

ROBERT MADRIGAL

California State University, Chico

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EDUCATION

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| 1990 | Doctor of Philosophy |
| 1979 | Master of Arts, California State University, Chico |
| 1976 | Bachelor of Arts, California State University, Chico |

ACADEMIC POSITIONS

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| 2020 – | Associate Professor, Marketing CSU, Chico |
| 2017 – 2020 | Assistant Professor, Marketing CSU, Chico |
| 2001 – 2017 | Associate Professor, Marketing University of Oregon |
| 1995 – 2001 | Assistant Professor, Marketing University of Oregon |
| 1992 – 1995 | Assistant Professor, Sport Management The Ohio State University |
| 1990 – 1992 | Assistant Professor, Recreation Management & Tourism Arizona State University |

NON-ACADEMIC PROFESSIONAL EXPERIENCE

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|-------------|---|
| 1985 - 1987 | Men's and Women's Head Swimming Coach Cal Poly San Luis Obispo |
| 1979 – 1985 | Men's and Women's Head Swimming Coach San Francisco State University |
| 1978 – 1983 | Director of Aquatics South San Francisco Parks & Recreation Department |

PUBLICATIONS

- Madrigal, Robert, Colleen Bee, and Johnny Chen (2023). "How Key Features of Momentary Suspense Contribute to a Global Evaluation of Enjoyment," *Communication Research*, 50 (3), 287-311.
- **Australian Business Deans Council (ABDC) Rating: A**
 - **Impact Factor: 4.86 (2017); 5-year: 5.19**
- King, Jesse Christopher Yench, Leslie Koppenhafer, and Robert Madrigal (2022). "A Clear and Conspicuous Problem – How Consumers Cope with Incongruent Audio-Video Content in Pharmaceutical Advertising Risk Disclosures," *Journal of Public Policy and Marketing*, 41 (4), 353-367.
- **Australian Business Deans Council (ABDC) Rating: A**
 - **Impact Factor: 2.46 (2018); 5-year: 5.47**
- Madrigal, Robert, Colleen Bee, and Johnny Chen (2022). "Hope and Fear in the Experience of Suspense," *Cognition & Emotion*, 36 (6), 1074-1092.
- **Not in ABDC, rating based on COB petition: A**
 - **Impact Factor: 2.89; 4-year: 2.89**
- Madrigal, Robert, Marcus Wardley, and Catherine Armstrong Soule (Accepted, Sept. 01, 2021). "Measuring the Motivation to Avoid Duping: Scale Development and Validation," *Journal of Consumer Marketing*.
- **Australian Business Deans Council (ABDC) Rating: A**
 - **Impact Factor: 2.31 (2020)**
- Madrigal, Robert (2021). "The Role of Identification and Gratitude in Motivating Organization-Serving Intentions and Behaviors," *Journal of Business Research*, 116, 75-84.
- **Australian Business Deans Council (ABDC) Rating: A**
 - **Impact Factor: 4.03 (2020); CiteScore: 5.32 (2020)**
- King, Jesse, Leslie Koppenhafer, and Robert Madrigal (2021). "Look Puppies! A Visual Content Analysis of Major Statements within Pharmaceutical Advertising," *Journal of Public Policy and Marketing*, 40 (1), 45-61.
- **Australian Business Deans Council (ABDC) Rating: A**
 - **Impact Factor: 2.46 (2018); 5-year: 5.47**
- Reich, Brandon, Troy Campbell, and Robert Madrigal (2020), "Who Deserves Faulty Products? Victim Blaming as a Potential Disruption to the Free Market," *Journal of Consumer Psychology*, 30 (1), 60-76.

- Available online on June 17, 2019
- **Australian Business Deans Council (ABDC) Rating: A***
- **Impact Factor: 3.39 (2016); 2.81 (2017); 5-year: 4.43**

Madrigal, Robert and Jesse King (2018), "Improving Fit Perceptions for an Incongruent Sponsorship: Associating a Sports Property to a Brand via Analogical Articulation," *Journal of Business Research*, 124, 731-738.

- Available online on December 17, 2018
- **Australian Business Deans Council (ABDC) Rating: A**
- **Impact Factor: 4.03 (2018); 5-year: 4.75**

King, Jesse and Robert Madrigal (2018), "Improved Articulation of Incongruent Sponsor-Property Partnerships Using Analogy," *Journal of Sport Management*, 32 (5), 464-472.

- **Australian Business Deans Council (ABDC) Rating: A**
- **Impact Factor: 2.17 (2018)**

Madrigal, Robert and Jesse S. King (2018), "Creative Analogy as a Means of Articulating Incongruent Sponsorships," *Journal of Advertising*, 46 (4), 521-535.

