

VITA

September, 2019

Name: David Brinberg
Office Address: Department of Marketing
Virginia Tech
Blacksburg, VA 24061
Phone Number: 540-231-7639 (office); 540-552-7209; cell 540-998-3731; (home); e-mail: brinberg@vt.edu

Education

1974 - B.S.	Rensselaer Polytechnic Institute	Major: Psychology Minor: Sociology
1976 - M.A.	University of Illinois	Major: Social Psychology Minor: Organizational/Quantitative
1979 - Ph.D.	University of Illinois	Major: Social Psychology Minor: Organizational/Quantitative

Professional Experience

7/96 - 8/94 -	Robert O. Goodykoontz Professor of Marketing Professor, Department of Psychology Virginia Polytechnic Institute and State University
7/07 - 6/12	Adjunct Professor, Faculty of Economics, Universita della Svizzera Italiana
6/03 - 6/12	Director, Center for Marketing and Consumer Health
6/03 - 6/08	Director, Masters of Science Program in Marketing
5/04 - 6/08	Director, Sloan Foundation Forest Industries Center at Virginia Tech
7/93 - 6/99	Professor of Marketing and Department Head Virginia Polytechnic Institute and State University
9/91 - 6/93	Professor, Department of Marketing, SUNY-Albany
9/91 - 6/93	Adjunct Professor, Department of Psychology, SUNY-Albany
9/90 - 6/93	Adjunct faculty, Department of Health Policy and Management, School of Public Health Sciences, SUNY - Albany
3/87 - 6/93	Member, Organizational Studies Program, SUNY - Albany
9/86 - 8/91	Associate professor, Department of Marketing, SUNY - Albany,
6/88 - 6/90	Director, Institute for Decision Systems, SUNY - Albany
7/87 - 6/90	Chairman, Department of Marketing, SUNY - Albany
1/86 - 8/86	Visiting associate professor, SUNY - Albany
8/83 - 12/85	Associate professor, Baruch College, CUNY
8/79 - 5/83	Assistant professor, University of Maryland
9/78 - 5/79	Visiting assistant professor, University of Illinois

Grants and Awards

Pamplin College of Business Career Award for Excellence in Research 2019

Virginia Tech Alumni Award for Excellence in International Education 2018

Pamplin College of Business 2016-2017 Award for Excellence in International Programs

Pamplin College of Business 2014-2015 Award for Excellence in International Programs

Pamplin College of Business 2011-2012 Award for Excellence in Outreach	
Pamplin College of Business 2010-2011 Award for Excellence in International Outreach	
Pamplin College of Business 2009-2010 Award for Excellence in International Programs	
Marketing Science Institute. Cause related marketing literacy MSI grant #4-1898 (with Anne Hamby)	\$ 6,439
Reidsville Area Foundation	\$ 4,750
Reidsville Area Foundation	\$ 14,000
Fralin Life Science Institute and the Institute for Society, Culture, and Environment. Virginia Tech Parents as Agents of Behavioral Change to Reduce Adolescent Obesity	\$ 9,800
Association Ticino Kenya Youth Education	\$ 2,000
Association for Children of Mozambique	\$ 5,000
Social Entrepreneurship Internship Program in South Africa. Funding provided by OIRED	\$ 2,000
Kellogg Foundation, Leveraging peer influence to increase leadership skills, reduce risk behavior, and improve social and health knowledge (with IMBEWU South Africa)	\$336,000
Hardwood Market Report. Technology transfer in the hardwood industry	\$ 65,000
Global Camps Developing and Implementing a Monitoring and Evaluation Process	\$ 7,400
IMBEWU (Swiss NGO) Developing a business plan for sustainability.	\$ 9,000
Glacierland Resource and Conservation. Enhancing utilization of hardwoods in the Eastern US	\$ 43,750
Sloan Foundation, Creating a Sloan Foundation Forest Industries Center affiliate program	\$ 4,800
Sloan Foundation, Forest Industries Innovation Initiative: Leveraging Technical Advancements for Business Applications	\$ 40,000
Meeting the needs of the Wood Education and Resource Center. 8/06 – 12/07	\$ 85,000
Parents as agents of behavioral change to reduce adolescent obesity. Association for Consumer Research Committee of Transformative Research. 8/06 – 7/07	\$ 2,000
Examining the determinants of customer satisfaction, American Woodmark Corporation	\$ 30,000
Creating a research agenda for the hardwood industry. National Hardwood Lumber Association	\$ 17,000
Technology Transfer: Meta-Analysis and Personalized TT, WERC 7/05 – 6/07	\$ 46,117
Sloan Foundation Forest Industries Center, VA Works. 7/05 – 6/07	\$100,000
Meeting the needs of the Wood Education and Resource Center. 7/05 – 6/07	\$157,500
Sloan Foundation Forest Industries Center, Sloan Foundation 11/04 – 11/07	\$100,000

