

Curriculum Vitae

Charles F. Hofacker

Personal Data

Contact

Office Address College of Business
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Education

B.A. Sociology, Psychology
 The Defiance College
 Defiance, OH
 May 1975

M.A. Experimental Psychology
 California State University
 Northridge, CA
 June 1978

Ph.D. Psychology: Cognitive Measurement
 University of California
 Los Angeles, CA
 December 1982

Languages English and Italian

Consortium Faculty 1988 Sheth/AMA Doctoral Consortium, Berkeley, CA
 2007 Sheth/AMA Doctoral Consortium, Tempe, AZ

Professional Experience

Teaching Positions

1985-Present	Persis E. Rockwood Professor of Marketing College of Business The Florida State University
Fall 2014	Visiting Professor Northeastern University Boston, MA
Fall 2001, Spring 2007, Spring 2015	Visiting Professor Università Bocconi Milano, Italia
1983-1984	Visiting Assistant Professor Anderson Graduate School of Management University of California, Los Angeles

Courses Taught

Undergraduate	Digital Marketing, Marketing Research, Operations Research, Price and Product Management, International Business Operations, Basic Statistics, Basic Marketing
Masters	Electronic Supply Chain Management, Marketing Analytics, Marketing Models, Operations Research, Consumer Behavior, Multivariate Statistics, Principles of Marketing, Corporate Ethics and Social Responsibility, Marketing Strategy, Digital Marketing
PhD	Quantitative Methods

Moderator

ELMAR (<http://www.ama.org/elmar>)

Editorial Boards

Journal of Service Research
Journal of Retailing
Journal of Interactive Marketing (Editor Emeritus, Policy Board)

Memberships

Academy of Marketing Science, American Marketing Association, Association for Consumer Research, European Marketing Academy, INFORMS, ANZMAC

Refereed Publications

- Pappas, Alec, Charles F. Hofacker and Willy Bolander (2023), "Using a Strobelight Analysis to Examine Relationship Inconsistency," *Journal of the Academy of Marketing Science*, in press [doi: 10.1007/s11747-023-00940-8].
- Banerjee, Syagnik, Fareena Sultan and Charles F. Hofacker (2022), "Discovering Synergies and Conflicts in Online and Offline In-Store Engagement," *Journal of Marketing Analytics*, in press [doi: 10.1057/s41270-022-00180-9].
- Zadeh, Arash H., Maryam Farhang, Mohammadali Zolfagharian, Charles F. Hofacker (2022), "Predicting Value Cocreation in Social Media via Integrating Uses and Gratifications Paradigm and Theory of Planned Behavior," *Journal of Research in Interactive Marketing*, in press [doi: 10.1108/JRIM-10-2020-0209].
- Libai, Barak, Yakov Bart, Sonja Gensler, Charles F. Hofacker, Andreas Kaplan, Kim Kötterheinrich and Eike Benjamin Kroll (2020), "Brave New World? On AI and the Management of Customer Relationships," *Journal of Interactive Marketing*, 51, 44-56 [doi: 10.1016/j.intmar.2020.04.002].
- Mithas, Sunil, Charles Hofacker, Anil Bilgihan, Tarik Dogru, Vanja Bogicevic, Ajit Sharma (2020), "Information Technology and Baumol's Cost Disease in Healthcare Services: A Research Agenda," *Journal of Service Management*, 31(5), 911-937 [doi: 10.1108/JOSM-11-2019-0339].
- Ye, Christine, Charles F. Hofacker, John Pelozo and Alexis Allen (2020), "How Online Trust Evolves over Time: The Role of Social Presence," *Psychology & Marketing*, 37(11), 1539-1553 [doi: 10.1002/mar.214090].
- Pillai, Kishore and Charles F. Hofacker (2020), "Comparing the measures of consumer knowledge calibration," *European Journal of Marketing*, 54(5), 979-998 [doi: 10.1108/EJM-12-2019-0875].
- Goldsmith, Ronald E. and Charles F. Hofacker (2020), The Marketing of Information in the Information Age, *Marketing Management Journal*, 30(1), 1-16.
- Hooker, Robert, Molly Wasko, David Paradice, Robin Teigland and Charles F. Hofacker (2019), "Beyond Gaming: Linking flow, brand attitudes, and purchase intent in realistic and emergent three-dimensional virtual environments" *Information Technology & People*, 32(6), 1397-1422 [doi: 10.1108/ITP-11-2017-0407].
- Buhalis, Dimitrios, Tracy Harwood, Vanja Bogicevic, Giampaolo Viglia, Srikanth Beldona, Charles F. Hofacker (2019), "Technological Disruptions in Services: Lessons from Tourism and Hospitality," *Journal of Service Management*, 30(4), 484-506 [doi: 10.1108/JOSM-12-2018-0398].
- Pagani, Margherita, Margot Racat, Charles F. Hofacker (2019), "Adding Voice to the Omnichannel and How That Affects Brand Trust," *Journal of Interactive Marketing*, 48, 89-105 doi: 10.1016/j.intmar.2019.05.002].
- Hofacker, Charles F. (2019), "The Growing Importance of Software as a Driver of Value Exchange," *Marketing in a Digital World (Review of Marketing Research*, 16, 85-95 [doi: 10.1108/S1548-643520190000016007].
- Hosseinzadeh, Arash, Mohammadali Zolfagharian and Charles F. Hofacker (2019), "Customer-Customer Value Co-Creation in Social Media: Conceptualization and Antecedents," *Journal of Strategic Marketing*, 27(4), 283-302 [doi:10.1080/0965254X.2017.1344289].
- Filieri, Raffaele, Charles F. Hofacker and Salma Alguezaui (2017), "What makes information in online consumer reviews diagnostic over time? The role of review relevancy, factuality, currency, source