- **Australian Business Deans Council (ABDC) Rating: A***
- **Impact Factor: 3.52 (2018); 5-year: 3.64**

Madrigal, Robert, Colleen Bee, Brandon Reich, Troy Campbell, and Nathan Warren (2017), "Emotional Cocktails: Mixed Emotions, Gratifications, and the Enjoyment of Various Types of Movie Genre," *Advances in Consumer Research*, vol. 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research, 842-843.

- **Australian Business Deans Council (ABDC) Rating: B**

Reich, Brandon, Troy Campbell, & Robert Madrigal (2017), "Praise for Blame: Consumer Inferences Following Cause Marketing," *Advances in Consumer Research*, vol. 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research, 842-843.

- **Australian Business Deans Council (ABDC) Rating: B**

Reich, Brandon, Troy Campbell, & Robert Madrigal (2016), "Morality-Based Blame for Victims of Harmful Product Failures," *Advances in Consumer Research*, vol. 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 600-601.

- **Australian Business Deans Council (ABDC) Rating: B**

Armstrong Soule, Catherine A. and Robert Madrigal (2015), "Anchors and Norms in

Anonymous Pay-what-you-want Pricing Contexts." *Journal of Behavioral and Experimental Economics*, 57, 167-175.

- This article was published in **August, 2015**
- **Australian Business Deans Council (ABDC) Rating: B**
- **Impact Factor: 1.14 (2018)**

Xie, Guang-Xin, Robert Madrigal, and David M. Boush (2014), "Disentangling the Effects of Perceived Deception and Anticipated Harm on Consumer Responses to Deceptive Advertising." *Journal of Business Ethics*, 129 (2), 281-293.

Bee, Colleen and Robert Madrigal (2013), "Consumer Uncertainty: The Influence of Anticipatory Emotions on Ambivalence, Attitudes and Intentions," *Journal of Consumer Behaviour*, 12 (5), 370-381.

Bee, Colleen and Robert Madrigal (2012), "Outcomes are in the Eye of the Beholder" *Journal of Media Psychology*, 24 (4), 143-153.

Bee, Colleen and Robert Madrigal (2012), "It's Not Whether You Win or Lose, It's How the Game is Played: The Influence of Suspenseful Sports Programming on Advertising." *Journal of Advertising*, 41 (1), 47-58.

DeSarbo, Wayne, and Robert Madrigal (2012), "Examining the Demand Aspects of Sports Consumption and Fan Avidity," *Interfaces*, 42 (2), 199-212.

Madrigal, Robert, Colleen Bee, Johnny Chen, and Monica LaBarge (2011), "The Effect of Suspense on Enjoyment Following a Desirable Outcome: The Mediating Role of Relief," *Media Psychology*, 14 (3), 259-288.

DeSarbo, Wayne S., Robert Madrigal, and Robert Fox (2011), "Examining the Behavioral Manifestations of Fan Avidity in Sports Marketing," *Journal of Modeling in Management*. 6 (1), 79-99.

- This paper was selected as one of three Highly Commended Award Winners rewarded at the Literati Network Awards for Excellence in 2012.

Madrigal, Robert (2008), "Hot vs. Cold Cognitions and Consumers' Reactions to Sporting Event Outcomes," *Journal of Consumer Psychology*, 18 (4), 304-319.

Madrigal, Robert, and David M. Boush (2008), "Social Responsibility as a Unique Dimension of Brand Personality and Consumers' Willingness to Reward." *Psychology & Marketing*, 25 (June), 538-564.

- Madrigal, Robert and Johnny Chen (2008), "Moderating and Mediating Effects of Team Identification in Regard to Causal Attributions and Summary Judgments Following a Game Outcome," *Journal of Sport Management*, 22, 717-733
- Madrigal, Robert (2006), "Measuring the Multidimensional Nature of Sporting Event Performance Consumption," *Journal of Leisure Research*, 38, 267-292.
- Madrigal, Robert and Colleen C. Bee (2005), "Suspense as an Experience of Mixed Emotions: Feelings of Hope and Fear While Watching Suspenseful Commercials," in *Advances in Consumer Research*, Vol. 32, Geeta Menon and Akshay R. Rao, eds. Valdosta, GA: Association for Consumer Research, 561-567.
- Madrigal, Robert (2003), "Exploring Subjective Emotion Intensity: Antecedents and Postconsumption Consequences," *Advances in Consumer Research*, Vol. 30, Association for Consumer Research Proceedings, 148.
- Madrigal, Robert (2003), "Investigating an Evolving Leisure Experience: Antecedents and Consequences of Spectator Affect During a Live Sporting Event," *Journal of Leisure Research*, 35 (1), 23-48.
- Madrigal, Robert (2001), "Social Identity Effects in a Belief – Attitude – Intentions Hierarchy: Implications for Corporate Sponsorship," *Psychology and Marketing*, 18 (2), 145-165.
- Madrigal, Robert (2000), "The Influence of Social Alliances with Sports Teams on Intentions to Purchase Corporate Sponsors' Products," *Journal of Advertising*, 29 (4), 13-24.
- Madrigal, Robert (2000), "The Role of Corporate Associations in New Product Evaluation, in *Advances in Consumer Research*, Vol. 27, Stephen J. Hoch and Robert Meyer, eds. Provo, UT: Association for Consumer Research, 80-86.
- Mahony, Daniel F., Robert Madrigal, and Dennis R. Howard (2000), "Using the Psychological Commitment to Team (PCT) Scale to Segment Sport Consumers Based on Loyalty," *Sport Marketing Quarterly*, 9 (1), 15-25.
- Mahony, Daniel F., Dennis R. Howard, and Robert Madrigal (2000), "BIRGing and CORFing Behaviors by Sport Spectators: High Self-Monitors Versus Low Self-Monitors," *International Sports Journal*, 4 (Winter), 87-106.

