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PERSONAL DATA

Date of Birth: January 29, 1953
Marital Status: Married (Barbara)
Four Children: Christopher (41), Stephanie (39), Andrea and Angela (33)

EDUCATION

Ph.D., Business Administration, University of Nebraska - Lincoln, 1985.
Major: Marketing
Minor: Mass Communication/Social Psychology
M.S., Vocational Education, Kearney State College (now University of Nebraska - Kearney),
1978, Endorsements in Distributive Education and Diversified Occupations.
B.A., Business Education, Kearney State College, 1977.
B.S., Business Administration, Kearney State College, 1975, Emphasis in Marketing,
Graduated with Honors (*Cum Laude*).

ACADEMIC EXPERIENCE

Professor, Department of Marketing & International Business, Washington State University, 2019-present.
Professor and Chair, Department of Marketing & International Business, Washington State University, 2012-2019.
Professor and Chair, Department of Marketing, Washington State University, 1997-2012.
Acting Chair, Department of Management, Washington State University, 2010-2011.
Interim Director, School of Hospitality Business Management, Washington State University, 2008-2009 academic year.
Associate Professor, with tenure, Department of Marketing, Washington State University, 1991-1997.
Assistant Professor, Department of Marketing, Washington State University, 1985-1991.
Instructor, School of Business, Kearney State College, 1978-1980.

OTHER EXPERIENCE

Professor, WSU College of Business program in Valencia, Spain, Summer 2012, 2013, 2014, 2015.
Professor, WSU College of Business program in Brig, Switzerland (Cesar Ritz College), Spring 2007.
Instructor, Certificate in International Business Program, International Business Institute, Washington State University, one-week sessions, 1994-1997, 1999.
Instructor, Korean/International Advertising Professionals Program workshops, Murrow School of Communication, Washington State University, Summers, 1995-1998, 2000.

Visiting Professor, Masters in Marketing Program, Faculty of Commerce and Accountancy, Thammasat University, Bangkok, Thailand, Summer 1991.
 Visiting Professor, Faculty of Management Sciences, Prince of Songkla University, Hat Yai, Thailand, Summer 1991.
 Graduate Teaching Assistant, University of Nebraska, 1980-1985.
 Part-time Consultant, Nebraska Business Development Center, Kearney, Nebraska (throughout Nebraska), 1978-1980.
 Part-time Research Assistant, Marketing Support Group, New York (in Lincoln), 1982; Yankelovich, Skelly, and White, Boston (on University of Nebraska campus), 1980; Nelson Research Associates, Kearney, Nebraska (in towns throughout Nebraska), 1978.
 Instructor, Alternative Education Program, Kearney High School, Kearney, Nebraska, 1978-79.
 Assistant Manager, J.M. McDonald Co. (retailing firm), Fairbury, Nebraska, 1975-76.

COURSES TAUGHT

WSU, Undergraduate

Promotion Management
 Promotion Management (through WSU Extended Degree Program; video course)
 Principles of Marketing
 Principles of Marketing (through WSU Extended Degree Program; distance learning course)
 Marketing and Public Policy
 Special Topics in Marketing
 Marketing Management

WSU, Graduate

Marketing Foundations (On-line MBA Program, through WSU's Distance Degree Program)
 Promotion Management (On-line MBA Program, through WSU's Distance Degree Program)
 Seminar in Marketing (Promotion)
 Survey of Marketing
 Doctoral Seminar in Consumer Behavior (team taught)

WSU, Certificate in International Business

Computer Applications
 Marketing Mix
 Promotion Management

WSU School of Communication, Korean/International Advertising Professionals Program

Sales Promotion
 Promotion Management
 Marketing Strategy

University of Nebraska - Lincoln

Marketing Principles
 Retail Management
 Consumer Behavior
 Marketing Management
 Promotional Strategy

Kearney State College

Introduction to Business
 Personnel Management
 Administration and Organization
 Marketing Principles
 Consumer Behavior