- credibility and ranking score,” *Computers in Human Behavior*, 80, 122-131 [doi: 10.1016/j.chb.2017.10.039].
- Murphy, Jamie, Charles F. Hofacker and Ulrike Gretzel (2017), “Dawning of the Age of Robots in Hospitality and Tourism: Challenges for Teaching and Research,” *European Journal of Tourism Research*, 15, 104-111.
- Bridges, Eileen and Charles F. Hofacker (2016), “Service Marketing and Adoption of Promotional Technology: A Qualitative Study,” *Service Science*, 8(4), 368-385 [doi: 10.1287/serv.2016.0144].
- Fornari, Edoardo, Daniele Fornari, Sebastiano Grandi, Mario Menegatti and Charles Hofacker (2016), “Adding Store to Web: Migration and Synergy Effects in Multi-Channel Retailing,” *International Journal of Retail & Distribution Management*, 44(6), 658-674 [doi: 10.1108/IJRDM-07-2015-0103].
- Hofacker, Charles F., Ko de Ruyter, Nicholas Lurie, Puneet Manchanda and Jeff Donaldson (2016), “Gamification and Mobile Marketing Effectiveness,” *Journal of Interactive Marketing*, 34, 25-36 [doi: 10.1016/j.intmar.2016.03.001].
- Charles F. Hofacker, Edward C. Malthouse, Fareena Sultan (2016), Big Data and Consumer Behavior: Imminent Opportunities,” *Journal of Consumer Marketing*, 33(2), 89-97 [doi: 10.1108/JCM-04-2015-1399].
- Walsh, Gianfranco, Arne K. Albrecht, Charles F. Hofacker, Ian Grant and Takahashi Ikuo (2016), “Developing and Validating a Scale of Consumer Brand Embarrassment Tendencies,” *Journal of Business Research* 69(3), 1138-1147 [doi: 10.1016/j.jbusres.2015.08.029].
- Walsh, Gianfranco, Arne K. Albrecht, Werner Kunz and Charles F. Hofacker (2016), “The Relationship between Online Retailers’ Reputation and Product Returns,” *British Journal of Management*, 27(1), 3-20 [doi: 10.1111/1467-8551.12120].
- Pillai, Kishore, Michael Brusco, Ronald E. Goldsmith and Charles F. Hofacker (2015), “Consumer Knowledge Discrimination,” *European Journal of Marketing*, 49(1/2), 82-100 [doi: 10.1108/EJM-05-2012-0288].
- Bacile, Todd, Charles F. Hofacker and Allyn White (2014), “Emerging Challenges in Social Media: Service as Marketing Communication Signals”, *Journal of Integrated Marketing Communication*, Spring, 34-51.
- Pagani, Margherita, Ronald E. Goldsmith and Charles F. Hofacker (2013), “Extraversion as a Stimulus for User Generated Content,” *Journal of Research in Interactive Marketing*, 7(4), 242-256 [doi: 10.1108/JRIM-11-2012-0052].
- Labrecque, Lauren I., Jonas vor dem Esche, Charla Mathwick, Thomas P. Novak and Charles F. Hofacker (2013), “Consumer Power: Evolution in the Digital Age,” *Journal of Interactive Marketing*, 27(4), 257-269 [doi: 10.1016/j.intmar.2013.09.002].
- Varan, Duane, Jamie Murphy, Charles F. Hofacker, Jenny Robinson, Rob Potter and Steven Bellman (2013), “What Works Best When Combining Television sets, PCs, Tablets, or Mobile Phones? How Synergies across Devices Result from Cross-Device Effects and Cross-Format Synergies”, *Journal of Advertising Research*, 53(2), 212-220 [doi: 10.2501/JAR-53-2-212-220].
- Swilley, Esther, Charles F. Hofacker and Bruce Lamont (2012), "The Evolution from e-Commerce to m-Commerce: Pressures, Firm Capabilities and Competitive Advantage in Strategic Decision Making," *International Journal of E-Business Research*, 8(1), 1-16 [doi: 10.4018/jebr.2012010101].