- Mahony, Daniel F., Robert Madrigal, and Dennis R. Howard (1999), "The Effect of Individual Levels of Self-Monitoring on Loyalty to Professional Football Teams," *International Journal of Sport Marketing and Sponsorship*, 1 (2), 146-167.
- Madrigal, Robert and Jeffrey James (1999), "Team Quality and the Home Advantage," *Journal of Sport Behavior*, 32 (September), 381-398.
- Madrigal, Robert and Christopher M. Miller (1996), "Construct Validity of Spouses' Relative Influence Measures: An Application of the Direct Product Model," *Journal of the Academy of Marketing Science*, 24 (Spring), 157-170.
- Madrigal, Robert (1995), "Cognitive and Affective Determinants of Fan Satisfaction with Sporting Event Attendance," *Journal of Leisure Research*, 27 (3), 205-227.
- Madrigal, Robert (1995), "Personal Values, Traveler Personality Type, and Leisure Travel Style," *Journal of Leisure Research*, 27 (2), 143-154.
- Madrigal, Robert (1995), "Residents' Perceptions and the Role of Government," *Annals of Tourism Research: A Social Sciences Journal*, 22 (1), 86-102.
- Madrigal, Robert and Lynn R. Kahle (1994), "Predicting Vacation Activity Preferences on the Basis of Value-System Segmentation," *Journal of Travel Research*, 23 (3), 22-28.
- Madrigal, Robert (1993), "Parents' Perceptions of Family Members' Relative Influence in Vacation Decision Making," *Journal of Travel & Tourism Marketing*, 2 (4), 23-38.
- Madrigal, Robert (1993), "A Tale of Tourism in Two Cities," *Annals of Tourism Research: A Social Sciences Journal*, 20 (2), 336-353.
- Madrigal, Robert, Mark E. Havitz, and Dennis R. Howard (1993), "Married Couples' Involvement with Family Vacations," *Leisure Sciences*, 14 (October/December), 287-301.
- Howard, Dennis R. and Robert Madrigal (1990), "Who Makes the Decision: The Parent or the Child? An Analysis of the Perceived Influence of Parents and Children on the Purchase of Recreation Services," *Journal of Leisure Research*, 22 (3), 244-258.
- Edginton, Christopher R., Robert Madrigal, Samuel Lankford, and Daniel Wheeler (1990), "Organizational Goals: A Study of Differences Between Park and Recreation Managers and Citizen Board or Commission Members," *Journal of Park and Recreation Administration*, 8 (2), 70-84.

PAPERS CURRENTLY UNDER REVIEW

Madrigal, Robert, Catherine Armstrong Soule, and Jesse King, "Relative Risk Reduction Claims in Advertising: How Motivation and Ability Influence Inferences of Manipulative Intent," *Journal of Advertising*, (3rd round Revise & Resubmit, due November, 2022).

Madrigal, Robert Jesse King, "Measuring Sponsorship Identification Accuracy: An Application of Detection Theory," *Journal of Sports Management*, (1st review).

PAPERS IN PROGRESS

Madrigal, Robert, and Brandon Reich, "Risky Business: How Perceptions of Negligence Influence Judgments Following an Unintentional but Foreseeable Harm."

CONFERENCE PROCEEDINGS AND ABSTRACTS (competitive)

King, Jesse, Catherine Armstrong Soule, and Robert Madrigal (2023), "Misleading Use of Relative Claims in Advertising," Association for Marketing & Health Care Research, Butte, CO.

Reich, Brandon and Robert Madrigal (2023), "If Only: Counterfactual Reasoning and Biased Blame Updating Following Corporate Harm," American Marketing Association Winter Academic Conference, Nashville, TN.