JOURNAL PUBLICATIONS

- Weber, T. J., Darrel D. Muehling, and Ioannis Karkelas (2019), "How Unsponsored, Online User-Generated Content Impacts Consumer Attitudes and Intentions toward Vaccinations," *Journal of Marketing Communications* (forthcoming).
- Kareklas, Ioannis, Darrel D. Muehling, and Sky King (2019), "The Effect of Color and Self-View Priming in Persuasive Communications," *Journal of Business Research* (forthcoming).
- Braxton, Dominique, Darrel D. Muehling, and Jeffrey Joireman (2019), "The Effects of Processing Mode and Brand Scandals on Copycat Product Evaluations," *Journal of Marketing Communications*, 25 (3), 247-267.
- Gillespie, Brian, Darrel D. Muehling, and Ioannis Kareklas (2018), "Fitting Product Placements: Affective Fit and Cognitive Fit as Determinants of Consumer Evaluations of Placed Brands," *Journal of Business Research*, 82 (January), 90-102.
- Muehling, Darrel D., Akshaya Vijayalakshmi, and Russell N. Laczniak (2018), "The Effects of Tolerance of Negativity on Consumers' Responses to Comparative Attack Advertising," *Journal of Marketing Communications*, 24 (7), 703-719.
- Vijayalakshmi, Akshaya, Darrel D. Muehling, and Russell N. Laczniak (2015), "An Investigation of Consumers' Responses to Comparative 'Attack' Ads," *Journal of Promotion Management*, 21 (6), 760-775.
- Kareklas, Ioannis, Darrel D. Muehling, and T.J. Weber (2015), "Reexamining Health Messages in the Digital Age: A Fresh Look at Source Credibility Effects," *Journal of Advertising*, 44 (2), 88-104.
- Zhao, Guangzhi, Darrel D. Muehling, and Ioannis Kareklas (2014), "Remembering the Good Old Days: The Moderating Role of Consumer Affective State on the Effectiveness of Nostalgic Advertising," *Journal of Advertising*, 43 (3), 244-255.
- Kareklas, Ioannis, and Darrel D. Muehling (2014), "Addressing the Texting and Driving Epidemic: Mortality Salience Priming Effects on Attitudes and Behavioral Intentions," *Journal of Consumer Affairs*, 48 (2), 223-250. (Winner of "Best Article Award" in 2014.)
- Muehling, Darrel D., David E. Sprott, and Abdullah J. Sultan (2014), "Exploring the Boundaries of Nostalgic Advertising Effects: A Consideration of Childhood Brand Exposure and Attachment on Consumers' Responses to Nostalgia-Themed Advertisements," *Journal of Advertising*, 43 (1), 73-84.
- Kareklas, Ioannis, Jeffrey R. Carlson, and Darrel D. Muehling (2014), "I Eat Organic for My Benefit and Yours: Egoistic and Altruistic Considerations for Purchasing Organic Food and Their Implications for Advertising Strategists," *Journal of Advertising*, 43 (1), 18-32.
- Muehling, Darrel D., Russell N. Laczniak, and Kristine Ehrich (2013), "Consumers' Responses to Positive and Negative Comparative Advertisements: The Moderating Effect of Current Brand Usage," *Journal of Current Issues & Research in Advertising*, 34 (2), 229-246.
- Muehling, Darrel D. (2013), "The Relative Influence of Advertising-Evoked Personal and Historical Nostalgic Thoughts on Consumers' Brand Attitudes," *Journal of Marketing Communications*, 19 (2), 98-113.
- Kareklas, Ioannis, Jeffrey R. Carlson, and Darrel D. Muehling (2012), "The Role of Regulatory Focus and Self-View in 'Green' Advertising Message Framing," *Journal of Advertising*, 41

(4), 25-39.

- Gillespie, Brian, Jeff Joireman, and Darrel D. Muehling (2012), "The Moderating Effect of Ego Depletion on Viewer Brand Recognition and Brand Attitudes Following Exposure to Subtle Versus Blatant Product Placements in Television Programs," *Journal of Advertising*, 41 (2), 57-68.
- Wang, Alex and Darrel D. Muehling (2012), "The Moderating Influence of Brand Status and Source Confirmation on Third-Party Endorsement Effects in Advertising," *International Journal of Advertising*, 31 (3), 605-622.
- Muehling, Darrel D. and Vincent J. Pascal (2012), "An Involvement Explanation for Nostalgia Advertising Effects," *Journal of Promotion Management*, 18 (1), 100-118.
- Muehling, Darrel D. and Vincent J. Pascal (2011), "An Empirical Investigation of the Differential Effects of Personal, Historical, and Non-nostalgic Advertising on Consumer Responses," *Journal of Advertising*, 40 (2, Summer), 107-122.
- Wang, Alex and Darrel D. Muehling (2010), "The Effects of Audio-visual and Visual-only Cues on Consumers' Responses to Co-branded Advertising," *Journal of Marketing Communications*, 16 (5), 307-324.
- Bolls, Paul D. and Darrel D. Muehling (2007), "The Effects of Dual-task Processing on Consumers' Responses to High- and Low-Imagery Radio Advertisements," *Journal of Advertising*, 36 (4, Winter) 35-47.
- Maldonado, Rachel and Darrel D. Muehling (2006), "The Effect of Social Identity Cues Under Incidental Ad Exposure Conditions," *Journal of Promotion Management*, 12 (2), 77-91.
- Muehling, Darrel D. and David E. Sprott (2004), "The Power of Reflection: An Empirical Examination of Nostalgia Advertising Effects," *Journal of Advertising*, 33 (3, Fall), 25-35.
- Maldonado, Rachel, Patriya Tansuhaj, and Darrel D. Muehling (2003), "The Impact of Gender on Ad Processing: A Social Identity Perspective," *Academy of Marketing Science Review*, URL: <http://www.amsreview.org/articles/maldonado03-2003.pdf>.
- Bolls, Paul D., Darrel D. Muehling, and Kak Yoon (2003), "The Effects of Television Commercial Pacing on Viewers' Attention and Memory," *Journal of Marketing Communications*, 9 (1), 17-28.
- Pascal, Vincent J., David E. Sprott, and Darrel D. Muehling (2002), "The Influence of Evoked Nostalgia on Consumers' Responses to Advertising: An Exploratory Study," *Journal of Current Issues & Research in Advertising*, 24 (1), 39-49.
- Vaidyanathan, Rajiv, Praveen Aggarwal, Donald E. Stem, Jr., Darrel D. Muehling, and U.N. Umesh (2000), "Deal Evaluation and Purchase Intention: The Impact of Aspirational and Market-Based Internal Reference Prices," *Journal of Product and Brand Management*, 9 (3), 179-192.
- Yoon, Kak, Paul Bolls, and Darrel D. Muehling (1999), "The Effect of Involvement, Arousal, and Pace on Claim and Non-claim Components of Attitude Toward the Ad," *Media Psychology*, 1 (4), 331-352.
- Laczniak, Russell N., DeAnna S. Kempf, and Darrel D. Muehling (1999), "Advertising Message Involvement: The Role of Enduring and Situational Factors," *Journal of Current Issues & Research in Advertising*, 21 (1, Spring), 51-61.