- Soscia, Isabella, Alessandro Arbore and Charles F. Hofacker (2011), "The Impact of Trial on Technology Adoption: The Case of Mobile TV," *Journal of Research in Interactive Marketing*, 5(2/3), 226-238 [doi: 10.1108/17505931111187802].
- Strauss, Judy, Hope Corrigan and Charles F. Hofacker (2011), "Optimizing Student Learning: Examining the Use of Presentation Slides," *Marketing Education Review*, 21(2), 151-162 [doi: 10.2753/MER1052-8008210205].
- Stoner, Jason, Pamela L. Perrewé and Charles F. Hofacker (2011), "The Development and Validation of the Multi-Dimensional Identification Scale (MDIS)," *Journal of Applied Social Psychology*, 41(7), 1632-1658 [doi: 10.1111/j.1559-1816.2011.00770.x].
- Pagani, Margherita, Ronald E. Goldsmith and Charles F. Hofacker (2011), "The Influence of Personality on Active and Passive Use of Social Networking Sites," *Psychology & Marketing*, 28(5), 441-456 [doi: 10.1002/mar.20395].
- Shankar, Venkatesh, Alladi Venkatesh, Charles F. Hofacker, and Prasad Naik (2010), "Mobile Marketing in the Retailing Environment: Current Insights and Future Research Avenues," *Journal of Interactive Marketing*, 24 (2), 111-120 [doi: 10.1016/j.intmar.2010.02.006].
- Premazzi, Katia, Sandro Castaldo, Monica Grosso, Pushkala Raman, Susan Brudvig, Charles F. Hofacker (2010), "Customer Information Sharing with E-Vendors: The Roles of Incentives and Trust," *International Journal of Electronic Commerce*, 14(3), 63-91 [doi: 10.2753/JEC1086-4415140304].
- Premazzi, Katia, Sandro Castaldo, Monica Grosso, and Charles F. Hofacker (2010), "Supporting Retailers to Exploit Online Settings for Internationalization: The Different Role of Trust and Compensation," *Journal of Retailing and Consumer Services*, 17(3), 229-40 [doi: 10.1016/j.jretconser.2010.03.006].
- Pagani, Margarita and Charles F. Hofacker (2010), "Use and Participation in Virtual Social Networks: A Theoretical Model," *International Journal of Virtual Communities and Social Networking*, 2(1), 1-17 [doi: 10.4018/jvcsn.2010010101].
- Murphy, Jamie, Doina Olaru and Charles F. Hofacker (2009), "Rigor in Tourism Research: Formative and Reflective Constructs," *Annals of Tourism Research*, 36(4), 730-734 [doi: 10.1016/j.annals.2009.04.005].
- Flaherty, Theresa B., Bernard J. Jansen, Jamie Murphy and Charles F. Hofacker (2009), "Insights on the Google Online Marketing Challenge and Its Successful Classroom Implementation," *Journal of Online Learning and Teaching*, 5(2), 446-457 [http://jolt.merlot.org/vol5no2/flaherty_0609.htm].
- Hofacker, Charles F. and Jamie Murphy (2009), "Consumer Web Page Search, Clicking Behavior and Reaction Time," *Direct Marketing: An International Journal*, 3(2), 88-96, [doi: 10.1108/17505930910964759].
- Hofacker, Charles F., Mark Gleim and Stephanie Lawson (2009), "Revealed Reader Preference for Marketing Journals," *Journal of the Academy of Marketing Science*, 37(2), 238-247 [doi: 10.1007/s11747-008-0124-y].
- Hofacker, Charles F. (2008), "E-Tail Constraints and Tradeoffs," *Direct Marketing: An International Journal*, 2 (3), 129-143 [This paper chosen as an Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2009] [doi: 10.1108/17505930810899294].
- Jungmi Oh, Susan S. Fiorito, Hira Cho and Charles F. Hofacker (2008), "Effects of design factors on store image and expectation of merchandise quality in web-based stores," *Journal of Retailing and Consumer Services*, 15 (4), 237-249 [doi: 10.1016/j.jretconser.2007.03.004].