A conference on creating sustainable forest industry growth, USDA FS SRS	\$ 30,000
A conference on creating sustainable forest industry growth, USDA FS NE	\$ 34,000
A study of technologies to locate delay in standing hardwood timber, USDA FS (7/04–12/05)	\$ 20,000
Creating Sustainable Industry Growth in a Global Marketplace for Wood Products Sloan Foundation (11/03 – 12/04)	\$ 45,000
The influence of character marks on furniture perceptions. USDA – FS (6/2003 – 12/2004)	\$ 41,014
Assessing hardwood veneer log quality attributes. USDA – FS (6/2003 – 5/2004)	\$ 19,861
Decision policies of veneer manufacturers, Hardwood, Plywood, and Veneer Association	\$ 13,000
Consumer perceptions of the New River Valley Mall, Crown American	\$ 7,000
Driver distraction information and materials for safety campaign: National Highway, Transportation, and Safety Administration. 9/2001 – 7/2001	\$ 99,987
Reducing heart disease with “Get-the-fat-out.” CIT funding 7/2001 – 12/2001	\$ 22,500
Product evaluation for new automotive devices (co -PI) (with Dingus, Neale, & Hankey) College of Business Total Funding 3/00- 7/00	\$372,091 \$56,284
Marketing Science Institute "The negotiation process: The role of agenda setting, power and expectations for future interactions. (with S. Ganesan) 1992-1993	\$ 9,100
New York State Department of Health, Bureau of Nutrition "Individual computer- assisted nutrition assessment and education for pregnant women (with M. Axelson) 1992-1993	\$ 56,416
"Management of gastrointestinal bleeding: Retrospective evaluation of therapy and outcome (with D. Brinberg) Haas Fund Grant, 1990-1991.	\$ 17,000
National Dairy Council, "Modifying food practices: An application of a behavioral alternatives model (with M. Axelson), 1988-1989.	\$ 35,000
Faculty Research Awards Program, 1986-1987.	\$ 1,000
PSC-CUNY Research Award. Couple Decision Making. 1985-1986.	\$ 8,915
University of Maryland Agricultural Experimental Station Award (With R. Dardis). Risk Perception. 1982-1983	\$ 8,622

Research Methodology

Books

- Brinberg, D., and Lutz, R.J. (Eds.) (1986). *Perspectives on Methodology in Consumer Research*. New York: Springer-Verlag.
 Review of book in *Contemporary Psychology*, 1987, 32(8), 756; *Revue de Statistique Appliquee*, 1987, 35(1); *Journal of Consumer Policy*, 1987, 10, 237.

Brinberg, D., and McGrath, J.E. (1985). *Validity and the Research Process*: Beverly Hills, Ca., Sage Publications.

Review of book in *Journal of Marketing Research*, 1986, 23, 394-396; *Contemporary Psychology*, 1986, 31(12), 970-971; *European Journal of Operational Research*, 1986, 26(1), 175-176; *Zetetic Scholar*, 1987, 12, 13; *Bulletin de Methodologie Sociologique*, 1991, 30

Brinberg, D., and Kidder, L. (Eds.) (1982). *New Directions for Methodology of Social and Behavioral Science: Forms of Validity in Research*. San Francisco, Jossey-Bass.

Chapters in Books

Brinberg, D., and Brinberg, M. (2019). "The Validity Network Schema: Perspectives on Validity, Validation, and Research Paths in Consumer Research." In P. Herr, F. Kardes, and N. Schwartz (Eds). *Handbook of Consumer Research Methodology*

Nakamoto, K., and Brinberg, D. (2003), "Interpretive constraint in qualitative and quantitative research: False dichotomies?" In M. Schwaiger and D. Harhoff (Eds). *Empirire und Betriebswirtschaft*, Stuttgart: Schaffer-Poeschel

Brinberg, D., and Jaccard, J. (1986). "Meta-analysis: Techniques for the quantitative integration of research findings." In D. Brinberg and R. J. Lutz (Eds.). *Perspectives on Methodology in Consumer Research*. New York: Springer-Verlag.

McGrath, J.E. and Brinberg, D. (1984). Alternative paths for research: Another view of the basic vs. applied distinction. In S. Oskamp (Ed.) *Applied Social Psychology Annual*. Beverly Hills, Ca. Sage Publications.

Brinberg, D., and McGrath, J.E. (1982). A network of validity concepts within the research process. In D. Brinberg and L. Kidder (Eds.) *New Directions for Methodology of Social and Behavioral Science: Forms of Validity in Research*. San Francisco: Jossey-Bass.

Articles

Sawyer, A.G., Lynch, J.G., and Brinberg, D. (1995). A Bayesian analysis of the information value of manipulation and confounding checks. *Journal of Consumer Research*, 21(4), 581-595.

Brinberg, D., Lynch, J.G., and Sawyer, A.G. (1992). Hypothesized and confounded explanations in theory tests: A Bayesian analysis. *Journal of Consumer Research*, 19(3), 139-154.
Finalist for Best Paper in *Journal of Consumer Research*. 1990-1992; 1992-1994.

Brinberg, D., and Hirschman, E.C. (1986). Multiple orientations for the conduct of marketing research: An analysis of the academic/practitioner distinction. *Journal of Marketing*, 50, 161-173.

Brinberg, D., and Jaccard, J. (1986). A review of meta-analytic techniques. In R.J. Lutz (Ed). *Advances in Consumer Research*, 13, 606-611.

McGrath, J.E., and Brinberg, D. (1983). External validity and the research process: A comment on the Calder/Lynch dialogue. *Journal of Consumer Research*, 10(1), 115-124.

Brinberg, D. (1982). Validity concepts in research: An integrative approach. In A. Mitchell (Ed.) *Advances in Consumer Research*, 9, 40-44.

Papers

Brinberg, D. (1995). Presidential Address. "The Multiples of Science." Presented at the Society for Consumer Psychology.

Sawyer, A.G., Lynch, J.G., and Brinberg, D. (1994). A Bayesian Analysis of the Value of Manipulation and Confounding Checks in Theory Tests. Paper presented at the Marketing Science Conference.

