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D. Maynard Phelps Collegiate Professor of Business Administration
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EDUCATION

Ph.D., Behavioral Science and Marketing, University of Chicago, 1983.

M.B.A., Marketing, University of Chicago, 1980.

B.S. (with honors), Economics and Psychology, University of Wisconsin - Madison, 1978.

HONORS AND AWARDS

Finalist, *Journal of Service Research's* "Excellence in Service Research" Award for 2003.

Executive Book Summaries Award for publishing one of the best business books of 2000 (*Improving Customer Satisfaction, Loyalty and Profit*, co-authored by Anders Gustafsson, published by Jossey-Bass).

Best Paper Award, *Proceedings of the Annual Conference of the Academy of Marketing Science*, 2000.

Finalist, Association for Consumer Research's 1987 JCR Award for best *Journal of Consumer Research* contribution, 1984-1987.

Dissertation Award Winner (First Place), from Consumer Psychology Division 23 - American Psychological Association, 1984.

APPOINTMENTS

Director of the Center for Customer-Focused Management in Executive Education, University of Michigan Business School, since 2004.

D. Maynard Phelps Collegiate Professor of Business Administration, University of Michigan Business School, since 1998.

Visiting Professor, Centrum för Tjänsteforskning (Service Research Center), Karlstad University, Karlstad, Sweden, July to September 1998.

Board Member, Center for Market-Oriented Product and Production Management, University of Mainz, Germany.

Executive Committee member, University of Michigan Business School, 1996-1998.

Professor of Marketing (with tenure), University of Michigan Business School, since 1995.

Area Advisor for the Ph.D. Program in Marketing, University of Michigan Business School, 1994-1997.

Faculty Member, National Quality Research Center, University of Michigan Business School, since 1993.

Associate Professor of Marketing (with tenure), University of Michigan Business School, 1990 to 1995.

Associate Professor of Marketing, University of Michigan Business School, 1987 to 1990.

Assistant Professor of Marketing, University of Michigan Business School, 1983 to 1987.

Lecturer in Marketing, University of Michigan Business School, 1982 to 1983.

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
American Marketing Association

PROFESSIONAL SERVICE

Editorial Board Member:

International Journal of Research in Marketing
International Journal of Service Industry Management
Journal of Consumer Research
Journal of Marketing
Journal of Service Research

Ad Hoc Reviewer (last three years):

Journal of the Academy of Marketing Science
Journal of Marketing Research
Sloan Management Review
Quality Management Journal

Conferences:

Faculty Director of The American Customer Satisfaction Index Research Symposium, University of Michigan Business School, Ann Arbor, MI, May 2004.

Scientific Advisory Board Member for the Seventh International Research Symposium on Service Quality (QUIS7), Karlstad, Sweden, June 2000.

Scientific Advisory Board Member for the Third Annual International QFD Symposium in Linköping, Sweden, October 1997.

Program Committee Member for the Association for Consumer Research Conference, 1987, 1995, and 1996.

Consumer Behavior Track Chair for the 1995 American Marketing Association, Winter Educators' Conference.

Industry Consulting and Seminar Clients (to date):

American Water Works Association, Anheuser-Busch, Clickin Research, CTcon GmbH (Germany), Dell Computer Corporation, Dow Chemical Company, Duke Power Company, Galgano and Associates (Italy), General Motors Corporation, GTE, Harley-Davidson Motor Company, MacMillan Bloedel Packaging Inc., National Association of Convenience Stores, Promus Hotel Corporation, ProQuest Company, RWE (Germany), Siebel Systems, Siemens Medical Solutions, Schering Pharmaceutical (Germany), Spire Group, Symmetrics Marketing Corporation, TC Debica (Poland), Telia (Sweden), Volvo Car Corporation (Sweden), Water Environment Federation.

COURSES TAUGHT

Degree Program Courses at Michigan:

Marketing Principles (BBA Program)
Consumer Behavior (BBA & MBA Programs)
Marketing Management (MBA Program)
Marketing Management (Asia Global MBA Program)
New Product Development (MBA Program)
Customer Satisfaction Seminar (MBA Program)
Services Marketing Management (MBA Program)
Competing in a Service Economy (MBA Program)
Multidisciplinary Action Projects (MBA Program)
Global Multidisciplinary Action Projects (Asia Global MBA Program)
Behavioral Seminar on Customer Satisfaction (Ph.D. Program)
Survey of Judgment and Choice (Ph.D. Program)
Survey of Economic Psychology (Ph.D. Program)

Evolution of Marketing Theory (Ph.D. Program)

Executive Program Courses at Michigan:

The American Customer Satisfaction Research Symposium
Applied Methods in Marketing Research
Business to Business Marketing Strategies
Competing in Energy Services
Customer Satisfaction Management (taught as part of the *Joint University of Michigan - University of Maryland Program in Survey Methodology*)
Daewoo Global Executive Program
The Executive Program
Linking Customer Satisfaction, Quality and Financial Performance
Heath Care Leadership Institute: Leadership Development Program
Management Development Program
Manufacturing Executive Program
Marketing for Non-Marketing Managers
Spectrum Health: Executive Leadership Institute
SsangYong General Manager Program
Strategic Marketing Management (US, Asia, Europe, and South America)
Strategic Quality Management Program