- Pillai, Kishore G. and Charles F. Hofacker (2007), "Calibration of Consumer Knowledge of the Web," *International Journal of Research in Marketing*, 24 (3), 254-267 [doi: 10.1016/j.ijresmar.2007.02.001].
- Hofacker, Charles F., Ronald G. Goldsmith, Esther Swilley and Eileen Bridges (2007), "E-Services: A Synthesis and Research Agenda," *Journal of Value Chain Management*, 1(1/2), 13-44 [Winner Best Paper Award for the Journal of Value Chain Management, 2007] [doi:10.1007/978-3-8350-9614-1].
- Swilley, Esther and Charles F. Hofacker (2006), "Defining Mobile Commerce in a Marketing Context," *International Journal of Mobile Marketing*, 1(2). 18-23.
- Murphy, Jamie, Charles F. Hofacker and Richard M. Mizerski (2006), "Recency Effects and Clicking Behavior," *Journal of Computer Mediated Communication*, 11(2), 522-535 [doi: 10.1111/j.1083-6101.2006.00025.x].
- Murphy, Jamie, Charles F. Hofacker, Yves Racine (2006), "Testing Position Effects and Copy to Increase Web Page Visits," *Information Technology & Tourism*, 8(1), 3-13 doi: 10.3727/109830506778193869].
- Murphy, Jamie and Charles F. Hofacker (2004), "A Methodology and Investigation of an eLoyalty Metric, Consumer Bookmarking Behavior," *Journal of Computer Mediated Communication*, 10(1) [doi: 10.1111/j.1083-6101.2004.tb00235.x].
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- Hofacker, Charles F. and Jamie Murphy (2000), "Clickable World Wide Web Banner Ads and Content Sites," *Journal of Interactive Marketing*, 14, 49-59 doi: doi:10.1002/(SICI)1520-6653(200024)14:1<49::AID-DIR5>3.0.CO;2-P].
- Murphy, Jamie, Charles F. Hofacker and M. Bennett (2000). "Server Log Files: A Case Study of a New Market Research Tool for Entrepreneurs," *Small Enterprise Research, The Journal of SEANZ*, 8 (2), December: 4-15, [http://search.informit.com.au/documentSummary;dn=694259804504418;res=IELBUS].
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- Frieden, Jon, Ronald E. Goldsmith, Scott Takacs and Charles F. Hofacker (1998), "Information as a Product: Not Goods, Not Services," *Marketing Intelligence and Planning*, 16 (3), 210-20 [doi: 10.1108/02634509810217327].
- S. Prasad Kantamneni, Charles F. Hofacker (1995), "Using the Muthen Model as a Choice Model: Monte Carlo Experiments and Application to Panel Data," *Marketing Management Journal*, 5(1), 30-38.
- Cradit, J. Dennis, Armen Taschian and Charles F. Hofacker (1994) "Signal Detection Theory and Single Observation Designs: Methods and Indices for Advertising Recognition Testing," *Journal of Marketing Research*, 31 (February), 117-27 [http://www.jstor.org/stable/3151951].
- Goldsmith, Elizabeth B., James J. Hoffman and Charles F. Hofacker (1993) "Insights into the Long-Term Effects of Parents' Careers on Reported Parent-Offspring Closeness," *Journal of Employment Counseling*, 30, 50-54 [doi: 10.1002/j.2161-1920.1993.tb00967.x].
- Hoffman, James J., John B. Cullen, Nancy M. Carter and Charles F. Hofacker (1992) "Alternative Methods for Measuring Organization Fit: Technology, Structure and Performance," *Journal of Management*, 18, 45-57 [doi: 10.1177/014920639201800104].