Brinberg, D. (1994). New Thoughts on Post-Hoc Analysis. Paper presented at the American Marketing Association Winter Educator's Conference.

Brinberg, D. (1987). Multiple orientations for the conduct of marketing research. Paper presented at the American Marketing Association Winter Educators' Conference.

Brinberg, D. (1984). In search of validity: Can it be found? Paper presented at the American Marketing Association Winter Educators' Conference.

Brinberg, D., and McGrath, J.E. (1983). A Validity Network Schema. Paper presented at the American Educational Researchers Association.

Individual and Group Decision Making

Books

Brinberg, D., and Jaccard, J. (Eds.) (1989). *Dyadic Decision Making*. New York: Springer-Verlag.
Review of book in *Contemporary Psychology*, 1990, 35(6), 557-558; *Contemporary Sociology*, 1990, 19(1), 154-155.

Chapters in Books

Brinberg, D., and Ganesan, S. (1993). An application of Foa's resource exchange theory to product positioning. In U.G. Foa., J.M. Converse, and E.B. Foa (Eds.). *Resource Theory: Explorations and Applications*. Orlando, FL.: Academic Press

Brinberg, D., and Jaccard, J. (1989). Multiple perspectives on dyadic decision making. In D. Brinberg and J. Jaccard (Eds.). *Dyadic Decision Making*. New York: Springer-Verlag.

Jaccard, J., Brinberg, D., and Dittus, P. (1989). Dyadic decision making: Individual and dyadic level analysis. In D. Brinberg and J. Jaccard (Eds.). *Dyadic Decision Making*. New York: Springer-Verlag.

Articles

Hamby, A., Ecker, U., and Brinberg, D. (forthcoming). How Stories in Memory Perpetuate the Continued Influence of False Information. *Journal of Consumer Psychology*.

Hamby, A., Brinberg, D., and Daniloski, K. (forthcoming). It's About Our Values: How Founder's Stories Influence Brand Authenticity. *Psychology and Marketing*.

Zemack-Rugar, Y., Corus, C., and Brinberg, D. (forthcoming). The Academic Response-to-Failure Scale: Predicting and Increasing Academic Persistence Post-Failure. *Journal of Marketing Education*.

Zemack-Rugar, Y., Corus, C., and Brinberg, D. (2019). The persistence-licensing response measure: Understanding, predicting, and modifying behavior following subgoal success. *Journal of Marketing Research*.

Hamby, A., Brinberg, D., and Jaccard, J. (2018). A conceptual framework of narrative persuasion. *Journal of Media Psychology*, 30(3), 113-124.

Carnabuci, G., Emery, C., & Brinberg, D. (2018). Emergent leadership structures in informal groups: A dynamic, cognitively informed network model. *Organizational Science*. 29(1), 118-133.

- Hamby, A., Brinberg, D., & Daniloski, K. (2017). Reflecting on the journey: Mechanisms in narrative persuasion. *Journal of Consumer Psychology, 27*(1), 11-22.
- Hamby, A., and Brinberg, D. (2016). Happily Ever After: How Ending Valence Influences Narrative Persuasion in Cautionary Stories", *Journal of Advertising, 45*(4), 498-508
- Hamby, A., Brinberg, D., & Daniloski, K. (2015). How Consumer Reviews Persuade Through Narrative. *Journal of Business Research, 68*(6), 1242-1250
- Zemack-Rugar, Y., Corus, C., and Brinberg, D. (2012). The "response-to-failure" scale: Predicting behavior following initial self-control failure. *Journal of Marketing Research, 49*(6), 996 – 1014.
- Moorman, C., Diehl, K., Brinberg, D., and Kidwell, B. (2004). Subjective knowledge, search locations, and consumer choice, *Journal of Consumer Research, 673 – 680*.
- Kidwell, Blair, L., Brinberg, D., and Turrisi, R. (2003). Determinants of money management behavior. *Journal of Applied Social Psychology, 33*(6), 1244 – 1260.
- Bodur, O, H., Brinberg, D., and Coupey, E. (2000). Belief, affect, and attitude: Alternative models of the determinants of attitude. *Journal of Consumer Psychology, 9*(1), 17-28.
- Coupey, E., Bodur, O., and Brinberg, D. (1998). Prediction processes in consumer choice: Effects of prior knowledge on aspects of decision structuring. *Advances in Consumer Research, 25*, 226-232.
- Jaccard, J., Brinberg, D., and Ackerman, L.J. (1986). Assessing attribute importance: A comparison of six methods. *Journal of Consumer Research. 12*(4), 463-468.
- Brinberg, D., and Plimpton, L. (1986). Self-monitoring and product conspicuousness on reference group influence. In R.J. Lutz (Ed). *Advances in Consumer Research, 13*, 297-300.
- Brinberg, D., and Schwenk, N. (1985). Husband-wife decision making: An exploratory study of the interaction process. In E. Hirschman and M. Holbrook (Eds.) *Advances in Consumer Research, 12*, 487-491.
- Brinberg, D., and Cummings, V. (1984). Purchasing generic prescription drugs: An analysis using two behavioral intention models. In T. Kinnear (Ed.) *Advances in Consumer Research, 11*, 229-234.
- Brinberg, D., and Wood, R. (1983). A resource exchange theory analysis of consumer behavior. *Journal of Consumer Research, 10*(3), 330-337.
- Brinberg, D., and Durand, J. (1983). Eating at fast-food restaurants: An analysis using two behavioral intention models. *Journal of Applied Social Psychology, 13*(6), 459-472.
- Brinberg, D., and Castell, P. (1982). A resource exchange theory approach to interpersonal interactions: A test of Foa's theory. *Journal of Personality and Social Psychology, 43*(2), 260-269.
- Reprinted in U.G. Foa, J.M. Converse, and E.B. Foa (Eds.). *Resource Theory: Explorations and Applications*. Orlando, FL.: Academic Press
- Brinberg D. (1981). A comparison of two behavioral intention models. In K. Monroe (Ed.). *Advances in Consumer Research, 8*, 48-52.
- Jaccard, J.J., Knox, R., and Brinberg, D. (1980). Designing political campaigns to elect a candidate: Toward a social psychological theory of voting behavior. *Journal of Applied Social Psychology, 10*(5), 367-383.

