

RONALD A. FULLERTON, Ph.D
Professor of Marketing
American University in Cairo

113 Kasr El Aini Street
P.O. Box 2511
Cairo 11511,
Egypt
E-Mail: fullertonprofron@yahoo.com
ronaldf@aucegypt.edu

EDUCATION

University of Wisconsin - Madison, Ph.D. (History), 1975. Dissertation: "*The Development of the German Book Markets 1815-1888*". Doctoral Supervisor: Professor Theodore S. Hamerow.

Cornell University, Graduate School of Business, MBA, 1982. Marketing Concentration.

Harvard University, MA (Modern European History), 1966.

Rutgers University - New Brunswick. BA "With Highest Honors" 1965

AUTOBIOGRAPHICAL NOTE

Since 2002 Professor of Marketing at the American University in Cairo, I was born and in part educated in Central New Jersey in the United States. Originally trained as a historian, I retrained as a marketing academic; much of my research combines History and Marketing. Since leaving a tenured post in Marketing at the University of Massachusetts-Dartmouth in 1991, I have broadened my horizons through years of teaching at the University of the South Pacific, the American University in Cairo, and visiting stints at universities in Botswana and Morocco. My research and publications reflect my own education and experience, including that in developing countries.

COURSES TAUGHT: International Marketing, Consumer Behavior, Principles of Marketing, Marketing Management, Advertising and Promotion.

RESEARCH

THEMES

RESEARCH INTERESTS:

Misbehaviour by Consumers:

Historical Development of Western Marketing Thought and Practice

- Philosophical Rationale for Marketing History:
- European Roots of Marketing Thought, Institutions, and Practices
- Primarily U.S. Marketing History

Marketing and Economic Development:

PUBLICATIONS:

Misbehaviour by Consumers:

Under Review: "Explaining Consumer Misbehavior: The Psychoanalytic Heritage."
Submitted to *Marketing Theory*.

In Press:

- "Repercussions of Promoting an Ideology of Consumption: Consumer Misbehavior," Journal of Business Research. Co-author: Girish Punj.
- 2004 "Shoplifting as Moral Insanity: Historical Perspectives on Kleptomania," Journal of Macromarketing 24 No. 1, pp. 8-16. *Lead article*. Co-author: Girish Punj.
2003. "Kleptomania: An Intellectual History," in Eric Shaw, ed., The Romance of Marketing History: Proceedings of the 11th Conference on Historical Analysis and Research in Marketing, Boca Raton, FL: Association for Historical Research in Marketing, 201-209.
- 1998 "The Unintended Consequences of the Culture of Consumption: A Historical-Theoretical Analysis of Consumer Misbehavior," Culture, Consumption and Markets 1 No. 4, 393-423. Co-author Girish Punj, University of Connecticut.
1997. "What is Consumer Misbehavior?" Merrie Brucks and Debbie MacGinnis, eds., Advances in Consumer Research, 24, 336-339. Co-author: Girish Punj. *Frequently cited*.
1997. "Can Consumer Misbehavior Be Controlled? A Critical Analysis of Two Major Control Techniques," Merrie Brucks and Debbie MacGinnis, eds., Advances in Consumer Research, 24, 340-344. Co-author: Girish Punj. *Frequently cited*.
1993. "Choosing to Misbehave: A Structural Model of Aberrant Consumer Behavior", Leigh McAlister & Michael L. Rothschild, eds. Advances in Consumer Research, 20, 570-574. Co-author: Girish Punj.

Historical Development of Western Marketing Thought and Practice

Monographs:

1994. Editor and contributor to Supplement 6 of Research in Marketing: Explorations in the History of Marketing, Greenwich: JAI Press. Contributed the essay "Marketing Action and the Transformation of Western Consciousness: the Examples of Pulp Literature and Department Stores," 237-254.
- 1988, reprinted 1990. Co-Editor (with T.R. Nevett) and contributor to Historical Perspectives in Marketing, New York: Free Press. Contributed "Modern Western Marketing as a Historical Phenomenon: Theory and Illustration," pp. 71-89.