- Hoffman, James J., Elizabeth B. Goldsmith and Charles F. Hofacker (1992) "The Influence of Parents on Female Business Students' Salary and Work Hour Expectations," *The Journal of Employment Counseling*, 29, 79-83 [doi: 10.1002/j.2161-1920.1992.tb00157.x].
- Hoffman, J. J., C. F. Hofacker and E. B. Goldsmith (1992) "How Closeness Affects Parental Influences on Business College Students' Career Choices," *Journal of Career Development*, 19, 65-73, [doi: 10.1007/BF01323005].
- Goldsmith, R. E. and C. F. Hofacker (1991) "Measuring Consumer Innovativeness," *Journal of the Academy of Marketing Science*, 19, 209-221 [doi: 10.1007/BF02726497].
- Hofacker, Charles F. (1990) "Derivation of Covariance Probit Elasticities," *Management Science*, 36, 500-4 [doi: 10.1287/mnsc.36.4.500].
- Muthén, Bengt O. and Charles F. Hofacker (1988) "Testing the Assumptions Underlying Tetrachoric correlations," *Psychometrika*, 53, 563-78 [doi: 10.1007/BF02294408].
- Hofacker, Charles F. (1988) "Removing Extraneous Effects from Baseball Performance Measures," *Journal of Sports Behavior*, 11, 204-212.
- Hofacker, Charles F. (1984) "Categorical Judgment Scaling with Ordinal Assumptions," *Multivariate Behavioral Research*, 19, 91-106 [doi: 10.1207/s15327906mbr1901_5].
- Hofacker, Charles F. (1984) "Relationships between Offense and Defense in Major League Baseball," *Journal of Sports Behavior*, 7, 79-86.
- Hofacker, Charles F. (1983) "Abuse of Statistical Packages: The Case of the General Linear Model," *American Journal of Physiology: Regulatory, Integrative and Comparative Physiology*, 245 (14), 299-302 [doi: 10.1152/ajpregu.1983.245.3.R299].
- Hofacker, Charles F. (1982) "A PL/I Program to Generate Randomized Stimulus and Response Sequences for Experiments," *Behavior Research Methods and Instrumentation*, 14, 553-554, [doi: 10.3758/BF03203426].