Brinberg, D. (1979). An examination of the determinants of intention and behavior: A comparison of two models. *Journal of Applied Social Psychology*, 6, 560-575.

Jaccard, J.J., Knox, R., and Brinberg, D. (1979). Prediction of behavior from beliefs: An extension and test of a subjective probability model. *Journal of Personality and Social Psychology*, 37(7), 1239-1248.

Komorita, S.S., and Brinberg, D. (1977). The effect of equity norms in coalition formation. *Sociometry*, 40, 351-361.

Papers

Brinberg, D., Brinberg, M., Jaccard, J., Keith, Z., and Herr, P. (2019). Is Science “Good Story Telling,” Talk to be presented at Association for Consumer Research, Atlanta

Hamby, A, and Brinberg, D. (2018). Alternative “Facts”: The Effects of Narrative Processing on the Acceptance of Factual Information. Talk presented at *Association for Consumer Research, Dallas*.

Winner Nicosia Best Competitive Paper Award

Hamby, A., & Brinberg, D. (2014, June). Not so Happily-ever-after: The Influence of Story Epilogue on Persuasion. Presented at *Marketing and Public Policy, Boston, Massachusetts*.

Hamby, A., Daniloski, K., & Brinberg D. (2013, February). Consumer Reviews as Stories; Narrative Persuasion in an E-WOM Context. Talk presented at *Society for Consumer Psychology, San Antonio, Texas*.

Hamby, A., Daniloski, K., & Brinberg D. (2012, October). A Framework of Narrative Persuasion. Talk presented at *Association for Consumer Research, Vancouver, Canada*.

Zemack-Rugar, Y., Corus, C., and Brinberg, D. (2013) What I Haven’t Done Can’t Hurt Me: The Effects of Imagined Future Failure on Goal Disengagement. Paper to be presented at the Association for Consumer Research, October, 2013

Carnabuci, G., Emery, C., and Brinberg, D. (2012). Social structure from the bottom up: How relational schemas shape the emergence of informal leadership structures. *International Network of Analytic Sociologists*

C. Emery, G. Carnabuci, Brinberg D. (2011). Relational schemas to investigate the process of leadership emergence. *Academy of Management Best Paper Proceedings*.

Emery, C., Daniloski, K., & Brinberg, D. (2009, March). Social networks and the role of emotional abilities in leadership emergence. *International Sunbelt Social Network Conference, San Diego, California*.

Emery, C., Daniloski, K., & Brinberg, D. (2008, September). Emotional intelligence, informal leaders emergence, and social network analysis. *5th Conference on Applications on Social Network Analysis, Zurich*.

Emery, C., Daniloski, K., Pierce, M., & Brinberg, D. (2008, July). Emotional intelligence and social networks evolution. *4th UK Social Networks Conference, London*.

Emery, C., Daniloski, K., Pierce, M., and Brinberg, D. (2008). Emotional intelligence and social network evolution. Paper presented at the 4th UK Social Networks conference at the University of Greenwich in London, July 18-20, 2008.

Rugar, Y., Corus, C., and Brinberg, D. (2008) Continuing to Sin or a Reformed Sinner: An Individual Difference Measure to Assess Self control after a Transgression. Paper presented at the Society for Consumer Psychology.

- Peter, P., and Brinberg, D. (2003). The impact of cross-cultural teams on small-work related groups. Paper presented at the Ninth Annual Cross-Cultural Research Conference,
- Broch, C., Maniscalco, C., and Brinberg, D. (2003). Integrating process, structure, and change in relationship development: An approach to create new customers. Paper presented at IMP, Lugano. CH
- Moorman, C., Brinberg, D., Diehl, K., and Kidwell, B. (2000). Knowledge Calibration and Knowledge-related Goals. *Advances in Consumer Research*. Special Session: Consumer confidence and knowledge calibration.
- Ganesan, S., and Brinberg, D. (1993). The Negotiation Process: The Role of Agenda Setting, Power, and Expectations for Future Interactions. Paper presented at the Association for Consumer Research.
- Ben-Yoav, O., Falbe, C.M., and Brinberg, D. (1987). Intraorganizational negotiation, role conflict, and career satisfaction in organizational boundary roles. Paper presented at the First International Conference of the Conflict Management Group.
- Anderson, R.A., and Brinberg, D. (1985). The Rokeach value survey and consumer behavior research: Theory, method, and guidelines for future research. Paper presented at the ACR
- Anderson, E.A., Brinberg, D., and Schwenk, N. (1984). Husband-wife decision making: An observational dyadic coding system. Paper presented at the National Council on Family Relations.
- Brinberg, D., and Castell, P. J. (1980). An examination of resource exchange theory: A test of Foa's theory. Paper presented at the Eighth Annual Graduate Student Conference.
- Brinberg, D., and Triandis, H.C. (1979). The prediction of blood donation: A comparison of two models. Paper presented at the Midwestern Psychological Association.