- Vaidyanathan, Rajiv and Darrel D. Muehling (1999), "The Availability and Use of Internal Reference Prices in Deal Evaluations: A Conceptual Foundation," *Journal of Promotion Management*, 5 (1), 1-14.
- Muehling, Darrel D. and Richard H. Kolbe (1998), "A Comparison of Children's and Prime-Time Fine-Print Advertising Disclosure Practices," *Journal of Advertising*, 27 (3, Fall), 37-48.
- Muehling, Darrel D. and Richard H. Kolbe (1997), "Fine Print in Television Advertising: Views From the Top," *Journal of Advertising*, 26 (3, Fall), 1-15. (Referenced in "The Big Business of Small Type," by Paul Farhi, *Washington Post*, Monday, March 6, 2000, Style section, page 4).
- Kolbe, Richard H. and Darrel D. Muehling (1997), "Practitioners' Perspectives on Fine Print in Television Advertising," *Journal of Promotion Management*, 4 (2), 1-15.
- Yoon, Kak, Darrel D. Muehling, and Chong Hyuk Cho (1996), "A Comparison of Korean and American Attitudes Toward Advertising," *Journal of Marketing Communications*, 2 (4, December), 231-245.
- Muehling, Darrel D. and Russell N. Laczniak (1996), "The Effects of Fine-Print Disclaimer Type and Involvement on Brand Attitude Formation," *Journal of Marketing Communications*, 2 (2, June), 67-82.
- Yoon, Kak, Russell N. Laczniak, Darrel D. Muehling, and Bonnie Reece (1995), "A Revised Model of Advertising Processing: Extending the Dual Mediation Hypothesis," *Journal of Current Issues & Research in Advertising*, 17 (2, Fall), 53-67.
- Kolbe, Richard H. and Darrel D. Muehling (1995), "An Investigation of the Fine Print in Children's Television Advertising," *Journal of Current Issues & Research in Advertising*, 17 (2, Fall), 77-95.
- Laczniak, Russell N., Darrel D. Muehling, and Les Carlson (1995), "Mothers' Attitudes Toward 900-Number Advertising Directed at Children," *Journal of Public Policy & Marketing*, 14 (1), 108-116.
- Kolbe, Richard H. and Darrel D. Muehling (1995), "Gender Roles and Children's Television Advertising," *Journal of Current Issues & Research in Advertising*, 17 (1, Spring), 49-64.
- Laczniak, Russell N., Les Carlson, and Darrel D. Muehling (1995), "A Consumer Socialization Explanation of Parental Concern With Toy-Based Programs," *Journal of Marketing Theory & Practice*, 3 (1, Winter), 57-67.
- Carlson, Les, Russell N. Laczniak, and Darrel D. Muehling (1994), "Understanding Parental Concern About Toy-Based Programming: New Insights From Socialization Theory," *Journal of Current Issues & Research in Advertising*, 16 (2, Fall), 59-72.
- Bozman, Carl S., Darrel D. Muehling, and Kathy L. Pettit-O'Malley (1994), "The Directional Influence of Music Backgrounds in Television Advertising," *Journal of Applied Business Research*, 10 (1, Winter), 14-18.
- Muehling, Darrel D. and Michelle McCann (1993), "Attitude Toward the Ad: A Review," *Journal of Current Issues & Research in Advertising*, 15 (2, Fall), 25-58.

- Laczniak, Russell N. and Darrel D. Muehling (1993), "The Relationship Between Experimental Manipulations and Tests of Theory in an Advertising Message Involvement Context," *Journal of Advertising*, 22 (3), 59-74.
- McCann, Michelle, Donald E. Stem, Jr., and Darrel D. Muehling (1993), "Attorneys' Attitudes Toward Legal Advertising: A Longitudinal View," *Journal of Professional Services Marketing*, 8 (2), 157-176.
- Muehling, Darrel D., Russell N. Laczniak, and J. Craig Andrews (1993), "Defining, Operationalizing, and Using Involvement in Advertising Research: A Review," *Journal of Current Issues & Research in Advertising*, 15 (1, Spring), 21-57.
- Laczniak, Russell N. and Darrel D. Muehling (1993), "Toward a Better Understanding of the Role of Advertising Message Involvement in Ad Processing," *Psychology and Marketing*, 10 (4, July/August), 301-319.
- Kolbe, Richard H. and Darrel D. Muehling (1992), "A Content Analysis of the Fine Print in Television Advertising," *Journal of Current Issues & Research in Advertising*, 14 (2, Fall), 47-61.
- Muehling, Darrel D., Les Carlson, and Russell N. Laczniak (1992), "Parental Perceptions of Toy-Based Programs: An Exploratory Analysis," *Journal of Public Policy and Marketing*, 11 (1), 63-71.
- Muehling, Darrel D. and Jeffrey J. Stoltman (1992), "An Investigation of Factors Underlying Practitioners' Attitudes Toward Comparative Advertising," *International Journal of Advertising*, 11, 173-183.
- Andrews, J. Craig, Syed H. Akhter, Srinivas Durvasula, and Darrel D. Muehling (1992), "The Effects of Advertising Distinctiveness and Message Content Involvement on Cognitive and Affective Responses to Advertising," *Journal of Current Issues & Research in Advertising*, 14 (1, Spring), 45-58.
- Muehling, Darrel D. and Russell N. Laczniak (1992), "An Examination of Factors Mediating and Moderating Advertising's Effect on Brand Attitude Formation," *Journal of Current Issues & Research*, 14 (1, Spring), 23-34.
- Cutler, Bob D. and Darrel D. Muehling (1991), "Another Look at Advocacy Advertising and the Boundaries of Commercial Speech," *Journal of Advertising*, 20 (4), 49-52.
- Muehling, Darrel D., Russell N. Laczniak, and Jeffrey J. Stoltman (1991), "The Moderating Effects of Ad Message Involvement: A Reassessment," *Journal of Advertising*, 20 (2), 29-38. (Awarded "Best Article Published in the *Journal of Advertising*, 1991.")
- Muehling, Darrel D. and Carl S. Bozman (1990), "An Examination of Factors Influencing 15-Second Ad Effectiveness," *International Journal of Advertising*, 9, 331-344.
- Muehling, Darrel D., Jeffrey J. Stoltman, and Sanford Grossbart (1990), "The Impact of Comparative Advertising on Levels of Message Involvement," *Journal of Advertising*, 19 (4), 41-50. (Finalist for "Best Article Published in the *Journal of Advertising*, 1990.")
- Laczniak, Russell N. and Darrel D. Muehling (1990), "Delayed Effects of Advertising Moderated by Involvement," *Journal of Business Research*, 20 (3), 263-277.