DISSERTATION COMMITTEES

Michael Tschirhart (Psychology, proposal defended)
Jonas Matthing (2004, Karlstad University, Karlstad, Sweden – served as Opponent)
Kerimcan Ozcan (2004, Marketing)
John Godek (2003, Marketing)
Kunal Gupta (2003, McGill University, Montreal, Canada)
Line Lervik Olsen (2002, Norwegian School of Management BI, Oslo, Norway)
Seigyoung Auh (2000, Marketing)*
Utpal Dholakia (1998, Marketing)
C. V. Harquail (1995, Organizational Behavior)
John Wayne Mosser (1993, School of Education)
Steven Earl Salterio (1993, Accounting)
Daniel Raymond Horne (1993, Marketing)*
Lori Strauss Feldman (1992, Marketing)
Sandra J. Burke (1992, Marketing)*
James Paul Frantz (1992, Industrial and Operations Engineering)
Richard Paul Larrick (1991, Psychology)
Gerald Lee Lohse (1991, Computers and Information Systems)
Carol Pluzinski (1990, Marketing)
David Michael Frederick (1986, Accounting)
* Committee Chair

RESEARCH GRANTS AND FUNDING SOURCES

American Society for Quality, DuPont, Kraft Foods, Marketing Science Institute, National Association of Convenience Stores, Sweden Post, The Swedish Institute, Volvo Car Company

BOOKS

Gustafsson, Anders and Michael D. Johnson (2003), *Competing in a Service Economy: How to Create a Competitive Advantage through Service Development and Innovation*, San Francisco, CA: Jossey-Bass.

Published in Spanish as: *Competir en una Economía de Servicios: Cómo Crear una Ventaja Competitiva por Medio del Desarrollo y la Innovación en el Servicio*, San Rafael, Mexico: Panorama Editorial.

Published in Chinese as: *Competing in a Service Economy* (translation), Beijing, China: China Labor and Social Security Publishing House.

Johnson, Michael D. and Anders Gustafsson (2000), *Improving Customer Satisfaction, Loyalty and Profit: An Integrated Measurement and Management System*, San Francisco, CA: Jossey-Bass.

Published in Japanese as: *Improving Customer Satisfaction, Loyalty and Profit* (translation), Tokyo, Japan: Diamond Publishers.

Published in Chinese as: *Improving Customer Satisfaction, Loyalty, and Profit* (translation), John Wiley & Sons and Shanghai Jiao Tong University Press.

Published in Italian as *Customer Satisfaction: Un sistema integrato di valutazione e gestione per incrementare la soddisfazione del cliente, la fedeltà e il profitto*. Guerini & Associates, Milan, Italy.

Edvardsson, Bo, Anders Gustafsson, Michael D. Johnson, and Bodil Sandén (2000), *New Service Development and Innovation in the New Economy*, Lund, Sweden: Studenlitteratur.

Johnson, Michael D. (1998), *Customer Orientation and Market Action*, Upper Saddle River, NJ: Prentice Hall.

Published in German as: *Kundenorientierung und Markthandlung*, Munich, Germany: Oldenbourg Verlag.

Johnson, Michael D., Andreas Herrmann, Frank Huber, and Anders Gustafsson (1997), *Customer Retention in the Automotive Industry: Quality, Satisfaction and Loyalty*, Wiesbaden, Germany: Gabler Verlag.

JOURNAL ARTICLES

Gustafsson, Anders, Michael D. Johnson and Inger Roos (2005), "The Effects of Customer Satisfaction, Relationship Commitment Dimensions and Triggers on Customer Retention," *Journal of Marketing*, forthcoming.

Johnson, Michael D. and Fred Selnes (2005), "Diversifying Your Customer Portfolio," *MIT Sloan Management Review*, 46 (Spring), 11-14.

- Auh, Seigyoung and Michael D. Johnson (2005), "Compatibility Effects in Evaluations of Satisfaction and Loyalty," *Journal of Economic Psychology*, 26 (1), 35-51.
- Gustafsson, Anders and Michael D. Johnson (2004), "Determining Attribute Importance in a Service Satisfaction Model," *Journal of Service Research*, 7 (November), 124-141.
- Johnson, Michael D. and Fred Selnes (2004), "Customer Portfolio Management: Toward a Dynamic Theory of Exchange Relationships," *Journal of Marketing*, 68 (April), 1-17.
- Viswanathan, Madhu, Seymour Sudman and Michael D. Johnson (2004), "Maximal versus Meaningful Discrimination in Scale Response: Implications for Validity of Measurement of Consumer Perceptions about Products," *Journal of Business Research*, 57 (2), 108-124.
- Auh, Seigyoung, Michael D. Johnson and Linda Court Salisbury (2003), "Order Effects in Satisfaction Modeling," *Journal of Marketing Management*, 11 (3-4), 379-400.
- Gustafsson, Anders, Lars Nilsson and Michael D. Johnson (2003), "The Role of Quality Practices in Service Organizations," *International Journal of Service Industry Management*, 14 (2), 232-244.
- Lervik Olsen, Line and Michael D. Johnson (2003), "Service Equity, Satisfaction, and Loyalty: From Transaction-Specific to Cumulative Evaluations," *Journal of Service Research*, 5 (February), 184-195.
- Johnson, Michael D. and Lars Nilsson (2003), "The Importance of Customization and Reliability from Goods to Services," *Quality Management Journal*, 10 (1), 8-19.
- Johnson, Michael D., Andreas Herrmann, and Anders Gustafsson (2002), "Comparing Customer Satisfaction across Industries and Countries," *Journal of Economic Psychology*, 23 (6), 749-769.
- Hahn, Carsten, Michael D. Johnson, Andreas Herrmann and Frank Huber (2002), "Capturing Heterogeneity in Customer Satisfaction Models: A Finite Mixture PLS Approach" *Schmalenbach Business Review*, 54 (July), 243-269. Reprinted in Friedhelm Bliemel, Andreas Eggert, Georg Fassott and Jörg Henseler (2005), *Handbuch PLS-Pfadmodellierung: Methode, Anwendung, Praxisbeispiele*, Stuttgart, Germany: Schäffer-Poeschel Verlag.
- Gustafsson, Anders and Michael D. Johnson (2002), "Measuring and Managing the Satisfaction-Loyalty-Performance Links at Volvo" *Journal of Targeting, Measurement and Analysis for Marketing*, 10 (3), 249-258.
- Johnson, Michael D. and John Ettlie (2001), "Technology, Customization and Reliability," *Journal of Quality Management*, 6, 193-210.
- Nilsson, Lars, Michael D. Johnson and Anders Gustafsson (2001), "The Impact of Quality Practices on Customer Satisfaction and Business Results: Product versus Service Organizations," *Journal of Quality Management*, 6, 5-27. (Lead Article)