Social Marketing

Books

- Axelson, M.L., and Brinberg, D. (1989). *A Social-Psychological Perspective on Food-Related Behavior*. New York: Springer-Verlag.

Review of book in *Contemporary Psychology*, 1991, 36(7), 630; *International Journal of Psychology*, 1991, 26, 1; *Psychologica Belgica*, 1990, 30; *Food Science and Technology Abstracts*, 1991, 23; *Zentralblatt Neurologie-Psychiatrie/Neurology Psychiatry*, 1991, 256, 1-2; *Zentralblatt Rechtsmedizin*, 1990, 34, 5; *Behaviour Research and Therapy*, 1991, 29, 2; *Australian Journal of Nutrition and Dietetics*, 1991, 48; *South African Journal of Psychology*, 1992, 22.

Chapters in Books

- Brinberg, D., and Morris, L.A. (1987). "Advertising prescription drugs to consumers." In P. Bloom (Ed.). *Research in Marketing: Advances in Marketing and Public Policy*. Greenwich, Conn.: JAI Press.
- Triandis, H.C., Adamopoulos, J., and Brinberg, D. (1984). Perspectives and issues in the study of attitudes. In R. Jones (Ed.) *Attitudes and Attitude Change in Special Education*. Reston, Va., The Council for Exceptional Children.

Articles

- Hamby, A and Brinberg, D. (2018). Cause-Related Marketing Persuasion Knowledge: Measuring Consumers' Knowledge and Ability to Interpret CrM Promotions, *Journal of Consumer Affairs*, 52(2), 373-392.

- Hamby, A., Pierce, M., and Brinberg, D. (2017). Solving complex problems: Enduring solutions through social entrepreneurship, community action, and social marketing. *Journal of Macromarketing*, 37(4), 369-380
- Hamby, A and Brinberg, D. (2016). International Service Learning as Social Value Co-Creation. *Journal of Non-profit and Public Sector Marketing*, 28(3), 209-233.
- Peter, P. and Brinberg, D. (2012). Learning emotional intelligence: An exploratory study in the domain of health. *Journal of Applied Social Psychology*, 42(6), 1394 - 1414
- Hamby, A., Pierce, M., Daniloski, K., and Brinberg, D. (2011). The use of participatory action research to create a positive youth development program. *Social Marketing Quarterly*, 17(3), 2 – 17
- Maniscalco, C., Daniloski, K., and Brinberg, D. (2010), The Impact of Relationship Stage on the Determinants of Trust in the Pharmacist-Client Relationship: Results from a Social Marketing Campaign, *Social Marketing Quarterly*, 16(4), 18-40.
- Hamby, A., Pierce, M., and Brinberg, D. (2010). A framework to structure research and practice in commercial and social entrepreneurship. *Journal of Asian-Pacific Business*, 11(3), 166-178
- Hampton, B., Peter, P., Corus, C., and Brinberg, D. (2009). Integrating the Unified Theory and Stages of Change to Create Targeted Health Messages. *Journal of Applied Social Psychology*. 39(2), 449-471
- Schulz, P., Nakamoto, K., Brinberg, D., and Haes, J. (2006). More than nation and knowledge: Cultural micro-diversity and organ donation in Switzerland. *Patient Education and Counseling*, 64, 294-302.
- Brinberg, D., and Hampton, B. (2002), Tailored health education messages: Conceptual and methodological issues, *Studies in Communication Science*, 2(2), 135-153.
- Brinberg, D., and Axelson, M.L. (2002). Improving the dietary status of low-income pregnant women at nutritional risk, *Journal of Public Policy and Marketing*, 21(1), 100-104.
- Brinberg, D., Axelson, M.L., and Price, S. (2000). Changing food knowledge, food choice, and dietary fiber consumption by using tailored messages. *Appetite*, 35, 35-43.
- Brinberg, D., Kidwell, B., and Coupey, E. (2000). Determinants of drinking and driving: Developing interventions based on cognitive structure, affect and past experience. *Public Policy and Marketing*, 10, 135-142.
- Axelson, M.L., and Brinberg, D. (1992). The measurement and conceptualization of nutrition knowledge. *Journal of Nutrition Education*, 24(5), 239-246.
- Brinberg, D., and Axelson, M.L. (1990). Increasing the consumption of dietary fiber: A decision theory analysis. *Health Education Research: Theory and Practice*, 5(4), 409-420.
- Paper received the Douglas Leathar Award as the best research article published in *Health Education Research* in 1990.
- Morris, L.A., Mazis, M.B., and Brinberg, D. (1989). Risk disclosures in televised prescription drug advertising to consumers. *Journal of Marketing and Public Policy*, 8, 64-80.
- Axelson, M.L., Brinberg, D., and Allen, C. (1986). The robustness of the Fishbein theory of reasoned action in predicting food-related behavior. *Home Economics Research Journal*, 15(1), 52-56.