King, Jesse Christopher Yench, Leslie Koppenhafer, and Robert Madrigal (2021), "I See What You Are Doing: Identifying Distracting Imagery in Pharmaceutical Advertising Using Computer Vision Tools," Association for Marketing & Health Care Research 2022 Conference, Park City, UT.

- **Best Paper Award**

Madrigal, Robert and Jesse King (2020), "Sponsorship Success Ain't Just About the HITS," AMA Summer Academic Conference, San Francisco, CA.

King, Jesse, Leslie Koppenhafer, & Robert Madrigal (2019), "Look Puppies! A Visual Content Analysis of Major Statements within Pharmaceutical Advertising," AMA Marketing and Public Policy Conference, Washington, D.C.

- Madrigal, Robert and Colleen Bee (2019), "The Entertaining Experience of Suspense: Determinants of Pleasure," Academy of Marketing Science Annual Conference, Vancouver, Canada.
- Madrigal, Robert and Jesse King (2018), "Analogical Articulation: Improving Perceptions of Fit and Sponsor-Property Image Congruity for Incongruent Sponsorships," Paper presented at the Sport Marketing & Sponsorship Conference, San Diego.
- Madrigal, Robert, Marcus Wardley, and Catherine Armstrong Soule (2014), "Duped, Scammed and Suckered: The Development of the Sugrophobia Scale," Paper presented at the Association of Consumer Research Annual Conference, Baltimore, Md.
- Madrigal, Robert, Catherine Armstrong Soule and Leslie Koppenhafer (2013), "Why Do You Think They Do That? Consumer Elaboration in the Detection of Manipulative Intent and its Consequences on Product Judgments." Paper presented at the Association of Consumer Research Annual Conference, Chicago, Ill.
- Armstrong, Soule, Catherine and Robert Madrigal (2013), Not All Anchors Weigh the Same: Anchoring and Framing Effects in Pay-What-You Want Pricing. Poster presented at the Association of Consumer Research Annual Conference, Chicago, Ill.
- Armstrong Soule, Catherine and Robert Madrigal (2013), "Acting Justly or Just Acting Lazy: Dual Processing in Pay-What-You-Want Pricing Contexts." Paper presented at the *Pricing & Retailing Conference* at Babson College (August), Boston, MA.
- Koppenhafer, Leslie, Catherine Armstrong Soule and Robert Madrigal (2013), "No Good Deed Goes Unpunished: Citing Sources in Print Advertising Claims." Paper presented at the AMA Marketing and Public Policy Conference. Washington, DC.
- Madrigal, Robert, Catherine Armstrong Soule and Leslie Koppenhafer (2012), "Lies, Damned Lies and Statistics: Risk-Reduction Framing and the Power of Prominent Brands." Paper presented at the Association of Consumer Research Annual Conference, Vancouver, BC.
- Armstrong Soule, Catherine, Leslie Koppenhafer and Robert Madrigal (2012). "Risky Decisions: Citing Sources in Print Advertisement Claims." Poster presented the Association of Consumer Research Annual Conference, (October), Vancouver, Canada.

Madrigal, Robert and Johnny Chen (2012), "It Just Isn't Fair: How Feelings of Empathy and Assessments of Justice Contribute to Prosocial Actions." Paper presented at the Society of Consumer Psychology Annual Meetings, Las Vegas, NV.

Madrigal, Robert and Jesse King (2011), "Ubiquitous Sponsorship Activation Triggers: Cutting Through the Clutter." Paper presented at the American Marketing Association's Summer Meetings, San Francisco, CA.

Bee, Colleen, and Robert Madrigal (2009), "Ambivalence in Consumption: The Case of Anticipatory Emotions." Competitive paper presented at the Association of Consumer Research, Pittsburgh, PA.

Sagara, Namika, and Robert Madrigal (2008), "The Development of the Affective Decision Scale." Poster presented at the 2008 Society of Consumer Psychology, New Orleans, LA.

Chen, Johnny, and Robert Madrigal (2007), "A Bibliographic Survey of Experiential Consumption Research." Poster session accepted at the 2007 Association of Consumer Research, Memphis, TN.

Bee, C. & Madrigal, R. (2007) "Examining Trade-Off Difficulty and Anticipatory Mixed Emotions in the Context of Corporate Social Responsibility," presented at European Association for Consumer Research, Milan, Italy, July 11-14, 2007.

Madrigal, Robert, Monica LaBarge, and Johnny Chen (2007), "A Hierarchical Model of Consumers' Response to Advocacy Advertising: Consumers Skepticism, Empathic Response, Empathetic Emotions, and Prosocial Behavior," in *Society of Consumer Psychology 2006 Annual Winter Proceedings*, Dawn Lerman and David Luna, eds. Society for Consumer Psychology, Las Vegas, NV.