- Foxman, Ellen R., Darrel D. Muehling, and Phil W. Berger (1990), "An Investigation of Factors Contributing to Consumer Brand Confusion," *Journal of Consumer Affairs*, 24 (1, Summer), 170-189.
- Muehling, Darrel D., Jeffrey J. Stoltman, and Sanjay Mishra (1990), "An Examination of the Cognitive Antecedents of Attitude-Toward-The-Ad," *Current Issues & Research in Advertising*, 12 (1 and 2), 95-117.
- Muehling, Darrel D., Donald E. Stem, Jr., and Peter Raven (1989), "Comparative Advertising: Views From Advertisers, Agencies, Media and Policy Makers," *Journal of Advertising Research*, 29 (5, Oct/Nov), 38-48.
- Cutler, Bob D. and Darrel D. Muehling (1989), "Advocacy Advertising and the Boundaries of Commercial Speech," *Journal of Advertising*, 18 (3), 40-50.
- Laczniak, Russell N., Darrel D. Muehling, and Sanford Grossbart (1989), "Manipulating Message Involvement in Advertising Research," *Journal of Advertising*, 18 (2), 28-38. (Finalist for "Best Article Published in the *Journal of Advertising*, 1989.")
- Muehling, Darrel D. and Russell N. Laczniak (1988), "Advertising's Immediate and Delayed Influence on Brand Attitudes: Considerations Across Message-Involvement Levels," *Journal of Advertising*, 17 (4), 23-34.
- Foxman, Ellen R., Darrel D. Muehling, and Patrick A. Moore (1988), "Disclaimer Footnotes In Ads: Discrepancies Between Purpose and Performance," *Journal of Public Policy and Marketing*, 7 127-137.
- Muehling, Darrel D. and William A. Weeks (1988), "Women's Perceptions of Personal Selling: Some Positive Results," *Journal of Personal Selling and Sales Management*, 8 (May), 11-20.
- Muehling, Darrel D. (1987), "Comparative Advertising: The Influence of Attitude-Toward-The-Ad on Brand Evaluation," *Journal of Advertising*, 16 (4), 43-49.
- Muehling, Darrel D., Joseph A. Cote, U.N. Umesh, and William A. Weeks (1987), "Marketing Researchers as Consumers: An Analysis of the Use of the Journal of Marketing," *Journal of Marketing Education*, (Fall), 39-44.
- Weeks, William A. and Darrel D. Muehling (1987), "Student Perceptions of Personal Selling," *Industrial Marketing Management*, 16, 145-151.
- Muehling, Darrel D. (1987), "An Investigation of Factors Underlying Attitude-Toward-Advertising-in-General," *Journal of Advertising*, 16 (1), 32-40.
- Grossbart, Sanford, Darrel D. Muehling, and Norman Kangun (1986), "Verbal and Visual References to Competition in Comparative Advertising," *Journal of Advertising*, 15 (1), 10-23.
- Muehling, Darrel D. and Norman Kangun (1985), "The Multi-Dimensionality of Comparative Advertising: Implications for the Federal Trade Commission," *Journal of Public Policy and Marketing*, 4, 112-128.
- Brown, James R., Robert F. Lusch, and Darrel D. Muehling (1983), "Conflict and Power-Dependence Relations in Retailer-Supplier Channels," *Journal of Retailing*, 59 (4, Winter), 53-80.