- Axelson, M.L., Kurinij, N., and Brinberg, D. (1986). An analysis of the four food groups using multidimensional scaling. *Journal of Nutrition Education*, 18, 265-273.
- Morris, L.A., Brinberg, D., Klimberg, R., Rivera, C., and Millstein, L.G. (1986). Miscomprehension rates for Prescription drug advertisements. *Current Issues and Research in Advertising*, 9, 93-118.
- Morris, L.A., Brinberg, D., Klimberg, R., Rivera, C., and Millstein, L.G. (1986). Consumer attitudes about advertisements for medicinal drugs. *Social Science and Medicine*, 22, 629-638.
- Morris, L.A., Brinberg, D., Klimberg, R., Rivera, C., and Millstein, L.G. (1986). The attitudes of consumers toward direct advertising of prescription drugs. *Public Health Reports*, 101(1), 82-89
- Axelson, M.L., Federline, T., and Brinberg, D. (1985). A meta-analysis of food- and nutrition-related research. *Journal of Nutrition Education*, 17(2), 51-54.
- Morris, L.A., Brinberg, D., and Plimpton, L. (1984). Prescription drug information for consumers: An experiment of source and format. *Current Issues and Research in Advertising*, 65-78.
- Axelson, M.L., Brinberg, D., and Durand, J. (1983). Eating at a fast-food restaurant: A social-psychological analysis. *Journal of Nutrition Education*, 15(3), 94-98.

Papers

- Hamby, A., and Brinberg, D. (2015). "Cause Related Marketing Literacy," presented at Marketing and Public Policy Conference, Washington D.C., June 3-6.
- Hamby, A., & Brinberg, D. (2014, June). Not so Happily-ever-after: The Influence of Story Epilogue on Persuasion. Presented at *Marketing and Public Policy*, Boston, Massachusetts.
- Peter, P., Krishnan, A., and Brinberg, D. (2010, May). Emotional intelligence: A moderator of health performance. *Marketing and Public Policy*, Colorado Springs, CO.
- Hamby, A., Daniloski, K., Pierce, M., and Brinberg, D. (2010, May). The role of participatory action research in designing successful youth risk behavior interventions. *Marketing and Public Policy*, Colorado Springs, CO.
- Zemack-Rugar, Y., Corus, C., Brinberg, D. (2009, October). The "what the hell effect" scale: Measuring post-failure sequential self-control choice tendencies. Paper presented at the Association for Consumer Research
- Brinberg, D., Pierce, M., Daniloski, K., & Stauffer, J. (2009, May). A framework for social change: Integrating marketing and public policy. *Marketing and Public Policy*, Washington D.C.
- Pierce, M., Stauffer, J., Daniloski, K., and Brinberg, D. (2008). Creating sustainable change: Leveraging peer influence to increase leadership skills, reduce risk behaviors, and improve social and health knowledge. Paper presented at Public Policy and Marketing Conference
- Brinberg, David and Daniloski, K. (2008). Parents as agents of behavioral change: A new look at reducing childhood obesity. Paper presented at Public Policy and Marketing Conference
- Peter, P. C. and Brinberg, D. (2008). The application of emotional intelligence in decision making related to health. Working paper presented at the Society for Consumer Psychology
- Maniscalco, C., Daniloski, K., Brinberg, D. (2007) Motivating the pharmacist-client relationship: An integration of Stages of Change to relationship development. Paper presented at the Association for Consumer Research

- Peter, P.C., and Brinberg D. (2007). Improving health programs with emotional intelligence. Working paper presented at the Society of Consumer Psychology
- Schulz, P., Nakamoto, K., Haes, J., and Brinberg, D. (2006). Tailoring health communication campaigns for organ donation. Paper presented at the International Communication Association
- Peter, P. and Brinberg, D. (2006) Tailoring health messages: Determinants of motivation to change. Paper presented at the Society of Consumer Psychology.
- Brinberg, D. (2005). Tailoring Health Communication Messages: An overview of conceptual and methodological Issues. Paper presented at Tailoring Health Communication Messages: Bridging the Gap between Social and Humanistic Perspectives on Health Communication.
- Peter, P., Brinberg, D., Schulz, P., and Mantegazzi, P. (2005). Increasing the intent to sign an organ donation card by overcoming negative feelings. Paper presented at the Society for Consumer Psychology.
- Brinberg, D. (1992). Decision Theory and Nutrition Education. Paper presented at the Marketing and Public Policy Conference.
- Brinberg, D. (1990). An idiographic decision theory approach toward nutrition education. Paper presented at the Association for Consumer Research.
- Brinberg, D., and Axelson, M.L. (1989). Modifying fiber intake: An application of the behavioral alternatives model. Paper presented at the Society for Nutrition Education.
- Brinberg, D. (1988). Modifying dietary practices of college students: A test of the behavioral alternatives model. Paper presented at the Society for Nutrition Education.
- Axelson, M.L., Kurinij, N., and Brinberg, D. (1986). Analysis of the four food groups using multidimensional scaling. Paper presented at the Society of Nutrition Education.

Other Articles

- Coupey, E., Brinberg, D., and Mandrik, C. (2000). Internet-based consumption and quality of life in rural communities. *Quarterly Journal of Electronic Commerce*, 1(1), 13-29.
- Baloglu, Seyhmus, and Brinberg, D. (1997). Affective images of tourism destinations. *Journal of Travel Research*, 35(4), 11-15.
- Lee, D. J. and Brinberg, D. (1995). The effect of the perception of process technology and country-of-manufacture (COM) favorableness on consumer's overall brand evaluation. *Advances in Consumer Research*, 22, 286-291.
- Brinberg, D., Coleman, J., Hoff, H., Newman, G., and Risk, L. (1980). Interpersonal attraction: A multitrait-multimethod analysis. *Representative Research in Social Psychology*, 11, 49-54.