Madrigal, Robert, and Colleen Bee (2007), "Understanding the Role of Ambivalence in Consumption," in *Society of Consumer Psychology 2006 Annual Winter Proceedings*, Dawn Lerman and David Luna, eds. Society for Consumer Psychology, Las Vegas, NV.

Boerstler, Courtney N., and Robert Madrigal (2006), "Nostalgia Advertisements: A Content Analysis." Poster session at the 2006 Association of Consumer Research, Orlando, FL.

Bee, Colleen, and Robert Madrigal (2006), "Coping with Mixed Emotions." Poster session at the 2006 Association of Consumer Research, Orlando, FL.

Madrigal, Robert, Colleen Bee, and Monica LaBarge (2005), "Moment-to-moment Reactions, Summary Relief and the Entertainment Value Derived from Different Levels of Suspense: Follow the Racing Dots," in *Society of Consumer Psychology 2005 Annual Winter Proceedings*, Anne M. Brumbaugh and Geraldine R. Henderson, eds. Society for Consumer Psychology.

Madrigal, Robert, Colleen Bee and Monica LaBarge (2004), "Experiencing Suspenseful Drama: The Sequencing of Emotions and Retrospective Judgments," in *Society of Consumer Psychology 2004 Annual Winter Proceedings*, Amar Cheema, Scott Hawkins, and Joydeep Srivastava, eds. Society for Consumer Psychology.

Bee, Colleen and Robert Madrigal (2004), "Excitation Transfer Theory and Advertising Effects Attributable to Ad Placement Order, Suspenseful Programming and Ad Execution Style," in *Society of Consumer Psychology 2004 Annual Winter Proceedings*, Amar Cheema, Scott Hawkins, and Joydeep Srivastava, eds. Society for Consumer Psychology.

Bee, Colleen and Robert Madrigal (2003), "The Influence of Expectations and Outcomes on Moment-to-Moment Emotions, Emotional Consequences, and Summary Evaluations," Paper presented at the 2003 Society for Judgment and Decision Making Conference.

Bee, Colleen and Robert Madrigal (2003), "Empathy Toward the Character as a Moderator of Relief and Disappointment Reactions Following Exposure to Suspenseful Drama," in *Society of Consumer Psychology 2003 Annual Winter Proceedings*, Christine Page and Steven S. Posavac eds. Society for Consumer Psychology, 157 – 165.

Madrigal, Robert and Colleen Bee (2002), "Effects of Moment-to-Moment Emotions and Outcome Involvement on Relief and Enjoyment Following Exposure to Suspenseful Drama," in *Society for Consumer Psychology 2002 Winter Conference Proceedings*, Julie A. Edell and Ronald C. Goodstein eds. Society for Consumer Psychology, 66-75.

Madrigal, Robert (2000), "Are we having fun yet? The Emotions and Appraisals of Fans During a Sporting Event," in *Society for Consumer Psychology 2000 Winter Conference Proceedings*, Jeff Inman, Kelly Tepper, and Tommy Whittler, eds. Society for Consumer Psychology, 63-38.

Aiken, K. Damon, Eric C. Koch, and Robert Madrigal (2000), "What's in a Name? Explorations in Geographic Equity and Geographic Personality. *American*

Marketing Association's 2000 Winter Educator's Proceedings, Vol. 11, John P. Workman, Jr. and William D. Perrault, Jr. American Marketing Association, 301-308.

Madrigal, Robert (1999), "The Antecedents and Consequences of Spectators' Affective Reactions to an Enacted Sports performance," in *Society for Consumer Psychology 1999 Winter Conference Proceedings*, Madhu Viswanathan, Larry Compeau, and Manoj Hastak, eds. Society for Consumer Psychology, 109-116.

Madrigal, Robert (1999), "Comment on the Impact of Leisure Research," *Journal of Leisure Research*, 31 (2), 195-198.

Madrigal, Robert (1998), "An Empirical Investigation of Spectators' Satisfaction with a Sports Performance," in *Society for Consumer Psychology 1998 Winter Conference Proceedings*, Margaret C. Campbell and Karen A. Machlett, eds. Society for Consumer Psychology, 213-221.

Madrigal, Robert (1997), "Team Identification as a Moderator of Sports Spectators' Causal Attributions of Game Outcomes," in *Society for Consumer Psychology 1997 Winter Conference Proceedings*, Cornelia Pechmann and S. Ratneshwar, eds. Society for Consumer Psychology, 105-110.

Madrigal, Robert and Vassilis Dalakas (1997), "Testing Cross-National Differences on Spectators' Attraction to Sport, in *Sixth Symposium on Cross-Cultural Consumer and Business Studies*, S.M. Smith, ed..