- Johnson, Michael D., Anders Gustafsson, Tor Wallin Andreassen, Line Lervik and Jaesung Cha (2001), "The Evolution and Future of National Customer Satisfaction Index Models," *Journal of Economic Psychology*, 22 (April), 217-245.
- Edvardsson, Bo, Michael D. Johnson, Anders Gustafsson, and Tore Strandvik (2000), "The Effects of Satisfaction and Loyalty on Profits and Growth: Products versus Services," *Total Quality Management*, 11 (7), 917-927. Reprinted in James W. Cortada and John A Woods (eds.), *The Quality Yearbook: 2002*, New York: McGraw Hill, pp.116-129.
- Gustafsson, Anders, Fredrik Ekdahl, Kurt Falk, and Michael D. Johnson (2000), "Linking Customer Satisfaction to Product Design: A Key to Success for Volvo," *Quality Management Journal*, 7 (1), 27-38.
- Dubé, Laurette, Michael D. Johnson, and Leo Mark Renaghan (1999), "Adapting the QFD Approach to Extended Services Transactions," *Production and Operations Management*, 8 (Fall), 301-317.
- Viswanathan, Madhu, Michael D. Johnson and Seymour Sudman (1999), "Understanding Consumer Usage of Product Magnitudes Through Sorting Tasks", *Psychology & Marketing*, 16 (8), 643-657.
- Herrmann, Andreas, Michael D. Johnson, Anders Gustafsson, and Frank Huber (1999), "Transformation von Kundenzufriedenheitsurteilen in Produktqualitätsvorgaben" ("Bridging the Quality-Satisfaction Gap: Implications for German Firms"), *Zeitschrift für Planung*, 10 (2), 117-131.
- Johnson, Michael D., Andreas Herrmann, and Hans H. Bauer (1999), "The Effects of Price Bundling on Consumer Evaluations," *International Journal of Research in Marketing*, 16 (2), 129-142.
- Herrmann, Andreas and Michael D. Johnson (1999), "Die Kundenzufriedenheit als Bestimmungsfaktor der Kundenbindung" ("The Relationship between Customer Satisfaction and Customer Loyalty"), *Zeitschrift für betriebswirtschaftliche Forschung*, 51 (June), 579-598.
- Hart, Christopher W. and Michael D. Johnson (1999), "Growing the Trust Relationship," *Marketing Management*, 8 (Spring), 9-22. Reprinted in: *CTAM Quarterly Journal*, 2000, 8 (Winter), 34-39.
- Johnson, Michael D., Andreas Herrmann, and Frank Huber (1998), "Growth through Product-Sharing Services," *Journal of Service Research*, 1 (November), 167-177.
- Johnson, Michael D. and Andreas Herrmann (1998), "Taking a Customer Orientation," *Die Unternehmung*, 52 (3), 131-143.
- Gustafsson, Anders and Michael D. Johnson (1997), "Bridging the Quality-Satisfaction Gap," *Quality Management Journal*, 4 (3), 27-43.

- Fornell, Claes, Michael D. Johnson, Eugene W. Anderson, Jaesung Cha, and Barbara Everitt Bryant (1996), "The American Customer Satisfaction Index: Nature, Purpose and Findings," *Journal of Marketing*, 60 (October), 7-18.
- Johnson, Michael D. and Elania J. Hudson (1996), "On the Perceived Usefulness of Scaling Solutions in Market Analysis," *Psychology & Marketing*, 13 (October), 653-675.
- Nader, Georg, Michael D. Johnson, and Wilhelm Bühler (1996), "Kundenzufriedenheit und Unternehmenserfolg (Customer Satisfaction and Profitability)," *Oesterreichisches BankArchiv*, 9.
- Johnson, Michael D., Georg Nader, and Claes Fornell (1996), "Expectations, Perceived Performance, and Customer Satisfaction for a Complex Service: The Case of Bank Loans," *Journal of Economic Psychology*, 17 (2), 163-182. Reprinted in: Philip Stone and Mark Cannon (eds.), *Organizational Psychology: Volume III (International Library of Management)*, January 1998, Dartmouth Publishing Company.
- Block, Lauren Goldberg and Michael D. Johnson (1995), "The Locus of Context Effects on Product Proximity Judgments," *International Journal of Research in Marketing*, 12 (1), 121-135.
- Johnson, Michael D., Andreas Herrmann, and Jens Gutsche (1995), "A Within-Attribute Level Model of Variety-Seeking Behavior," *Marketing Letters*, 6 (3), 235-243.
- Johnson, Michael D., Eugene W. Anderson, and Claes Fornell (1995), "Rational and Adaptive Performance Expectations in a Customer Satisfaction Framework," *Journal of Consumer Research*, 21 (March), 695-707.
- McGill, Andrew R., Michael D. Johnson, and Karen A. Bantel (1994), "Cognitive Complexity and Conformity: The Effects on Performance in a Turbulent Environment," *Psychological Reports: Perceptual and Motor Skills*, 75 (4), 1451-1472. An abbreviated version of this same paper appears in the *Best Paper Proceedings: Academy of Management Conference*, 1993, pp. 379-383.
- Ettlie, John E. and Michael D. Johnson (1994), "Product Development Benchmarking versus Customer Focus in Applications of Quality Function Deployment," *Marketing Letters*, 5 (2), 107-116.
- Fornell, Claes and Michael D. Johnson (1993), "Differentiation as a Basis for Explaining Customer Satisfaction Across Industries," *Journal of Economic Psychology*, 14 (4), 681-696.
- Kujala, Jouni T. and Michael D. Johnson (1993), "Price Knowledge and Search Behavior for Low Involvement Food Purchases," *Journal of Economic Psychology*, 14 (2), 249-266.
- Johnson, Michael D. and David A. Horne (1992), "An Examination of the Validity of Direct Product Perceptions," *Psychology & Marketing*, 9 (3), 221-235.