Forest Industry Papers

- Alderman, D., Brinberg, D., and Wiedenbeck, J. (2010). Forestry practices and veneer log value – Manufacturer's assessments of veneer log attributes, *Forest Science*, 56, 193-200.
- Brinberg, D., Kline, E., Alderman, D., Araman, P., Cesa, E., Nilauskas, S., Walthousen, T., and Wiedenbeck, J. (2008). Exploring research priorities for the North American Hardwood Industry, *Forest Products Journal*, 58(3), 6 – 16.

- Brinberg, D., Bumgardner, M., and Daniloski, K. (2007). Understanding perception of wood household furniture: Application of a policy capturing approach, *Forest Products Journal* 57(7/8): 21-26
- Kline, E., and Brinberg, D. 2005. Supporting global business competitiveness through the Sloan Foundation Kitchen, Cabinet, Manufacturing Association National Meeting. Hershey, PA
- Alderman, D.R., Kent Nakamoto, and David Brinberg. 2005. "Hardwood Veneer Attribute Assessment, Social Judgment Theory and Ramifications for Procurement and Manufacturing". Invited presentation: International Symposium on Wood Science and Technologies, 50th Anniversary of The Japan Research Society, Pacifico Yokohama, Yokohama, Japan. Nov. 27-30.
- Brinberg, D. (2005). An Overview of the Sloan Foundation Forest Industries Center. Northeastern Utilization and Markets Meeting, Clarksville, IN. June 6.
- Alderman, D.R., Kent Nakamoto, and David Brinberg. 2005. "From a Social Marketing Perspective: A Proposed Customer Relationship Management Technology Transfer Model". Invited presentation: International Union of Forest Research Organizations (IUFRO) May12.
- Alderman, D.R., J.W. Wiedenbeck, P. Peter, and D. Brinberg. 2004. "Key attributes associated with veneer quality timber that are impacted by forest management practices." Proceedings paper: 14th Central Hardwoods Forest Conference. The Ohio State University. March 17 – 19, 2004. Wooster, OH.
- Alderman, D.R., J.K. Wiedenbeck, and D. Brinberg. 2004. "Hardwood veneer attribute assessment." Invited presentation given at the 58th Forest Products Society Annual Meeting 2004. Grand Rapids, MI. June 22.
- Alderman, D.R. and D. Brinberg. 2004. "Technology transfer in the forest products industry: Where we have been and where we need to go." Invited presentation given at the 58th Forest Products Society Annual Meeting 2004. Grand Rapids, MI. June 23.
- Brinberg, D. (2004). Translating research into action: Connecting the business of Forest Industries to Research on Forest Industries. Invited Paper. Society of Wood Science and Technology, June. 2004

Other papers

- Levy, M., and Brinberg, D. (1974). The role of fixation and the locus of contours upon the magnitude of the Ponzo illusion. Paper presented at the Eastern Psychological Association.

Series Editor - Recent Research in Psychology--Applied Behavioral Science. Springer-Verlag

Volumes in Series:

- | | |
|--|--|
| Marta L. Axelson & David Brinberg | <i>A social-psychological perspective on food-related behavior</i> |
| James Jaccard & Patti Dittus | <i>Parent-teen communication: Toward the prevention of unintended pregnancies.</i> |
| Louis A. Morris | <i>Communicating therapeutic risk information to patients.</i> |
| Lawrence A. Ponemon & David R.L. Gabhart - | <i>Behavioral research in accounting: The next decade.</i> |

Book Reviews

- Brinberg, D. (1981). Review of Qualitative and Quantitative Research Methods in Evaluation Research. *Educational Researcher*, 10(7), 29-30.

Technical Reports

Brinberg, D., and Dingus, T. (2002). Focus Group Report. Driver Distraction Information and Materials for Safety Campaign. Contract #DTNH22-00-C-07007.

Brinberg, D., and Dingus, T. (2002). Environmental Scan Report. Driver Distraction Information and Materials for Safety Campaign. Contract #DTNH22-00-C-07007.

Brinberg, D., and Dingus, T. (2002). Market Segmentation Study. Driver Distraction Information and Materials for Safety Campaign. Contract #DTNH22-00-C-07007.

Brinberg, D., and Dingus, T. (2002). Focus Group Report. Driver Distraction Information and Materials for Safety Campaign. Contract #DTNH22-00-C-07007.

Brinberg, D., and Axelson, M.L. (1994). Individualized computer-assisted nutrition assessment and education for pregnant women. Final Report to the New York State Department of Health, Division of Nutrition.

Triandis, H.C., Brinberg, D., Ginorio, A., Anderson, B., and Albert, R. A (1977). Pretest of the method of evaluation of cultural training programs. Office of Superintendent of Instruction of the State of Illinois.

Professional Service

<u>Editorial Board</u> -	<i>Journal of Advertising</i>	1991 - 2000
	<i>Journal of Consumer Psychology</i>	1993 - 2002
	<i>Journal of Marketing</i>	1993 - 1997
	<i>Journal of Public Policy and Marketing</i>	1992 – 1998; 2004 - 2016
	<i>Journal of Consumer Research</i>	1982-1990; 1995 – 1999

<u>Offices Held</u>	President-Elect, Division 23 American Psychological Association Society for Consumer Psychology, 1992-1994
	President, Society for Consumer Psychology, 1994-1995
	Past-President, Division 23 American Psychological Association Society for Consumer Psychology, 1995-1996

<u>Invited Presentation</u>	University of Florida,	January, 1982.
	McGill University,	February, 1990.
	Cornell University,	November, 1990.
	University of Arizona,	November, 1990.
	Penn State University,	September, 1994
	S-216 Food Demand Regional Project--Annual Conference	October, 1994

Invited Participant Workshop on dietary behavior changes for disease prevention: A research agenda. Sponsored by the National Institutes of Health. April, 1989.