OTHER PUBLICATIONS/PRESENTATIONS

- Karabas, Ismail, T.J. Weber, Ioannis Kareklas, and Darrel D. Muehling (2017), "Suspiciously Positive: Consumer Reactions to Exceedingly Positive Reviews," accepted for publication at the American Academy of Advertising conference, Boston, MA.
- Kareklas, Ioannis, and Darrel D. Muehling (2017), *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Production, Consumption, and Promotion*, Hauppauge, NY: Nova Science Publishers, ISBN: 978-1-53610-517-9.
- Kareklas, Ioannis, Darrel D. Muehling, and Sky King (2016), "An Exploration of the Associative Properties of Colors and Self-Views in Advertising," accepted for publication at the American Academy of Advertising conference, Seattle, WA.
- Gillespie, Brian, Darrel D. Muehling, and Ioannis Kareklas (2016), "Consumer Engagement with Product Placements: Affective Fit and Narrative Fit as Determinants of Consumer Evaluations of Placed Brands," accepted for publication at the American Academy of Advertising conference, Seattle, WA.
- Braxton, Dominique, Darrel D. Muehling, and Jeff Joireman, (2015) "The Effects of Negative Information on Copycat Brand Evaluation," accepted as a Working Paper, Association for Consumer Research conference.
- Vijayalakshmi, Akshaya, Russell N. Laczniak, and Darrel D. Muehling (2015), "Measuring Consumers' Responses to Negative Advertising: The Tolerance of Negativity (TON) Scale," accepted for publication at the American Academy of Advertising conference, Chicago.
- Kareklas, Ioannis, Jeffrey R. Carlson, and Darrel D. Muehling (2015), "The Role of Regulatory Focus and Self-View in 'Green' Advertising Message Framing," in Kim Sheehan and Lucy Atkinson, eds., *Green Advertising and the Reluctant Consumer*. New York, NY: Routledge, 19-33.
- Gillespie, Brian C., and Darrel D. Muehling (2014), "Fitting Product Placements: The Role of Product Placement in Consumer Enjoyment of Media," accepted for publication in a working-paper poster session, Society for Consumer Psychology conference (Miami, FL).
- Vijayalakshmi, Akshaya, Russell N. Laczniak, and Darrel D. Muehling (2013), "Individual Differences in Negative Information Processing: Tolerance of Negativity," accepted for presentation at AMA summer educators' conference.
- Gillespie, Brian, David E. Sprott, Jeff Joireman, and Darrel Muehling (2012), "Toward the Development of an Individual Difference Scale in Product Placement," paper presented at Marketing and Public Policy conference, Atlanta, GA.
- Laczniak, Russell N., Kristine Ehrich, Darrel D. Muehling, and Akshaya Vijayalakshmi (2012), "An Investigation of the Attitude Resistance Process on Negatively Framed Comparative Ads," *Proceedings*, AMA summer educators' conference, 109-110.
- Zhao, Guangzhi, Darrel D. Muehling, Surendra Singh, and Junwu Chai (2011), "Looking into Consumers' Feelings of Their Past: The Effectiveness of Nostalgia Advertising," paper presented at the Society for Consumer Psychology conference.
- Laczniak, Russell N., Kristine Ehrich, Darrel D. Muehling, and Akshaya Vijayalakshmi (2011), "The Influence of Negatively Framed Comparative Ads on Users and Non-Users of the Comparative Referent: Attitude Resistance," *Proceedings of the American Academy of Advertising*, Steven M. Edwards, ed., 168-169.

- Sultan, Abdullah, Darrel D. Muehling, and David Sprott (2010), "The Effect of Personal Attachment and Usage on Consumers' Response to Nostalgia," *Proceedings of the Academy of Marketing Studies*, 15 (2), 1-3, paper presented at Allied Academies International Conference, Las Vegas, Nevada.
- Zhao, Guangzhi, Darrel D. Muehling, Surendra Singh, and Junwu Chai (2010), "Consumer Chronic Affect and Persuasiveness of Nostalgia Advertising Appeals," paper presented at the Association for Consumer Research conference.
- Zhao, Guangzhi, Darrel D. Muehling, Surendra Singh, and Junwu Chai (2010), "The Moderating Role of Consumer Affect on the Effectiveness of Nostalgia Advertising," the Proceedings of the AMA Summer Educators' conference.
- Kivilcim Dogerlioglu, Kristine R. Ehrich, Darrel Muehling, and Jeff Joireman (2009), "Tolerance of Negativity (TON): Development of a New Measure and Validation in Two Advertising Contexts," working paper, *Advances in Consumer Psychology, Vol. 1*, Alexander Chernev, Michal Herzstein, and Shailendra Pratap Jain, eds., p. 242.
- Kivilcim Dogerlioglu, Darrel D. Muehling and Kristine Ehrich (2008), "Under the Cover of Alcohol: The Impact of Binge Drinking and Warning Ads on Dangerous Behavioral Intentions," ACR working paper.
- Rachel Maldonado, Patriya Tansuhaj, and Darrel D. Muehling (2002), "Social Identification Effects in Incidental Processing of Advertisements by Young Adults," Working Paper Session, Association for Consumer Research Conference.
- Grossbart, Sanford, Stephanie McConnell Hughes, Cara Okleshen, Les Carlson, Russell N. Lacznik, and Darrel D. Muehling (2001), "Parents, Children, and the Internet: Socialization Perspectives," in *Marketing Theory and Applications*, Proceedings of the American Marketing Association Winter Educators' conference, Vol. 12, Ram Krishnan and Madhu Viswanathan, editors.
- Muehling, Darrel D. and Richard H. Kolbe (1999), "A Comparison of Children's and Prime-Time Fine-Print Advertising Disclosure Practices," in *Advertising to Children*, M. Carole Macklin and Les Carlson, eds., Thousand Oaks, California: Sage Publications, Inc., 143-164.
- Muehling, Darrel D. (1998), Editor, *The Proceedings of the 1998 Conference of the American Academy of Advertising*, Washington State University, Pullman, Washington.
- Lacznik, Russell N., DeAnna S. Kempf, and Darrel D. Muehling (1997), "Advertising Message Involvement: An Interaction of Situational and Enduring Factors?," *Proceedings*, M. Carole Macklin, ed., Cincinnati, Ohio: American Academy of Advertising, 157-159.
- Vaidyanathan, Rajiv and Darrel D. Muehling (1995), "Internal Reference Prices: The Effect of Product Knowledge and Price Consciousness on Consumer Deal Evaluations," paper presented at Association for Consumer Research conference.
- Muehling, Darrel D., G. Spencer Black, and Russell N. Lacznik (1995), "The Effects of Informative and Restrictive Footnotes on Brand Attitude Formation," *Proceedings*, Charles S. Madden, ed., Waco, Texas: American Academy of Advertising, 162.
- Lacznik, Russell N., Darrel D. Muehling, and Les Carlson (1994), "An Exploratory Investigation of Mothers' Attitudes Toward 900-Number Advertising Directed at Children," *Proceedings*, Karen Whitehill King, ed., Athens, Georgia: American Academy of Advertising, 58.

