. 28, 2015, interviewed by BBC Radio on "Black Friday."

Nov. 11, 2015, interviewed by BBC Radio on "Consumer frenzy and Black Friday."

Nov. 27, 2014, featured throughout the month by Grand Rapids Business Journal, MLive, WWMT 3 and WZZM 13 as an expert on Black Friday chaos.

July 28, 2014, quoted by the Toronto Star in their article "Campaign does away with the bumbling dad."

Nov. 28, 2013, quoted in Wilmington, DE Star in their article "Survive Black Friday by following these tips."

PROFESSIONAL EMPLOYMENT

Kalamazoo Gazette – Business News Reporter (2002-2005)

Independent Press Agent/Marketing Consultant (2000-2004)

Sprint – Indirect Sales Representative

(1998-2002)

REFERENCES

James W. Gentry
Maurice J. and Alice Hoffman
Professor of Marketing
College of Business Administration
University of Nebraska-Lincoln
Lincoln NE 68588-0492
(402) 472-3278
FAX : (402) 472-9777
jgentry@unl.edu

Leslie Carlson
Nathan J. Gold Professorship in Marketing
College of Business Administration
University of Nebraska-Lincoln
Lincoln, NE 68588-0492, USA
(402) 472-3156
FAX: (402) 472-9777
lcarlson3@unl.edu

David B. Wooten
Alfred L. Edwards
Associate Professor of Marketing
Ross School of Business
University of Michigan
701 Tappan St., E4609
Ann Arbor, MI 48109-1234
(734) 764-1390
dbwooten@umich.edu

Amber Epp
School of Business
Department of Marketing
Associate Professor of Marketing
University of Wisconsin-Madison
(608) 262-5599
amber.epp@wisc.edu