Madrigal, Robert and Dennis R. Howard (1995), "Development of a Scale to Measure Fans' Attraction to Sport," in *Abstracts from the 1995 Symposium on Leisure Research*, Valeria J. Freysinger and Patricia A. Stokowski, eds. Arlington, VA: National Recreation and Park Association, 60.

Madrigal, Robert (1995), "Cognitive and Affective Antecedents of Fan Satisfaction," in *Abstracts from the 1995 Symposium on Leisure Research*, Valeria J. Freysinger and Patricia A. Stokowski, eds. Arlington, VA: National Recreation and Park Association, 94.

Madrigal, Robert (1995), "The Effect of Team Identification on Causal Attributions and their Attendant Affective Consequences," in *Abstracts from the 1995 Symposium on Leisure Research*, Valeria J. Freysinger and Patricia A. Stokowski, eds. Arlington, VA: National Recreation and Park Association, 95.

Madrigal, Robert (1993), "Personal Values and Tourist Behavior," in *Abstracts from the 1993 Symposium on Leisure Research*, C. Cutler Riddick and Alan Watson, eds. Arlington, VA: National Recreation and Park Association, 89.

Madrigal, R., Denis LeClerc, and Timothy Snaith (1993), "A Cross-Cultural Analysis of Residents' Perceptions of Local Government's Role in Tourism Development," in *Abstracts from the 1993 Symposium on Leisure Research*, C. Cutler Riddick and Alan Watson, eds. Arlington, VA: National Recreation and Park Association, 93.

Madrigal, Robert (1992), "Social Values and American Tourists in Scandinavia," in *Proceedings of the Society for Consumer Psychology, American Psychological Association 1992 Annual Convention*, Thomas J. Page, Jr. and Susan E. Middlestadt, eds. Clemson, SC: C+C Press, 50-56.

CHAPTERS IN EDITED BOOKS

Madrigal, Robert and Vassilis Dalakas (2008), "It's More than Just a Game: Fan Passion and the Psychology of Sports Spectatorship," in Curtis P. Haugtvedt, Paul M. Herr, and Frank K. Kardes, eds., *The Handbook of Consumer Psychology*, Mahwah, NJ: Erlbaum, 857-876

Madrigal, Robert, Colleen Bee and Monica LaBarge (2005), "Using the Olympics and FIFA World Cup to Enhance Global Brand Equity: A Case Study of Two Companies in the Payment Services Category," in *Global Sport Sponsorship*, John Amis and T. Bettina Cornwell, eds.

Madrigal, Robert (2004), "A Review of Team Identification and Its Influence on Consumers' Responses Toward Corporate Sponsors," in Lynn R. Kahle and Chris Riley (eds.), *Sports Marketing and the Psychology of Marketing Communication*, Mahwah, NJ: Erlbaum, 241-255.

Dalakas, Vassilis, Robert Madrigal and Keri L. Anderson (2004), "'We are Number One!' The Phenomenon of Basking-in-Reflected-Glory and Its Implications for Sports Marketing," in Lynn R. Kahle and Chris Riley (eds.), *Sports Marketing and the Psychology of Marketing Communication*, Mahwah, NJ: Erlbaum, 67-79.

Dalakas, Vassilis, Robert Madrigal and Rick Burton (2004), "Understanding Ambush Marketing: Implications of Information Processing," in Lynn R. Kahle and Chris Riley (eds.), *Sports Marketing and the Psychology of Marketing Communication*, Mahwah, NJ: Erlbaum, 293-304.

Kahle, Lynn R., Robert Madrigal, Nancy P. Melone, and Kerry Szymanski (1999), "An Audience Survey from the First Gridiron Cybercast," in David W. Schumann and Esther Thorson (eds.), *Advertising and the World Wide Web*, Mahwah, NJ: Erlbaum, 275-286.

PUBLISHED COMMENTARY (non-peer reviewed)

King, Jesse, Leslie Koppenhafer, & Robert Madrigal (2017), "FDA Comment Direct-to-Consumer Advertising," FDA request for Public Comment on Content of Risk Information in the Major Statements in Prescription Drug DTC Broadcast Advertisements for Public Docket 17-N-2936.

PUBLICATIONS IN NON-REFEREED JOURNALS

Madrigal, Robert (1986), "The Role of Competition in a Youth-Sports Setting," *California Parks and Recreation*, 42(3), 13-18.

Madrigal, Robert (1985, January), "Overtraining: Implications and Prevention," *Swimming Technique*, 25-30.

Madrigal, Robert (1984, January), "Sprint-Assisted Towing," *Swimming Technique*, 33-36.

INVITED PRESENTATIONS

Madrigal, Robert (2007), "Team Identification and Reactions to Corporate Sponsors." A paper presented at the American Marketing Association's Winter Marketing Educators' Conference, San Diego, CA.