- McCann, Michelle, Donald E. Stem, Jr., and Darrel D. Muehling (1993), "Attorneys' Attitudes Toward Legal Advertising: A Longitudinal View," *Marketing for Attorneys and Law Firms*, William J. Winston, ed., New York: The Haworth Press, 281-301.
- Carlson, Les, Russell N. Laczniak, and Darrel D. Muehling (1993), "Parental Socialization Types and Concern About Toy-Based Programs," *Proceedings*, Esther Thorson, ed., Columbia, Missouri: American Academy of Advertising, 47.
- Laczniak, Russell N., Les Carlson, and Darrel D. Muehling (1992), "Mothers' Perceptions and Attitudes Toward Toy-Based Programs: An Empirical Investigation," *Proceedings*, Len Reid, ed., Athens, Georgia: American Academy of Advertising, 23.
- Carlson, Les, Russell N. Laczniak, and Darrel D. Muehling (1992), "Antecedents of Mothers' Perceptions of Toy-Based Programming: An Empirical Investigation," in *Enhancing Knowledge Development in Marketing*, Robert P. Leone and V. Kumar, eds., Chicago: American Marketing Association, 234.
- Muehling, Darrel D., Russell N. Laczniak, and Les Carlson (1991), "A Parental Perspective of Issues Surrounding Toy-Based Programming," in *Enhancing Knowledge Development in Marketing*, Mary Gilly, et al. eds., Chicago: American Marketing Association, 713-714.
- Bozman, Carl S., Darrel D. Muehling, and Kathy L. Pettit (1991), "The Influence of Emotive Cues in Television Advertising: An Exploratory Study," in *Proceedings*, Western Decision Sciences Institute, Steven C. Ross and Terrell G. Williams, eds., 20, 102-103.
- Laczniak, Russell N., Darrel D. Muehling, and Les Carlson (1991), "Effects of Motivation and Ability on Ad-Induced Cognitive Processing," in *Proceedings*, Rebecca Holman, ed., New York: American Academy of Advertising, 81-87.
- Stoltman, Jeffrey J., Fred Morgan, and Darrel D. Muehling (1991), "Televised Advertising Disclosures: A Review and Synthesis," in *Proceedings*, Rebecca Holman, ed., New York: American Academy of Advertising, 16-17.
- Muehling, Darrel D. and Jeffrey J. Stoltman (1990), "Factors Influencing Practitioners' Attitudes Toward Comparative Advertising," paper presented at the American Academy of Advertising Conference, Orlando, Florida.
- Muehling, Darrel D. and Russell N. Laczniak (1990), "Improving Student Involvement in the Classroom: Some Suggestions for Marketing Educators," in *Advances in Marketing*, Peter J. Gordon and Bert J. Kellerman, eds., 281-224.
- Muehling, Darrel D. and Jeffrey J. Stoltman (1987), "Advertising's Influence: Do Perceptions Match Reality?," *1987 AMA Educators' Proceedings*, Susan P. Douglas, et al., eds., Chicago: American Marketing Association, 239-242.
- Muehling, Darrel D. (1986), "The Influence of Attitudes-Toward-Advertising-in-General on Attitudes-Towards-an-Ad," in *1986 AMA Educators' Proceedings*, Terence Shimp, et al., eds., Chicago: American Marketing Association, 29-34.
- Stoltman, Jeffrey J., Russell Laczniak, and Darrel D. Muehling (1985), "The Influence of Purchase Situations on Consumer Behavior," in *1985 AMA Educators' Proceedings*, Robert Lusch, et al., eds., Chicago: American Marketing Association, 98.
- Kangun, Norman, Darrel D. Muehling, and Sanford Grossbart (1984), "An Empirical Investigation of the Cognitive Effects of Alternative References to Competition in

Comparative Advertising: Implications for the F.T.C.," in *1984 AMA Educators' Proceedings*, Russell Belk, et al., eds., Chicago: American Marketing Association, 314-318.

Crosby, Lawrence and Darrel D. Muehling (1983), "External Variables and the Fishbein Model: Mediation, Moderation, or Direct Effects?," in *Advances in Consumer Research*, Richard P. Bagozzi and Alice M. Tybout, eds., Ann Arbor: Association for Consumer Research, 10, 94-99.

WORK IN PROGRESS

The Impact of Review Valence, Awareness, and Perceived Manipulative Intent on Consumers' Responses to Deceptive Online Product Ratings and Reviews," (with Ismail Karabas, T.J. Weber, Ioannis Kareklas), under review at the *Journal of Marketing Communications*.

"Implicit Biases in Service Encounters," (with Ismail Karabas, T. J. Weber, and Ioannis Kareklas), data collection stage.

"Nostalgia as a Means of Escape: Implications for Marketers," (with Bill Ding and Ioannis Kareklas), conceptualization stage.

HONORS

Research

College of Business summer research grant, 2012, 2014, 2015, 2016.

Outstanding Contribution to Research Award, American Academy of Advertising, 2006.

Listed as most frequent contributor to the three leading U.S. advertising journals from 1989-1996 (see Henthorne, LaTour, Loraas, 1998, *Journal of Advertising*, 27 (2), 53-63).

Winner, Best Article Published in the *Journal of Consumer Affairs*, 2014.

Winner, Best Article Published in the *Journal of Advertising*, 1991.