Workshop on driver distraction: Setting a research agenda. Sponsored by the National Highway and Safety Administration, September, 2000.

Service Learning Projects

Kenya	Spring 2012, Spring 2014	ATKYE
Rwanda	Fall 2014	MABAWA
Ethiopia	Spring 2015, November, 2015, Spring 2017	St. Lucy Primary School, Bruh Tesfa

Review Panel National Institute on Alcohol Abuse and Alcoholism. November, 1989.
New York State Department of Mental Health - Health Care Financing, 1991.

Advisory Board Marketing Science Institute Research Competition: Using marketing to serve society
American Marketing Association Doctoral Consortium, August, 1990.

Journal Reviews *Journal of Consumer Research*
Journal of Advertising
Journal of Marketing
Journal of Marketing Research
Journal of Public Policy and Marketing
Journal of Consumer Psychology
Journal of Personality and Social Psychology
Journal of Nutrition Education
Journal of Applied Social Psychology
Psychological Bulletin
Personality and Social Psychology Bulletin
Organizational Behavior and Human Performance
Canadian Journal of Administrative Sciences
Group and Organization Studies
Health Education Research: Theory and Practice
Psychology and Marketing
American Academy of Advertising
Appetite
Research in Consumer Behavior
Basic and Applied Social Psychology
Marketing Science
American Marketing Association Summer Educator's Conference
American Marketing Association Winter Educator's Conference
Association for Consumer Research
American Marketing Association Doctoral Dissertation Competition

Program Committee Association for Consumer Research – 1986, 2001
Publications Committee Association for Consumer Research 1988-1989; 1992-1995
Election Committee Society for Consumer Psychology - 1993
Publications Committee Society for Consumer Psychology - 1993-1996
Scientific Affairs Committee Society for Consumer Psychology - 1995-1996

Track Chair - Theory Construction and Empirical Testing - American Marketing Association
Winter Theory Conference - 1987
- Marketing Track--Northeast Decision Sciences Institute – 1989

Conference Chair First Annual Sloan Foundation Forest Industries Conference, November 2004.

University Service The University at Albany, SUNY

University Level	Collection Development Advisory Committee	1987-1988
	Excellence in Research	1987-1988
	Committee on Centers and Institutes	1988-1989
	Institutional Review Board	1990-1992
School of Business	Faculty Research Committee	1987-1990
	Planning Committee	1987-1988
	Council of Chairs	1987-1990

	Space Sub-committee	1987-1988
	Personnel Committee	1990-1992
	Ad Hoc Committee on Performance Criteria	1990-1991
Department of Marketing	Faculty Evaluation Committee	1986-1987
Department of Psychology	Industrial/Organizational planning committee	1986-1987
	Industrial/Organizational search committee	1986-1987
	Center for Applied Psychological Research Search Committee	1988-1989
Organizational Studies	Student Assessment Committee	1987-1993
Department of Health Policy and Management	Search Committee	1989-1990
University Service	Virginia Tech	
College Level	Promotion and Tenure Committee	1993-1999
	Dean's Evaluation Committee	1993-1994
	Computer Committee	1999-2001
	Research Committee	2002-2003; 2008
	International Programs	2005 - 2015
	Honorifics	1996-
Department	Undergraduate Curriculum	1993-1995
	Graduate Program	1993-1997
	Recruiting	1993-2007; 2012 -
	Research	1999-2007

Doctoral Committees - SUNY - Albany

Lee Ackerman	Psychology (member)
Gregory Wood	Psychology (member)
Robert Turrisi	Psychology (member)
Patricia Dittus	Psychology (member)
Jacqueline Quade	Psychology (member)
Chang-Wan Lee	Organizational Studies (member)
Julio Sanchez	Organizational Studies (member)
Mark Peters	Psychology (member)

Doctoral Committees - Virginia Tech

Hessup Wang	Hospitality and Tourism (member)
Jinsook Hwang	Clothing and Textiles (member)
Robert Underwood	Marketing (member)
Carol DeMoranville	Marketing (member)
Simani Price	Psychology (member)
Karen Watson	Clothing and Textiles (member)
Melessa Bolt	Accounting (member)
Chenting Su	Marketing (member)
H. Onur Bodur	Marketing (member)
Carter Mandrik	Marketing (member)
Lynnea Mallalieu	Marketing (member)
Brad Geiger	Management (member)
Joan McMahan	Psychology (member)
Joseph Beams	Accounting (member)

Blair Kidwell	Marketing (chair)
Paula Peter	Marketing (chair)
Canan Corus	Marketing (chair)
Anjala Krishnan	Marketing (member)
Yu Hu	Marketing (member)
Chiara Maniscalco	USI Communications (chair)
Cecile Emery	USI Economics (chair)
Kim Daniloski	Marketing (chair)
Meghan Pierce	Marketing (chair)
Anne Hamby	Marketing (chair)
Derrick Davis	Marketing (member)
Rebecca Rabino	Marketing (member)
Junghyun Kim	Marketing (member)

Courses Taught

International Marketing
 Introduction to Marketing
 Introductory and Advanced Consumer Behavior
 Research Methods in Consumer Behavior
 Research Methods in Social Psychology
 Introductory Social Psychology
 Foundations of Research Methods

Introduction to Marketing Research
 Consumer Decision Making: Applications to Social Issues
 Special Topics in Marketing
 Social Marketing
 Social Entrepreneurship
 Foundations of Behavioral Science