- Johnson, Michael D., Claes Fornell, Donald R. Lehmann and Daniel R. Horne (1992), "Attribute Abstraction, Feature-Dimensionality, and the Scaling of Product Similarities," *International Journal of Research in Marketing*, 9 (1), 131-147.
- DeSarbo, Wayne S., Michael D. Johnson, Ajay Manrai, Lalita Manrai, and Elizabeth Edwards (1992), "TSCALE: A Multidimensional Scaling Methodology for Operationalizing Tversky's Contrast Model," *Psychometrika*, 57 (1), 43-69.
- DeSarbo, Wayne S., Kamel Jedidi, and Michael D. Johnson (1991), "A New Clustering Methodology for the Analysis of Sorted Stimuli," *Marketing Letters*, 2 (3), 267-279.
- Johnson, Michael D. and Claes Fornell (1991), "A Framework for Comparing Customer Satisfaction Across Individuals and Product Categories," *Journal of Economic Psychology*, 12 (2), 267-286.
- Johnson, Michael D., Donald R. Lehmann, and Daniel R. Horne (1990), "Alternative Explanations for Changes in Similarity Judgments and MDS Structure," *International Journal of Research in Marketing*, 7 (1), 53-56.
- Johnson, Michael D., Donald R. Lehmann, and Daniel R. Horne (1990), "The Effects of Fatigue on Judgments of Interproduct Similarity," *International Journal of Research in Marketing*, 7 (1), 35-43.
- Johnson, Michael D. (1989), "The Differential Processing of Product Category and Noncomparable Choice Alternatives," *Journal of Consumer Research*, 16 (December), 300-309.
- Johnson, Michael D. and Charles R. Plott (1989), "The Effect of Two Trading Institutions on Price Expectations and the Stability of Supply-Response Lag Markets," *Journal of Economic Psychology*, 10 (2), 189-216.
- Johnson, Michael D. (1988), "Comparability and Hierarchical Processing in Multialternative Choice," *Journal of Consumer Research*, 15 (December), 303-314.
- Johnson, Michael D. and Jerome M. Katrichis (1988), "The Existence and Perception of Redundancy in Consumer Information Environments," *Journal of Consumer Policy*, 11 (2), 131-157.
- Johnson, Michael D. and David A. Horne (1988), "The Contrast Model of Similarity and Comparative Advertising," *Psychology & Marketing*, 5 (3), 211-232.
- Johnson, Michael D. and Claes Fornell (1987), "The Nature and Methodological Implications of the Cognitive Representation of Products," *Journal of Consumer Research*, 14 (September), 214-228.
- Johnson, Michael D. (1986), "Consumer Similarity Judgments: A Test of the Contrast Model," *Psychology & Marketing*, 3 (1), 47-60.

Johnson, Michael D. (1986), "Modeling Choice Strategies for Noncomparable Alternatives," *Marketing Science*, 5 (1), 37-54.

Johnson, Michael D. (1984), "Consumer Choice Strategies for Comparing Noncomparable Alternatives," *Journal of Consumer Research*, 1984, 11 (December), 741-753. Reproduced in: Joel Bree (ed.), *Consumer Behavior: Presentation of Selected Articles*, 2001, Economica.

Lopes, Lola L. and Michael D. Johnson (1982), "Judging Similarity Among Strings Described by Hierarchical Trees," *Acta Psychologica*, 51 (1), 13-26.

JOURNAL SUBMISSIONS

Johnson, Michael D., Andreas Herrmann and Frank Huber, "The Evolution of Loyalty Intentions," revised and resubmitted to the *Journal of Marketing*.

Guenzi, Paolo and Michael D. Johnson, "Customer Trust and Loyalty in a Retail Setting: A Comprehensive, Multi-Level Investigation," being prepared for submission to the *Journal of Marketing*.

BOOK CHAPTERS

Johnson, Michael D. (2004), "Growing Pains," in Subir Chowdhury (ed.), *Next Generation Business Handbook: New Strategies for Tomorrow's Thought Leaders*, pp. 569-583.

Selnes, Fred and Michael D. Johnson (2004), "A Dynamic Customer Portfolio Management Perspective on Marketing Strategy," in Håkan Håkansson, Debbie Harrison and Alexandra Waluszewski (eds.), *Rethinking Marketing: Developing a New Understanding of Markets*, West Sussex, England: John Wiley & Sons, pp. 117-135.

Johnson, Michael D. (2004), "Customer Satisfaction in a Service Economy: Lessons from the National Barometers," in B. Edvardsson, A. Gustafsson, S.W. Brown and R. Johnston (eds.), *Service Excellence in Management: Interdisciplinary Contributions*, pp. 26-29.

Johnson, Michael D. (2001), "Customer Satisfaction," in Neil J. Smelser and Paul B. Baltes (eds.), *International Encyclopedia of the Social & Behavioral Sciences*, Volume 5, Oxford: Pergamon, pp. 3198-3202.

Herrmann, Andreas, Michael D. Johnson, Anders Gustafsson and Frank Huber (2000), "Das Bridging the Gap-Modell (The Bridging the Gap Model)," in A. Herrmann, G. Hertel, W. Virt and F. Huber (eds.), *Kundenorientierte Produktgestaltung (Customer Oriented Product Development)*, Munich, Germany: Verlag Vahlen München, pp. 161-177.