Philosophical Rationale for Marketing History:

2001. Member of panel discussing Marketing History at Summer Educators' Conference, American Marketing Association, Washington DC
- 1998 "The Unintended Consequences of the Culture of Consumption: A Historical-Theoretical Analysis of Consumer Misbehavior," Culture, Consumption and Markets 1 No. 4, 393-423. Co-author Girish Punj, University of Connecticut.
1990. "Improving Marketing Theory: the Contribution of Clio, Muse of History", in Robert E. Spekman & David T. Wilson, eds., Marketing Theory and Practice (AMA Midwinter Educators' Conference, Scottsdale, AZ), Chicago: American Marketing Association, 29-33.
- 1988, reprinted 1990. "Modern Western Marketing as a Historical Phenomenon: Theory and Illustration," in T.R. Nevelt and Ronald Fullerton, eds., Historical Perspectives in Marketing, New York: Free Press, pp. 71-89.
1987. "The Poverty of Ahistorical Analysis: Present Weakness and Future Cure in U.S. Marketing Thought," in Richard Bagozzi, N. Dholakia, and A.F. Firat, eds., Philosophical and Radical Thought in Marketing, Lexington: Lexington Books, 97-116.
1987. "Historicism: What it is, and What it Means for Consumer Research," in Melanie Wallendorf and Paul Anderson, eds., Advances in Consumer Research 14, 431-434. *Frequently cited.*
1987. "Marketing Action and the Transformation of Western Consciousness: Conceptualization and Examples," in T.R. Nevelt and S.C. Hollander, eds., Marketing in Three Eras (Proceedings of the Third Conference on Marketing History), East Lansing: Michigan State University, 45-57.
1985. "Reason of State: the Macromarketing Implications of a Classical Political Paradigm", 10th International Macromarketing Seminar, Airlie House, Virginia.
1984. "Capitalism and the Shaping of Modern Western Marketing", presented to the 9th International Macromarketing Seminar, University of British Columbia. *Cited in McCracken, Culture and Consumption.*
1983. "Historical Analysis as an Aid to Understanding Current and Future Demand", in S.C. Hollander and R. Savitt, eds., Proceedings of the First North American Workshop on Historical Research in Marketing, East Lansing: Michigan State University, 128-135.

European Roots of Marketing Thought, Institutions, and Practices:

- Forthcoming 2007. "When the Owl of Minerva Flew at Dusk: German and Austrian Marketing Thought Between the World Wars." Sole-authored invited paper, European Business Review.
- Forthcoming 2007. "*Ernest Dichter erklären*," Sole-authored invited chapter for a book volume of essays on Dr. Ernest Dichter to be published in Germany.
- Under Review: "Mr. Mass Motivations Himself": A Critical Historical Evaluation Of Ernest Dichter". Submitted to the *Journal of Consumer Behavior*, March 2006.