Madrigal, Robert (November 2000), Keynote presentation at the National Recreation and Park Association's Leisure Research Symposium. Topic: research issues pertaining to sports fans. Phoenix, AZ.

Madrigal, Robert (November 2000), "Leveraging Corporate Sponsorships," keynote presentation to the American Marketing Association Eugene/Springfield Chapter Luncheon.

Madrigal, Robert (May 2000), "Profiling University of Oregon Alumni Association Members," report presented at the Spring meeting of the UOAA Board of Directors.

- Madrigal, Robert (August 1999), "Theoretical Reasons Underlying Sports Sponsorship," paper presented at the Warsaw Sports Marketing Center's Sports Executive Retreat, Sun River, OR.
- Madrigal, Robert (June 1999), "Understanding Sports Fans: A Panel Discussion," paper presented at the North American Society for Sport Management Conference, Vancouver, British Columbia.
- Madrigal, Robert (August 1998), "Sports Sponsorship: Do Fans Really Care?" paper presented at the Warsaw Sports Marketing Center's Sports Executive Retreat, Sun River, OR.
- Madrigal, Robert and Richard Burton (1997, September), "Strategic Sponsorships," paper presented to the 1997 National Congress of State Games Symposium, Portland, OR.
- Madrigal, Robert (1996, June), "Understanding Sponsorship," paper presented to the American Marketing Association, Eugene Chapter, Eugene, OR.
- Madrigal, Robert and Richard Burton (1996, March), "A Sponsor's Perspective of Event Marketing, paper presented at the Oregon Sports Coalition Conference 2, Portland, OR.
- Madrigal, Robert (1995, May/June), "Affect and Attributions Related to Game Outcomes," paper presented at the North American Society for Sport Management Conference, Athens, GA.
- Madrigal, Robert and Dennis R. Howard (1995, May/June), "The Development of the FANDIM Scale and its Potential Application to Understanding Sport Spectators," paper presented at the North American Society for Sport Management Conference, Athens, GA.
- Madrigal, Robert (1994, June), "The Relationship of Theoretically Selected Variables on the BIRGing Phenomenon," paper presented at the North American Society for Sport Management Conference, Pittsburgh, PA.
- Madrigal, Robert and Dennis R. Howard (1993, June), "Colloquium on Advancing Sport Managers' Understanding of Spectator and Fan Behavior," Paper presented at the North American Society for Sport Management Conference, Edmonton, Alberta, Canada.

Madrigal, Robert (1990, October), "Spouses' Relative Influence as it Pertains to Vacation Decision Making," paper presented to the Research Symposium of the National Recreation and Park Association's National Congress, Phoenix, AZ.

DISSERTATION SUPERVISION

Chair:

- Colleen Bee (Oregon State University)
- Monica LaBarge (Queens School of Business, Kingston, Ontario)
- Johnny Chen (Oregon State University)
- Catherine Armstrong Soule (Western Washington)
- Brandon Reich (Portland State University)

Committee Member:

- Vasillis Dalakas (California State University, San Marcos)
- Eric Koch (VP, Marketing at Mortgage Research, LLC)
- Jeff Stinson (Dept. Chair, Central Washington University)
- Jesse King (Weber State University)
- Guang Xie (Portland State University)
- Namika Sagara (President, Behavioral Science Center at Ipsos Consulting)
- Leslie Koppenhafer (Boise State University)
- Arielle S. Morganstern (psychology student)

COURSES DEVELOPED AND TAUGHT

University of Oregon

- Ph.D. seminar: Theory and Research in Consumer Behavior
- Ph.D. seminar: Structural Equation Modeling
- Ph.D. pro-seminar series: Deception in the Marketplace
- Ph.D. pro-seminar series: Conversations with Giants (Skype interviews conducted with academic leaders in marketing & social psychology)
- Ph.D. seminar: Marketing Research Methods
- Sports Alliances (MBA level)
- Sports Marketing
- MBA Seminar in Sports Marketing
- Sports Sponsorship
- Consumer Behavior

The Ohio State University

- Understanding Sports Spectators: Social and Psychological Aspects
- Sports Marketing
- Applied Research in Sport Management

- Doctoral Seminar in Applied Multivariate Statistics
- Doctoral Seminar in Sport Marketing: Theory Development
- Marketing Recreation and Leisure Services

Arizona State University

- Tourism Destination Development
- Tourism Marketing

Cal Poly, San Luis Obispo

- Financing & Marketing Recreation and Leisure Services
- Coaching & Theory of Competitive Swimming
- Administering Intramural & Recreational Sports