Johnson, Michael D., Andreas Herrmann, Frank Huber, and Anders Gustafsson (1997), "An Introduction to Quality, Satisfaction, and Retention: Implications for the Automotive Industry," in M. D. Johnson, A. Herrmann, F. Huber, and A.

Gustafsson (eds.), *Customer Retention in the Automotive Industry: Quality, Satisfaction and Loyalty*, Wiesbaden, Germany: Gabler, pp. 1-17.

Johnson, Michael D. (1997), "Achieving Customer Satisfaction, Loyalty, and Retention through Strategic Alignment," in M. D. Johnson, A. Herrmann, F. Huber, and A. Gustafsson (eds.), *Customer Retention in the Automotive Industry: Quality, Satisfaction and Loyalty*, Wiesbaden, Germany: Gabler, pp. 117-139.

Auh, Seigyoung and Michael D. Johnson (1997), "The Complex Relationship between Customer Satisfaction and Loyalty for Automobiles," in M. D. Johnson, A. Herrmann, F. Huber, and A. Gustafsson (eds.), *Customer Retention in the Automotive Industry: Quality, Satisfaction and Loyalty*, Wiesbaden, Germany: Gabler, pp. 141-166.

Johnson, Michael D. (1996), "Customer Satisfaction in a Global Economy: Challenges for the Automotive Industry," in Hans H. Bauer, Erwin Dichtl, and Andreas Herrmann (eds.), *Automobilmarktforschung: Nutzenorientierung von Pkw-Herstellern (Market Research Problems in the Automobile Industry)*, München, Germany: Vahlen, pp. 1-14.

Johnson, Michael D. and Christopher P. Puto (1987), "A Review of Consumer Judgment and Choice," in Michael J. Houston (ed.), *Review of Marketing 1987*, Chicago, Illinois: American Marketing Association, pp. 236-292.

PROCEEDINGS PAPERS

Vollmer, Ingrid, Michael D. Johnson, Andreas Herrmann and Frank Huber (2000), "The Loyalty of Dissatisfied Customers: Determinants and Implications," in Erik Hölzl (ed.), *Fairness & Cooperation: Proceedings of the XXV Annual Colloquium on Research in Economic Psychology and SAGE 2000 Conference*, Baden/Vienna, Austria, pp. 476-479.

Andreassen, Tor Wallin, Michael D. Johnson, and Line Lervik (2000), "The New and Improved Norwegian Customer Satisfaction Barometer Model," in B. Edvardsson, S. Brown, E. Scheuing, and R. Johnston (eds.), *QUIS 7 – Service Quality in the New Economy: Interdisciplinary and International Dimensions*, Jamaica, New York: International Service Quality Association, pp. 395-402.

Lervik, Line and Michael D. Johnson (2000), "Equity as a Mediator of Service Quality on Service Loyalty," in B. Edvardsson, S. Brown, E. Scheuing, and R. Johnston (eds.), *QUIS 7 – Service Quality in the New Economy: Interdisciplinary and International Dimensions*, Jamaica, New York: International Service Quality Association, pp. 403-410.

Gustafsson, Anders and Michael D. Johnson (2000), "Measuring and Managing the Satisfaction-Loyalty-Performance Links at Volvo," in B. Edvardsson, S. Brown, E. Scheuing, and R. Johnston (eds.), *QUIS 7 – Service Quality in the New Economy: Interdisciplinary and International Dimensions*, Jamaica, New York: International Service Quality Association, pp. 271-280.

- Johnson, Michael D., Frank Huber, Andreas Herrmann and Christine Braunstein (2000), "A New Approach to Compute Interactions of Latent Variables in Structural Equation Models: Results of an Empirical Study," in Harlan E. Spotts and H. Lee Meadow (eds.), *Developments in Marketing Science*, 23, pp. 472-477.
- Johnson, Michael D. and Seigyoung Auh (1998), "Customer Satisfaction, Loyalty, and the Trust Environment," in J. Wesley Hutchinson and Joseph Alba (eds.), *Advances in Consumer Research*, 25, pp. 15-20.
- Johnson, Michael D. and James R. Taylor (1998), "Toward a Customer Orientation: A Case of Airline Quality, Satisfaction, and Loyalty," in Pierre Eiglier, Eric Langeard, and Valérie Mathieu (eds.), *Marketing, Strategy, Economics, Operations and Human Resources: Insights on Service Activities* (Proceedings of the 5th International Research Seminar in Service Management), pp. 799-816.
- Johnson, Michael D. and Anders Gustafsson (1997), "Bridging the Gap II: Measuring and Prioritizing Customer Needs," in A. Gustafsson, B. Bergman and F. Ekdahl (eds.), *Proceedings of the Third Annual International QFD Symposium: Volume 2*, Linköping, Sweden: Linköping University, pp. 21-34.
- Johnson, Michael D. and Donald R. Lehmann (1997), "The Effect of Consumer Experience on Consideration Sets for Brands and Product Categories," in Debbie MacInnis and Merrie Brucks (eds.), *Advances in Consumer Research*, 24, pp. 295-300.
- Johnson, Michael D. and Andreas Herrmann (1996), "Noncomparables Compared: Customer Satisfaction across Industries and Countries," in Christine Roland-Lévy (ed.), *Social & Economic Representations: Tome I*, Paris, France: Université René Descartes, pp. 332-341.
- Johnson, Michael D. (1995), "The Four Faces of Aggregation in Customer Satisfaction Research," in Frank Kardes and Mita Suja (eds.), *Advances in Consumer Research*, 22, pp. 89-93.
- Johnson, Michael D. (1995), "Comparability in Customer Satisfaction Surveys: Products, Services, and Government Agencies," *Seminar on New Directions in Statistical Methodology*, Washington, DC: Executive Office of the President, Office of Management and Budget, Statistical Policy Working Paper 23, 1, pp. 99-120.
- Mosser, John W. and Michael D. Johnson (1990), "The Effects of Ad-Based Customer Knowledge and Awareness on the Competitive Service Position of a Cooperative Education Program," *Proceedings of the 1990 Services Marketing Conference*, Chicago, Illinois: American Marketing Association, 9, pp. 66-72.
- Johnson, Michael D. (1989), "On the Nature of Product Attributes and Attribute Relationships," in Thomas Srull (ed.), *Advances in Consumer Research*, 16, pp. 598-604.
- Johnson, Michael D. and David A. Horne (1987), "Subject/Referent Positioning in Comparative Advertising: A Pilot Study," in Paul Anderson and Melanie Wallendorf (eds.), *Advances in Consumer Research*, 14, pp. 164-167.