2005. 'Ernest Dichter, and Motivation Research: an International Perspective' Medien und Zeit 20/4:40-49. Co-authors: Stefan Schwarzkopf (UK), Adam Arvidsson (Denmark), Peter Lunt (UK), Katherine Parkin (USA).
2001. "Golden Images: Illustration-Driven Product Design and the Book Market in Germany". Conference on Marketing History, Duke University.
- 1999 "An Historic Analysis of Advertising's Role in Consumer Decision-Making: Paul F. Lazarsfeld's European Research," Eric Arnould and Linda Price, eds. Advances in Consumer Research, 26.
- 1998 "A Prophet of Modern Advertising: Germany's Karl Knies", Journal of Advertising 27, 51-66.
1998. "Paul F. Lazarsfeld's Vienna Research on Advertising," Werbeforschung und Praxis 2/98, 1-5. *Lead article*.
1994. "Tea and the Viennese: A Pioneering Episode in the Analysis of Consumer Behavior", Chris T. Allen and Deborah Roedder John, eds. Advances in Consumer Research, 21, 418-421.
- 1990 "The Art of Market Research: Paul F. Lazarsfeld," JAMS: Journal of the Academy of Marketing Science, 18 No. 4 (Fall), 319-328.
1990. "The Rise and Fall of Ernest Dichter," Werbeforschung und Praxis, 35 No. 6, 208-211. Co-author: Barbara B. Stern.
1989. "The Pioneer Theory of Advertising: Karl Knies' 'Telegraph' (1857), Werbeforschung und Praxis 34 (No. 4), 137-141.
1988. "Viktor Mataja's Contribution to Understanding Advertising: A North American Perspective," Werbeforschung und Praxis 33, No. 2 (April), 99-103. *Lead article*.
1986. "Understanding Institutional Innovation and System Evolution in Distribution: the Contribution of Robert Nieschlag," International Journal of Research in Marketing 3, 273-282.
1986. "Advertising and Society: a Comparative Analysis of the Roots of Distrust in Germany and Great Britain," International Journal of Advertising 5, 225-241. Co-author: T.R. Nevett.
1988. "Did Advertising Need to be Reformed? Viktor Mataja's Classic Evaluation, 1903-1916," AMA Theory Conference, San Diego, February. Published in Marketing: A Return to the Broader Dimensions, eds. Stanley Shapiro & A.H. Walle, Chicago: American Marketing Association, 125-128.
1985. "Segmentation Strategies and Practices in the 19th Century German Book Trade: a Case Study in the Development of a Major Marketing Technique." in Chin Tiong Tan and J.N. Sheth, eds., Historical Perspective in Consumer Research: National and International Perspectives, Singapore: National University of Singapore, 135-139.
- 1979 "Towards a Commercial Popular Culture in Germany," Journal of Social History 12 No. 4, 489-511. *Lead article*.
1977. "Creating a Mass Book Market in Germany," Journal of Social History 10 No. 3, 265-283. *Lead article*.

(Primarily) U.S. Marketing History:

2005. "The Devil's Lure (?): Motivation Research, 1934-1954." In Leighann C. Neilson,

- ed., The Future of Marketing's Past: Proceedings of the 12th Conference on Historical Analysis and Research in Marketing, Long Beach CA: Association for Historical Research in Marketing, 134-143
1994. "Brands, Brand Management, and the Brand Manager System: A Critical-Historical Evaluation", Journal of Marketing Research, 31 No. 2 (May), 173-190. Co-author: George S. Low. *Frequently cited, used in doctoral seminars and MBA classes worldwide.*
1994. "And How Does it Look in America?: H.J.F. Kropff's Historic Report on U.S. Marketing," Journal of Macromarketing, 14 No. 1, 54-61.
1990. "The Art of Public Relations: U.S. Department Stores, 1876-1923," Public Relations Review, 16 No. 3 (Fall), 56-67.
1990. "The Rise and Fall of Ernest Dichter," Werbeforschung und Praxis, 35 No. 6, 208-211. Co-author: Barbara B. Stern.
1988. "How Modern is 'Modern' Marketing? Marketing's Evolution and the Myth of the 'Production Era'," Journal of Marketing 52 (January), 108-125. *Frequently cited, used in doctoral seminars worldwide.*
1993. "'Somewhere West of Laramie'...: Meaning Transfer of the Wild West From Popular Culture to a Major Consumer Product", part of a special session on "The Wild West in the Consumer Imagination" presented at 1993 Association for Consumer Research Conference.
1989. "Pioneering Automobile Advertising in the U.S.", Fourth Conference on Historical Research in Marketing and Marketing Thought, Charleston.