GRANTS, CONTRACTS, AND CONSULTATION

- 2011 Expert Witness Testimony & Report, Obsidian vs. Cox
- 2010 Expert Witness Testimony & Report, Schutt vs. Riddell
- 2002 United States Swimming – Brand Image Study
- 1999 University of Oregon Alumni Association – UOAA funded a research project on alumni members
- 1997 National Football League Properties Division: Project 2000 -- Revenue Allocation Model
- 1997 Tandem Bicycling Magazine: reader survey
- 1996 Expert Witness: Boseradt Vs. Reebok
- 1996 New York University: Curriculum Development in Sport Management
- 1994 Sport Sponsorship and Fan Involvement, Ohio State University, Principal Investigator, \$8500.
- 1994 Developing a method for pricing a fantasy bowling camp, Talis Sports Marketing
- 1993 Spectators' Satisfaction with Sporting Event Outcomes: Attributional and Affective Responses, Ohio State University, Principal Investigator.

- 1991 Hotel Customers' Perceptions of Attributions, Satisfaction, Quality, and Value, Arizona State University: Dean's Incentive Grant, Principal Investigator.
- 1990 An Examination of Residents' Perceptions of the Impact of Tourism on Their Community, Arizona State University: Dean's Incentive Grant, Principal Investigator.
- 1989 Family Members' Relative Influence in Vacation Decision Making, Sheraton Hotel Corporation, Principal Investigator.

PROFESSIONAL SERVICE

Associate Editor, *Journal of Sport Management*, 2005 – 2015.

Session Discussant: Sponsorship and Sport Involvement. 17th Annual Advertising and Consumer Psychology Conference, Portland, Oregon.

Session Discussant: Quality and Customer Satisfaction. 1998 Winter Conference, Society for Consumer Psychology, Austin, Texas.

Session Chair: Travel through Space and Time. Sixth Symposium on Cross-Cultural Consumer and Business Studies, Honolulu, Hawaii.

Associate Editor, *Journal of Leisure Research*, 1991 - 2003 (JLR is the premier journal in the area of recreation and leisure behavior).

Reviewer, American Marketing Association's Winter Educator's Conference.

Reviewer, Society for Consumer Psychology's Winter Academic Conference.

Reviewer, Association of Consumer Research national conference.

Journal Reviewer (occasional): *Journal of Advertising*; *Journal of Consumer Research*; *Journal of Consumer Psychology*; *Journal of Retailing and Consumer Services*; *Journal of Sport Management*; *Leisure Sciences*; *Festival Management & Event Tourism*; *Annals of Tourism Research*, *Journal of the Academy of Park and Recreation Administration*, *Journal of Leisure Research*.

COLLEGE/UNIVERSITY ADMINISTRATIVE SERVICE

CSU, Chico

- Department/College Service
 - Member, Faculty Search Committee (Fall, 2021)
 - Member, Undergraduate Curriculum Committee (current)
 - Member, ad hoc committee tasked with rewriting early tenure and promotion standards in Marketing/Finance (Fall, 2018)
 - Chair, Faculty Search Committee (Spring, 2018)
 - Hired Kathryn Mercurio

- University Service
 - Member: **Curriculum Advisory Board** (current)
 - **Human Subjects Research** Committee (2017-18)
 - **Exceptional Service Assigned Time** Committee (2017-18)
 - Campus/Community **Consulting Projects** (2018 – present)
 - Semester-long projects that involved working with the following on-campus organizations to create a marketing plan for their respective organizations:
 - Bidwell Mansion
 - Chico Affordable Learning Solutions (Technology & Learning Department)
 - Career Center
 - Student Learning Center
 - Chico Heat baseball team

AWARDS

2020 Summer Research Award, Chico State University

2019 Summer Research Award, Chico State University

2019 Distinguished Career Contributions to the Scientific Understanding of Sport Business Award

- Awarding Body: American Marketing Association

2017 ACR/Sheth Foundation Dissertation Award

- My advisee at the University of Oregon, Brandon Reich, won the Public-Purpose Track Sheth Dissertation Award in 2017
- This award is granted to the top doctoral dissertations that deal with any aspect of cross-cultural or global consumer behavior and/or the public purpose of consumer research.
- Reich, Brandon, “Unexpected Consumer Blame Processes: Experiments in Blame Beliefs, Judgments, and Inferences” (Advisor – Robert Madrigal)

Lundquist College of Business James E. Reinmuth MBA Teaching Excellence Award,
AY 2006-2007

Lundquist College of Business Advisory Council Undergraduate Teaching Award –
Winter, 2006

Lundquist College of Business Advisory Council Undergraduate Teaching Award –
Winter, 2004

Lundquist College of Business Advisory Council Undergraduate Teaching Award –
Winter, 2002

Awarded an Oregon Social Research Laboratory Faculty Fellowship for 2002 – 2003
(competitive)

TRAININGS/CERTIFICATIONS

2020 Go Virtual Summer Institute for online teaching (completed)