- Johnson, Michael D. and Jolita Kisielius (1985), "Concreteness-Abstractness and the Feature-Dimension Distinction," in Elizabeth C. Hirschman and Morris B. Holbrook (eds.), *Advances in Consumer Research*, 12, pp. 325-328.
- Johnson, Michael D. (1985), "Inference by Abstraction," in Michael J. Houston and Richard J. Lutz (eds.), *Marketing Communications - Theory and Research*, Chicago, Illinois: American Marketing Association, pp. 103-108.
- Johnson, Michael D. (1981), "Context Effects in Product Perception," in Kent B. Monroe (ed.), *Advances in Consumer Research*, 8, pp. 112-115.
- Johnson, Michael D. (1980), "An Information Processing Analysis of Product Labels," in Jerry C. Olson (ed.), *Advances in Consumer Research*, 7, pp. 724-728.

ABSTRACTS

- Johnson, Michael D. (1995), "On the Antecedents and Comparability of Aggregate Satisfaction: Abstract," in David W. Stewart and Naufel J. Vilcassim (eds.), *1995 Winter Educators' Conference: Marketing Theory and Applications*, Volume 6, Chicago: American Marketing Association, p. 108.
- Ettlie, John E. and Michael D. Johnson (1993), "Customer Focus and Process Improvement in Applications of Quality Function Deployment: Abstract," in D. W. Cravens and P. R. Dickson (eds.), *Enhancing Knowledge Development in Marketing: 1993 AMA Educators' Proceedings*, 4, pp. 269-270.
- Johnson, Michael D. and Claes Fornell (1992), "The Policy Implications of a National Customer Satisfaction Index: Abstract," in Paul N. Bloom and Richard B. Starr, Jr. (eds.), *Proceedings of the 1992 Marketing and Public Policy Conference*, Washington, D.C.: American Marketing Association, p. 190.

WORK IN PROGRESS

- "The Science and Art of Customer Portfolio Management" (with Fred Selnes and Anders Gustafsson).
- "Improving the Customer Orientation Process," (with Anders Gustafsson and Lars Witell).
- "Customer Involvement in New Product and Service Development" (with Anders Gustafsson and Lars Witell).
- "Emotions in Motion: Disappointment, Joy and the Evolution of Relationship Commitment" (with Tor Wallin Andreassen and Line Lervik Olsen).
- "The Strategic Alignment of Customer Satisfaction," (with Anders Gustafsson and Jaesung Cha).

MONOGRAPHS AND TECHNICAL REPORTS

The American Customer Satisfaction Index at Ten Years: Implications for the Economy, Stock Returns and Management (2005), Ann Arbor, MI: National Quality Research Center, Stephen M. Ross School of Business.

1999 ACSI Report on the Automobile, Van, and Light Truck Industry, Ann Arbor, MI: University of Michigan Business School, National Quality Research Center, December 1999.

American Customer Satisfaction Index (ACSI) Methodology Report: March 1998, Ann Arbor, MI: University of Michigan Business School, National Quality Research Center, March 1998.

1997 ACSI Report on the Automobile, Van, and Light Truck Industry, Ann Arbor, MI: University of Michigan Business School, National Quality Research Center, September 1997.

1997 ACSI Report on the Electric Service Industry: First Quarter 1996 Update, Ann Arbor, MI: University of Michigan Business School, National Quality Research Center, June 1997.

1997 ACSI Report on the Commercial Bank Industry (Data Collected Fourth Quarter 1996), Ann Arbor, MI: University of Michigan Business School, National Quality Research Center, March 1997.

1996 ACSI Report on the Automobile, Van, and Light Truck Industry, Ann Arbor, MI: University of Michigan Business School, National Quality Research Center, September 1996.

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"Emotions in Motion: Disappointment, Joy and the Evolution of Relationship Commitment," presented at the 2004 Frontiers in Services Conference, University of Miami, Coral Gables, Florida, October 2004.

"Customer Satisfaction in a Service Economy: Lessons from the National Barometers," plenary session speech at QUIS9, the 9th International Symposium on Service Quality, Karlstad University, Karlstad, Sweden, June 2004.

"Managing Customer Portfolios in a Turbulent Environment," presented at the Markup Management Conference, Oslo, Norway, February 2004.

"Competing in a Service Economy," presented to the marketing staff of Telia, Stockholm, Sweden, February 2004.

"Explaining Loyalty: A Multi-Comparative Performance Standard Approach," presented at the 2003 Frontiers in Services Conference, University of Maryland, College Park, MD, October 2003.

"Managing Customer Satisfaction, Brand Image, and Relationship Strength across Switching Paths," presented at the 2003 Frontiers in Services Conference, University of Maryland, College Park, MD, October 2003.

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"Toward a Dynamic Theory of Exchange Relationships: Customer Portfolio Management," presented at the University of Wisconsin School of Business, Madison, WI, March 2003.