Marketing and Economic Development:

Scholarly Papers

2006. "Papua New Guinea, in Pecotich, Anthony, and Schultz, Clifford, eds., Handbook of Markets and Economies East Asia, Southeast Asia, Australia, New Zealand 2nd ed., Armonk NY & London: M.E. Sharpe, pp.496-517.
1995. "Transfer of Developed Country Marketing Practices to Firms Operating in Developing Countries: An Empirical Test of Current Beliefs", Research in Marketing, 12, 81-124. Co-author: Luis Dominguez, INCAE (Costa Rica).
1993. "Marketing and the Economic Redevelopment of Eastern Germany: Field Observation and Theoretical Analysis," in Luis V. Dominguez, ed., Marketing and Economic Re-Structuring in the Developing World: Proceedings of the Fourth International Conference on Marketing and Development, San Jose, Costa Rica: INCAE, 145-151. *Cited two Consumer Behavior texts.*
1988. "A Critical Analysis of Scholarship in Marketing and Economic Development," in Marketing and Economic Development: Issues and Opinions. Proceedings of the Second International Conference on Marketing and Development, eds. James E. Littlefield and Magdolna Csath, Blacksburg VA & Budapest, Hungary: Virginia Tech University & Karl Marx University of Economic Science, 310-313.
1986. "The Role of Western Practices in the Organizational Structure and Marketing Behavior of Industrial Firms in an Import-Substituting Nation," in E. Kumcu et.al., eds., The Role of Marketing in Development. Proceedings of the

International Conference on Marketing and Development, Istanbul: Istanbul University, 39-48. Co-author: Luis V. Dominguez, University of Miami.

Business Practitioner-Oriented Articles:

1999. "Lessons from the Kava Trade," *Pacific Business* February-March.
1999. "Fighting Retail Crime: What Works and What Doesn't," *The Review: The News and Business Magazine of Fiji* February.
1999. "Counting the Cost of Retail Crime," *The Review: The News and Business Magazine of Fiji* January.
1998. "The Training Trap: Paying Too Much for Too Little," *The Review: The News and Business Magazine of Fiji* December.
1998. "Sizzling Sausages: The Promise of Microenterprise," *The Review: The News and Business Magazine of Fiji* October.
1997. "Promise, Peril, and the Right Half," *The Review: The News and Business Magazine of Fiji* December.
1997. "Turkey Farms and Other Duties: Why Organizations Have to Deal With Incompetents Who Cannot Be Fired," *The Review: The News and Business Magazine of Fiji* November.
1997. "Unlocking Enterprise," *The Review: The News and Business Magazine of Fiji* October.
1997. "The Art of Tough Love: Seeking a Balance Between Business and Kerekere Culture", *The Review: The News and Business Magazine of Fiji* September.
1997. "Creative Destruction: There is no Substitute for Real Entrepreneurship". *The Review: The News and Business Magazine of Fiji* August.
1997. "Made in Paradise: Marketing 'Country of Origin' Can Produce Magic Results" *The Review: The News and Business Magazine of Fiji* July.
1997. "Leading Down the Garden Path" *The Review: The News and Business Magazine of Fiji* April.
1997. "Perils of Commodity Thinking" *The Review: The News and Business Magazine of Fiji* March.
1997. "Can Entrepreneurship Be Taught?" *The Review: The News and Business Magazine of Fiji* February.
1997. "Relationship Marketing II" *The Review: The News and Business Magazine of Fiji* January.
1997. "Globalization: Threat or Blessing?" *The Review: The News and Business Magazine of Fiji* December.
1996. "Relationship Marketing" *The Review: The News and Business Magazine of Fiji* November.
1996. "How Much Can Government Do?" *The Review: The News and Business Magazine of Fiji* September-October.
1996. "Serious Marketing Pays" *The Review: The News and Business Magazine of Fiji* August.
1996. "Get Serious About Marketing" *The Review: The News and Business Magazine of Fiji* July.