Finalist, Best Article Published in the *Journal of Advertising*, 1989, 1990.

Research Policy Committee research grant recipient, University of Nebraska, 1984.

Award for Excellence in Research by a Graduate Student, Marketing Department, University of Nebraska, 1981-1982.

Teaching

WSU Carson College of Business OMBA Faculty of the Year Award, 2017, 2019.

WSU Carson College of Business Outstanding Faculty Teaching Award, 2016.

WSU Marketing Club Teacher of the Year Award, 1987, 1988, 1990, 1991, 1996, 2003, 2004, 2008, 2009, 2012, 2015, 2018.

Named Mortar Board "Favorite Professor," 2005.

Listed in *Who's Who Among America's Teachers*, 2004, 2005.

Shell Award for Teaching Excellence, WSU, 1986.

Award for Excellence in Teaching by a Graduate Student, Marketing Department, University of Nebraska, 1980-1981.

Advising

WSU College of Business & Economics Outstanding Faculty Advisor Award, 1996, 1997.

Other

College of Business, Outstanding Faculty Service Award, 2011, 2019.

College of Business Weyerhaeuser Fellowship, 2011-2012.

College of Business & Economics Dean's Excellence Fellow, 2005, 2007, 2008, 2009, 2012, 2013, 2014, 2015.

Academic Keys Who's Who in Business Higher Education, 2003.

Nominated and selected President-Elect, American Academy of Advertising, 1999.

Nominated and selected Vice President, American Academy of Advertising, 1998.
 Pacific Northwest Bell Distinguished Faculty Award, College of Business & Economics, WSU, 1988.
 General Telephone Company of the Northwest Faculty Fellowship, College of Business & Economics, WSU, 1987.
 AMA Doctoral Consortium Fellow, University of Nebraska, 1982.
 Dean's List, College of Business Administration, University of Nebraska.
 Wall Street Journal Award, given to outstanding senior in business, Kearney State College, 1975.

ACTIVITIES

Professional

Competitive Paper Track Co-Chair (Advertising and Communication), American Marketing Association, 2012 Summer Educators' Conference.
 Competitive Paper Track Co-Chair (Advertising and Communication), American Marketing Association, 2010 Summer Educators' Conference.
 Chair, Finance Committee, American Academy of Advertising, 2011-present.
 Member, Finance Committee, American Academy of Advertising, 2007-present.
 Member, Membership Committee, American Academy of Advertising, 2004-2007.
 Chair/Discussant, American Academy of Advertising conference, San Mateo, California, Spring 2008.
 Chair/Discussant, American Academy of Advertising conference, Burlington, Vermont, Spring 2007.
 Chair/Discussant, American Academy of Advertising conference, Houston, Texas, Spring 2005.
 Chair/Discussant, American Academy of Advertising conference, Baton Rouge, Louisiana, Spring 2004.
 Chair/Discussant, American Academy of Advertising conference, Denver, Colorado, Spring 2003.
 Member, Nominating Committee, American Academy of Advertising, 2001-2003.
 Academic Advisory Board Member, McGraw-Hill Power Web: Advertising, McGraw-Hill/Dushkin, 2000-present.
 Past-President, American Academy of Advertising, 2001.
 President, American Academy of Advertising, 2000.
 President-Elect, American Academy of Advertising, 1999.
 Vice President, American Academy of Advertising, 1998.
 Editor, *Proceedings of the American Academy of Advertising*, 1998.
 Chair, American Academy of Advertising Publications Committee, 1996.
 Member, American Academy of Advertising Publications Committee, 1992-1996.
 Member, American Academy of Advertising Committee on Advertising Education, 1992-1993.
 Member, American Academy of Advertising Subcommittee on Fiscal Autonomy, 1994.
 Editorial Review Board Member:
 Journal of Advertising, 2007-present.
 Journal of Marketing Communications, 1992-present.
 Journal of Current Issues & Research in Advertising, 1992-2012.

Reviewer (Journals):

Journal of Advertising, special issue on methodological issues in advertising research, 2016.
Journal of Advertising, special issue on effective health messages in advertising, 2014.
Journal of Advertising, special issue on green advertising, 2012.
Journal of Advertising, special issue on international advertising, 2004.
Journal of Consumer Affairs, 2004, 2005.
Journal of Business Ethics, special issue on advertising ethics, 2003.
Journal of Business Research, 2018-present.
Marketing Theory, special issue on advertising theory, 2003.
Psychology & Marketing, special issue on persuasion, 1997.
Journal of Advertising, special issue on children's advertising, 1997.
Journal of Public Policy & Marketing, special issue on disclosures, 1997.

Journal of Public Policy & Marketing, 1990-1996.
Journal of Advertising, 1988-1996, 2003- present.
Journal of Advertising, special issue on green marketing, 1993-1994.
Journal of Academy of Marketing Science, 1992-1997.
Journal of Marketing Theory & Practice, 1994.
Journal of Consumer Research, (ad hoc), 1990-1994.

Reviewer (Conferences/Proceedings):

American Academy of Advertising national conference, 1989-present.
 Association for Consumer Research conference, 1989, 1990.
 Association for Consumer Research Pacific Rim conference, 1994.
 American Marketing Association Summer Educators' conference, 1986, 1987, 1988, 1990.
 American Marketing Association Winter Educators' conference 1992, 1996.
 Academy of Marketing Science conference, 1988, 1990, 1994.