"Using Innovation to Create a Competitive Service Advantage," presented at the RIT New Product Development Forum, Rochester, New York, October 2002.

"Modeling the Connection between Loyalty and Financial Impact: A Journey," presented at the American Marketing Association's 23rd Annual Marketing Research Conference, Chicago, Illinois, September 2002.

“On the Two Futures of Academic Marketing,” presented at the Norwegian School of Management BI, Oslo, Norway, August 2002.

“The Evolution and Future of National Customer Satisfaction Index Models,” presented at the Århus School of Business, Århus, Denmark, May 2002.

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“Lessons from the Service Economy,” presented at the Hosmer Speaker Series, University of Michigan Business School, Ann Arbor, Michigan, October 2001.

“Toward a Dynamic Theory of Markets: Customer Portfolio Management,” presented at the Norwegian School of Management BI’s Marketing Workshop Series, Oslo, Norway, September 2001.

“Rethinking Services: Integrating Relationship Phases in Customer Satisfaction Modeling,” presented at the European Marketing Academy Conference, Bergen, Norway, May 2001.

“Improving Customer Satisfaction, Loyalty and Profit: An Integrated Measurement and Management System,” presented to the Marketing, Sales and Services division of Ford Motor Company, sponsored by Siebel eCommerce Systems, Dearborn, Michigan, March 2001.

“Improving Customer Satisfaction, Loyalty and Profit: An Integrated Measurement and Management System,” presented at the University of Michigan Business School’s Reunion 2000 Weekend, Ann Arbor, Michigan, October 2000.

“Exploring the Role of Equity in a Cumulative Satisfaction Model: Complaining versus Non-Complaining Service Customers,” presented at the 2000 Frontiers in Services Conference, Owen School of Management, Vanderbilt University, September 2000.

“Results of the New and Improved Norwegian Customer Satisfaction Barometer,” presented at the 2000 Frontiers in Services Conference, Owen School of Management, Vanderbilt University, September 2000.

“Satisfaction versus Equity as Mediators of Service Quality on Service Loyalty,” presented at the Seventh International Research Symposium on Service Quality, Karlstad, Sweden, June 2000.

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“The Evolution and Lessons of the ACSI,” presented at the 12th Annual AMA/ASQ Customer Satisfaction and Quality Management Conference, San Antonio, Texas, February 2000.

“Determining the Importance of Attributes and Benefits in a Customer Satisfaction Context,” presented at the 1999 Frontiers in Services Conference, Owen School of Management, Vanderbilt University, October 1999. Also presented at the Fall 1999 Decision Consortium Seminar, University of Michigan, October 1999.

“Creating a Customer Measurement and Management System”, presented at the University of Michigan Business School’s Reunion ’99 Weekend, October 1999.

“Exploring the Limits of Behavioral Decision Research in Marketing”, Presented at the Ohio State University, Fisher School of Business, March 1999.

“Customer Satisfaction over Industries, Countries and Time: A Test of Alderson’s Theory of Market Behavior,” presented at the Hosmer Seminar Series, University of Michigan Business School, February 1999.

“Compatibility Effects in Evaluations of Customer Satisfaction and Loyalty,” presented at the 1998 Association for Consumer Research Conference, Montreal, Canada, October 1998.

“Preliminary Findings on Determining the Importance of Attributes and Benefits in a Customer Satisfaction Context,” presented at the CTF Seminar Series, Karlstad University, Karlstad, Sweden, September 1998.

“Compatibility Effects in Evaluations of Customer Satisfaction and Loyalty,” presented at the Winter 1998 Behavioral Decision Research Consortium Seminar, University of Michigan, February 1998.

“Bridging the Quality Satisfaction Gap,” presented at the 1997 Association for Consumer Research Conference, Denver, CO, October 1997.

“The Teaching of Quality and Customer Satisfaction at the University of Michigan Business School,” presented at the Conference on the Teaching of Quality-Related Issues in Swedish Universities, Linköping, Sweden, October 1997.

“Bridging the Quality-Satisfaction Gap II: Measuring and Prioritizing Customer Needs,” presented at the Third Annual International QFD Symposium, Linköping, Sweden, October 1997.

“Customer Satisfaction and Loyalty: Some New Findings,” presented at CTcon Conference (Erfolgsfaktor Kundenzufriedenheit), Frankfurt, Germany, September 1997.

"Price- versus Quality-Driven Satisfaction and Customer Loyalty," presented at McGill University's School of Management, Montreal, PQ, Canada, December 1996.

"Consumer Experience and Consideration Sets for Brands and Product Categories," presented at the 1996 Association for Consumer Research Conference, Tucson, AZ, October 1996.

"The American Customer Satisfaction Index: Implications for Managing Quality and Customer Satisfaction," presented at ASQC's National Quality Symposium & Quality Forum XII, San Francisco, CA, October 1996.

"Noncomparables Compared: Customer Satisfaction across Industries and Countries," presented at the University of Mannheim, Institute for Marketing, Mannheim, Germany, June 1996, and the International Association for Research in Economic Psychology, XXIst Annual Colloquium, Paris, France, September 1996.

"The American Customer Satisfaction Index: Implications for Electric Service Utilities," presented at the 1996 Electric Utility Customer Research Conference sponsored by AMA/Edison Electric, Cincinnati, Ohio, May 1996.

"The American Customer Satisfaction Index: The National Measure of Quality," presented at the 1996 AMA/ASQC 8th Annual Customer Satisfaction and Quality Measurement Conference, Washington, DC, February 1996. Also presented to Honda Motors of America, Mazda Motors of America, and Dole Foods Company - Canned Foods Division (February 1996), and the Young President's Organization of Southeast Michigan (March 1996).