Refereed Conference Presentations on Above Themes:

- 2006 "Dr. Ernest Dichter: An Historical Evaluation" Presented at the April 2006 Conference of the Economic and Business Historical Society, Pittsburgh USA.
2005. "A Brave Bad Man: Evaluating Dr. Ernest Dichter." Presented (and filmed by Austrian National Television) to the Dichter Symposium sponsored by the EU and Government of Austria, University of Vienna
2001. "Golden Images: Illustration-Driven Product Design and the Book Market in Germany". Conference on Marketing History, Duke University.
2001. Member of panel discussing Marketing History at Summer Educators' Conference, American Marketing Association, Washington DC
1993. "'Somewhere West of Laramie'...: Meaning Transfer of the Wild West From Popular Culture to a Major Consumer Product", part of a special session on "The Wild West in the Consumer Imagination" presented at 1993 Association for Consumer Research Conference.
1989. "Pioneering Automobile Advertising in the U.S.", Fourth Conference on Historical Research in Marketing and Marketing Thought, Charleston.
1985. "Reason of State: the Macromarketing Implications of a Classical Political Paradigm", 10th International Macromarketing Seminar, Airlie House, Virginia.
1984. "Capitalism and the Shaping of Modern Western Marketing", presented to the 9th International Macromarketing Seminar, University of British Columbia. *Cited in McCracken, Culture and Consumption.*

Published Case:

1992. "Alma Cheese Co., Austria", in Terence Nevett, ed., Cases in Advertising Management, Lincolnwood, IL: NTC, 129-150.

Book Reviews:

- Forthcoming 2005 – 2006. Michael Dawson's *The Consumer Trap* (University of Illinois Press, 2003), Journal of Macromarketing.
1994. Philip Shabecoff's, *A Fierce Green Fire: The American Environmental Movement*, (New York: Hill & Wang, 1993), Journal of Macromarketing, 14 No. 1, 89-91.
- 1991 Susan Strasser's, *Satisfaction Guaranteed: the Making of the American Mass Market* and Richard Tedlow's, *New and Improved: the Story of Mass Marketing in America*, Journal of Marketing 55 No. 3 (July), 84-85.
- 1990 Stanley C. Hollander's, *Discount Retailing*, Journal of Retailing 66 No. 3 (Fall), 336-337.
- 1990 Elaine S. Abelson's, *When Ladies Go A-Thieving: Middle Class Shoplifters in the Victorian Department Store* and Susan P. Benson's, *Counter Cultures: Saleswomen, Managers, and Customers in American Department Stores 1890-1940*, Journal of Retailing 66, No.2 (Summer), 243-246.
- 1985 Neil McKendrick, J. Brewer, & J.H.Plumb (1982), *The Birth of a Consumer Society*, Journal of Marketing 49 (Spring), 152-153.
- 1983 Rena Bartos' (1982), *The Moving Target: What Every Marketer Needs to Know About Women*, Cornell Executive (Spring).

RESEARCH IN PROGRESS:

- “Weddings of Affluent Egyptians”: video documenting five recent weddings reflecting diversity of tastes.
- “Classic Department Stores in Cairo, Egypt: A Photo Essay”: Department store buildings from the heyday of this form of retailing ca. 1880-1930 have been largely destroyed or remodelled beyond recognition in North America and Western Europe. In Cairo, however, some remain outwardly intact. The photos and accompanying text are being prepared for the April 2007 CHARM (Conference on Historical Research in Marketing) meeting, a biennial conference which I have regularly attended since its inception in 1983.
- “The Motivation Research Phenomenon.” This critical analysis of a major movement in marketing thought that began in the 1930s, builds upon work I presented at the Marketing History conference in 2005, as well as upon research that I have been conducting since 1989.
- “Mo’emen”. With Dr. Hanan Shahin I am creating a case study of this local franchiser that has had success both inside and outside Egypt. The owner/founders are AUC graduates, former classmates of both Dr. Shahin and Dr. Mohamed Askar, and will meet with and provide us with the requisite information for a Harvard-style case.
- “The Historical School in Marketing”. Part a translation of Chapter 23 of Franck Cochoy’s study of the U.S. Marketing discipline since World War II. (Une Histoire du Marketing, Paris 1999: Editions la Decouverte), part a personal reminiscence of meeting with Dr. Cochoy and working with other founders of the Historical School in the Marketing discipline. Being prepared for the April 2007 CHARM (Conference on Historical Research in Marketing) meeting, a biennial conference which I have regularly attended since its inception in 1983. The finished version will be included in the CHARM website.
- “Consumers Outside Consumer Society” is the working title for this ethnographic research which explores how people who have grown up in highly developed consumer societies (Canada, Australia, USA, etc.) think about and deal with living in developing countries with their far thinner arrays of consumer products and services. The research also examines people from developing countries who have lived overseas in consumer societies for terms of several years. The long interviews were carried out in Fiji and in Vanuatu. Collaborator: Walton Walker.
- “Viewing Choices Among Affluent Satellite TV Households in Egypt: an Exploratory Study” aims to ascertain what types of programming affluent Egyptians living in households with satellite dishes actually watch, when they watch, and if different household members watch the same or different programs. Most affluent Egyptian households have had satellite dishes for several years. The few who do not, have eschewed satellite television by choice rather than any