Reviewer (Books):

Real People, Real Choices, 7/e, Solomon, Marshall, and Stuart, authors.
Advertising and Promotion: An Integrated Marketing Communications Perspective, 7/e, 8/e, 9/e
 George E. Belch and Michael A. Belch, authors.
Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications,
 4/e, Terence A. Shimp, author.
Promotion Management and Marketing Communications, 2/e (and 3/e), Terence A. Shimp,
 author.
Promotion Management, John J. Burnett, author.
Promotions Management, Al Bush and George Lucas, authors.
Advertising and Promotion Strategy, Gerard J. Tellis, author.
Advertising, Thomas C. O'Guinn, Chris T. Allen, and Richard J. Semenik, authors.
Promotion and Integrated Communications, Richard J. Semenik, author.
Integrated Advertising, Promotion, and Marketing Communications, (2/e, 3/e), Clow & Baack,
 authors.
Launch! Advertising and Promotion in Real Time, (2009), R. Michael Solomon & Lisa Duke
 Cornell, authors.

University/Departmental

Chair, MBA Revision Task Force, Carson College of Business, 2018.
 Chair, Carson College of Business Clinical Faculty Workgroup, 2017.
 Member, LMS ("Blackboard") Enhancement Committee, 2017-2018.
 Member, Carson College of Business OMBA Director search committee, 2017.
 Member, Carson College of Business Awards Selection Committee, 2017.
 Search committee chair (3 separate faculty searches), Department of Marketing & International
 Business, 2016-2017.
 Member, Carson College of Business Digital Measures Pilot Review Group, 2016-2017.
 Member, OMBA Steering Committee, 2016-
 Member, International Business Curriculum Task Force, 2016-
 Member, Search Committee for Administrative Assistant to Senior Associate Dean & Personnel
 Coordinator, Carson College of Business, summer 2016.
 Co-chair, Dean's Search Committee, Carson College of Business, fall 2014.
 Member, faculty search committee, Marketing & International Business, fall 2014.
 Member, search committee for CB Advising Office, 2010.
 Chair, Faculty Search Committee for Dept. of Marketing, 2009.
 Interim Director, WSU School of Hospitality Business Management, 2008-2009.
 Coordinator, Ph.D. program in Marketing, 2007-2008.
 Advisor, WSU Marketing Club, 2007-2008.
 Member, WSU faculty search committee, 2006.
 Chair, WSU Ombudsman search committee, fall 2005-spring 2006.
 Provost-appointed committee member, developed white paper for recruitment of diverse, high
 quality graduate students, spring 2003.
 Interviewer, DDP Search for Faculty Services Coordinator, 2002.

Member, Search Committee for CBE Financial Officer, 2002.
 Member, Search Committee for CBE Dean's Administrative Assistant, 1998.
 Member, College of Business & Economics College Council, 1997-present.
 Member, Faculty Senate, 1993-1996, 1996-1999 term.
 Member, CBE Strategic Planning Committee, 1997-1998.
 Coordinator, Marketing Department Ph.D. Program, 1995-1997.
 Member, Search Committee for CBE Recruiting & Retention Officer, 1997.
 Co-Chair, Marketing Department Ph.D. Program, 1993-1995.
 Chair, Marketing Faculty Search Committee (for Tri-Cities and Pullman faculty position), 1997.
 Chair, Marketing Faculty Search Committee (for Tri-Cities faculty position), 1996.
 Member, Marketing Department Chair Search Committee, 1996-1997.
 Chair, Committee to revise Marketing Department Promotion & Tenure document, 1996.
 Advisor, Marketing Department Honors Thesis Program, 1996-2000.
 Member, Committee to evaluate Recruiting Video production firms, 1997.
 Member, CBE Ph.D. Program Evaluation Committee, 1995-2000.
 Member, College of Business MBA Review Committee, 1992-1995.
 Member, Extended Degree Program Reinstatement Board, 1996-present.
 Member, Marketing Department's Human Subjects Review Committee, 1995-present.
 Member, Search Committee, Advertising Manager for WSU Student Publications, 1995.
 Member, College of Business Commencement Speaker Committee, 1995.
 Faculty Mentor, WSU Division of Minority Affairs Faculty Mentor Program, 1991-1992, 1996-2000.
 Mentor to Junior Faculty (David Sprott), Department of Marketing, 1996-2003.
 Mentor to Junior Faculty (Kristine Ehrich and Yany Gregoire), Department of Marketing, 2005-present.
 Advisor, Tri-Cities Marketing Project, 1988.
 Advisor, WSU Marketing Club, 1987-1992.
 Advisor, General Motors Intercollegiate Marketing Competition, 1987.
 Chair/member, Marketing Department Doctoral Comprehensive Exam Committee, 1988-1990.
 Member, College of Business Honors, Awards, and Elections Committee, 1986-1993.
 Member, Graduate Faculty, Washington State University, 1986-present.

Other

Juror and Jury Foreman, Whitman County criminal case, June 2007.
 Who's Who Among America's Teachers, 2004, 2005.
 Participant, Direct Selling Education Foundation "Academic Seminar on Direct Selling," San Francisco, CA, February 1998.
 Participant, Visiting Professor Program, advertising internship at Lintas Advertising Agency, New York City, summer 1994.
 Expert Witness, Federal Trade Commission, 1992-1993.
 Invited guest, Specialty Advertising Association International V.I.P. Seminar, Las Vegas, June 1990.
 Participant, Noxell Corporation's Marketing Faculty Conference, Hunt Valley, Maryland, July 1990.
 Publicity Person, Pullman Youth Baseball Association, 1991.
 Committee Member, USA Dry Pea & Lentil Packaging Project, 1987.
 President, Graduate Marketing Organization, University of Nebraska, 1981-1983.

PROFESSIONAL AFFILIATIONS

American Marketing Association
 American Academy of Advertising