"The Benchmark Value of the Swedish Customer Satisfaction Barometer," presented at the 1995 Presentation of the Swedish Customer Satisfaction Barometer Results, Stockholm School of Economics, Stockholm, Sweden, November 1995.

"The American Customer Satisfaction Index in Practice," Keynote Address at the American Marketing Association's Fifth Congress on Customer Satisfaction, Lake Buena Vista, Florida, May 1995.

"Customer Satisfaction in a Global Economy: Challenges for the Automotive Industry," presented at the seminar titled Aktuelle Probleme der Marketingforschung in der Automobil Wirtschaft (Applied Market Research Problems in the Automobile Industry), the University of Mannheim, Institute for Marketing, Mannheim, Germany, February 1995.

"On the Antecedents and Comparability of Aggregate Satisfaction," presented at the 1995 American Marketing Association Winter Educators' Conference, La Jolla, CA, February 1995.

"What's In It for Us? Using National Satisfaction Indices to Benchmark on Performance and Explain Financial Returns," presented at the Marketing Science Institute's conference on Managing Customer Data for Strategic Advantage, San Antonio, Texas, December 1994.

"The Four Faces of Aggregation in Customer Satisfaction Research," presented at the 1994 Association for Consumer Research Conference, Boston, MA, October 1994.

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"Customer Focus and Process Improvement in Applications of Quality Function Deployment," presented at the American Marketing Association's 1993 Educators' Conference, Boston, MA, August 1993.

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"A Model of Market Level Expectations, Performance, and Customer Satisfaction," presented at Georgetown University's Marketing Workshop Series, October 1992.

"The Determinants of Satisfaction for Products Versus Services: Exploring the Ambiguity Hypothesis," presented at the 1992 Association for Consumer Research Conference, Vancouver, British Columbia, October 1992.

"Bringing the Customer into the Design Process: Use of QFD in the US," presented at the World-Class Design Process Management Briefing, Chrysler Center, Ann Arbor, Michigan, September 1992.

"On the Use of Economic Versus Psychological Models in Satisfaction Research," presented at the 1992 IAREP/GEW Joint Conference, Frankfurt, Germany, August 1992.

"The Policy Implications of a National Customer Satisfaction Index," presented at the 1992 Marketing and Public Policy conference, Washington, D.C., May 1992.

"An Examination of Differences in Customer Satisfaction Across Industries: Prospect Theory, Rational Expectations, and Customer Orientation," presented at the 1991 IAREP/SASE conference, Stockholm, Sweden, June 1991. Also presented at the 1991 Stanford Summer Marketing Camp, Stanford University, August 1991.

"A Framework for Comparing Customer Satisfaction Across Individuals and Product Categories," presented at the 1991 IAREP/SASE conference, Stockholm, Sweden, June 1991.

"The Effects of Ad-Based Customer Knowledge and Awareness on the Competitive Service Position of a Cooperative Education Program," presented at the American Marketing Association's 9th Annual Services Marketing Conference, Chicago, Illinois, October 1990.

"Attribute Abstraction and the Scaling of Product Similarities," presented at the University of Minnesota's Marketing Workshop series, Minneapolis, Minnesota, March 1990.

"Toward a Theory of Consumer Choices," presented at the 1989 Wharton Marketing Workshop, University of Pennsylvania, Philadelphia, Pennsylvania, October 1989.

"The Dissertation as a Basis for Programmatic Research," presented at the American Marketing Association's Doctoral Consortium, Harvard University, Cambridge, Massachusetts, August 1989.

"The Differential Processing of Product Category and Noncomparable Choice Alternatives," presented at the University of North Carolina's Marketing Workshop, Chapel Hill, North Carolina, April 1989, and at Columbia University's Summer Marketing Workshop, Arden Homestead, June 1989.

"TSCALE: A Multidimensional Scaling Methodology for Operationalizing Tversky's Contrast Model," presented at the annual ORSA/TIMS Marketing Science Conference, Durham, North Carolina, March 1989.

"Direct Competitive Perception Measures," presented at the American Marketing Association's 20th Annual Attitude Research Conference, Orlando, Florida, January 1989.

"Comparability and Hierarchical Processing in Multialternative Choice," presented at The University of Chicago's Graduate School of Business, Marketing Workshop, Chicago, Illinois, May 1988.

"Thinking About Products: A Model of Consumers' Cognitive Representations," presented at the annual ORSA/TIMS Marketing Science Conference, Seattle, Washington, March 1988.

"Attribute Mapping: The Relationship Between Concrete and Abstract Product Attributes," presented at the annual conference of the Association for Consumer Research, Toronto, Canada, October 1986.

"Subject/Referent Positioning in Comparative Advertising: A Pilot Study," presented at the annual conference of the Association for Consumer Research, Toronto, Canada, October 1986.

"Direct Perceptual Measures in Marketing Research," presented at the Marketing Science Institute's conference on New Methodologies in Marketing Research, Cambridge, MA, October 1986.

"Subject/Referent Positioning in Comparative Advertising," presented at Young and Rubicam (Detroit, April 1986), D'Arcy, McManus, Masius (Chicago, May 1986), Needham Harper Worldwide (Chicago, May 1986), and Dancer, Fitzgerald, Sample (New York, May 1986). Also presented to the advertising steering committee of the Marketing Science Institute (New York, May 1986).

"The Nature and Methodological Implications of the Cognitive Representation of Products," presented to the Societal Analysis Department, General Motors Research Laboratories, Warren, Michigan, November 1985.

"Inference by Abstraction," presented at the American Marketing Association's Winter Educators' Conference, Phoenix, Arizona, February 1985.

"Modeling Choice Strategies for Noncomparable Alternatives," presented at the University of Minnesota, November 1984.

"Concreteness-Abstractness and the Feature-Dimension Distinction," presented at annual conference of the Association for Consumer Research, Washington, D. C., October 1984.

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