economic constraint. As in other developing countries, media audience research in Egypt is seldom done. The empirical aspect of this research is based on 50+ household diaries. Collaborator: Rania Nader.

ACADEMIC PROFESSIONAL ACTIVITIES and CONTRIBUTIONS:

Manuscript. Review Board, *Journal of Macromarketing*, 2004-

Editorial Advisory Board, *European Business Review*, 2005--

Board of Advisors, Marketing History Conference, 1985—present.

Ad Hoc Referee for three manuscripts for *Marketing Theory* 2004-2005.

Ad Hoc Referee for *Journal of Marketing*, *Journal of Retailing*, *Journal of Consumer Behavior*, *Journal of Advertising*. 1985—present.

Editor of special issue of *JAMS: Journal of the Academy of Marketing Science* on the History of Marketing Thought, Fall 1990. (Vol. 18 No. 4).

Manuscript reviewer for conferences: American Marketing Association Winter and Summer Educators' Conferences, Academy of Marketing Science Conference, Association for Consumer Research Conference, Marketing and Economic Development Conference, Marketing History Conference, Macromarketing Conference. 1984—present.

Member, Panel of Judges for the Exporter of the Year Award given by the Fiji Trade and Investment Board. 1997-1999.

Invited doctoral seminar on "The History of Marketing Thought: a European Perspective," Penn State University (Professor Paul Anderson's students). 1993

Opening presenter University of Rhode Island Honors Colloquium in Communication and Information Technology (January). Lectured on "The Telegraph in the History of Communication Technology." 1993.

Marketing expert chosen by the Employers' Confederation of Zimbabwe and Institute of International Education to conduct annual seminars for high level managers and entrepreneurs in Zimbabwe. 1989-1990-1991.

"How Can the Humanities Contribute to Marketing Research?" special session at the Winter 1990 AMA Theory Conference Co-organizer: Barbara B. Stern. 1990.

Invited presentation--doctoral colloquium on historical analysis in marketing thought at University of California at Irvine. 1988..

American Marketing Association Winter Educators' Conference, San Diego. Helped develop program for Marketing History/Economic Development track. Speaker at main luncheon. 1988.

Association for Consumer Research Conference, Toronto. Organized and chaired (with A.F. Firat) special session on "Historical Analysis As Method in Consumer Research". 1986.

Member, Conference Steering Committee for the International Conferences on Marketing and Economic Development held in Istanbul, Budapest, New Delhi, San Jose (Costa Rica). 1986-1993.

HONORS, AWARDS:

Selected as "South Pacific Personality of the Month" for September by Pacific Business Connection (Samoa). (www.bizconnections.com). 1999.

Fulbright Award to examine problems and issues in German reunification. 1991.
Awarded Francis I Medal for contributions to cross-cultural research by the
Wirtschaftsuniversitaet Wien.(Vienna University of Economics and Business)
1990.

Post-Doctoral Research Award, American Philosophical Society. 1976.

Doctoral dissertation cited for excellence by German Booksellers Association. 1975.

Phi Beta Kappa, Phi Alpha Theta (academic honor societies). 1965.

LANGUAGES: Fluent in German; read French, fair Spanish, some Russian and Arabic.

CITIZENSHIP: USA