Book Chapters and Non-Refereed Publications

- Hofacker, Charles F. (2021), "Marketing Communication Strategy in the Age of Interactive Media," in Bodo Schegelmilch and Russ Winer (Eds.), *The Routledge Companion to Strategic Marketing*, Taylor & Francis.
- Hofacker, Charles F., Kishore Gopalakrishna Pillai, Ismail Golgeci and David Kilgore (2020), "Digital Marketing and Business-to-Business Relationships: A Close Look at the Interface and a Roadmap for the Future," Special issue editorial, *European Journal of Marketing*, 54(6), 1161-1179 [doi: 10.1108/EJM-04-2020-0247].
- Hofacker, Charles F. and Daniela Corsaro (2020), "Dystopia and Utopia in Digital Services," *Journal of Marketing Management*, 36(5/6), 412-419 [doi:10.1080/0267257X.2020.1739454].
- Hofacker, Charles F. and Daniel Belanche (2016), "Eight Social Media Challenges for Marketing Managers," *Spanish Journal of Marketing*, 20(2), 73-80 [doi:10.1016/j.sjme.2016.07.003].
- Hofacker, Charles F. (2016), *Digital Marketing*, New South, <http://www.lulu.com/chofack/>

- Hennig-Thurau, Thorsten, Charles F. Hofacker and Björn Bloching (2013), "Marketing the Pinball Way: Understanding How Social Media Change the Generation of Value for Consumers and Companies," *Journal of Interactive Marketing*, 27(4), 237-241 [doi:10.1016/j.intmar.2013.09.005].
- Hofacker, Charles F. (2012), "On Research Methods in Interactive Marketing," *Journal of Interactive Marketing*, 26(1) [doi:10.1016/j.intmar.2011.10.001].
- Malthouse, Edward and Charles F. Hofacker (2010), "Looking Back and Looking Forward in Interactive Marketing," *Journal of Interactive Marketing*, 24(3), 181-184 [doi:10.1016/j.intmar.2010.04.005].
- Castaldo, Sandro, Monica Grosso, Charles F. Hofacker and Katia Premazzi (2010), "Trust in Online Customer-Firm Interaction: A Literature Review and Directions for Research," In Dominka Latusek and Alexandra Gerbasi (2010), *Trust and Technology in a Ubiquitous Modern Environment: Theoretical and Methodological Perspectives*, Hershey, New York: Information Science Reference.
- Bridges, Eileen, Ronald G. Goldsmith and Charles F. Hofacker (2006), "Businesses and Consumers as Online Customers," in Mehdi Khosrow-Pour (Ed.), *Encyclopedia of E-Commerce, E-Government and Mobile Commerce*, Hershey, PA: The Idea Group, 83-88.
- Bridges, Eileen, Ronald G. Goldsmith, Charles F. Hofacker (2005), "Businesses and Consumers as Online Customers" in *Encyclopedia of E-Commerce, E-Government and Mobile Commerce*. The Idea Group.
- Hofacker, Charles F. and Jamie Murphy (2004), "Using Server Log Files and Online Experiments to Enhance Internet Marketing," Chapter in Sandeep Krishnamurthy (Ed.), *Contemporary Research in E-Marketing*.
- Bridges, Eileen, Ronald E. Goldsmith and Charles F. Hofacker (2004), "Attracting and Retaining Online Buyers: Comparing B2C and B2B Customers," Chapter in Theresa B. Flaherty (Ed.), *Advances in Electronic Marketing*.
- Hofacker, Charles F. (2003) *Mathematical Marketing*. New South, <http://www.lulu.com/chofack/>.
- Hofacker, Charles F. (2001) *Internet Marketing*. 3/e. Jon Wiley and Sons.
- Murphy, Jamie. and Charles F. Hofacker (2000) "E-arrogance," *The Industry Standard*, p. 52
- Murphy, Jamie and Charles F. Hofacker (1997) "Move Over '.com'! There's a Whole World of Good Domain Names." *New York CyberTimes*, <http://www.nytimes.com/library/cyber/week/062197domain.html>
- Murphy, Jamie and Charles F. Hofacker (1997) , "Internet Panel Names 7 New Domains And Recommends Governing Bodies," *New York CyberTimes*, <http://www.nytimes.com/library/cyber/week/020697domain.html>
- Hofacker, Charles F. (1996). Chapter in *Interactive Marketing: The Future Present*, E. Forrest and R. M. Mizerski (Eds.), "Marketing on the Internet."
- Murphy, Jamie and Charles F. Hofacker (1996), "Netscape's Silence on Bug Angers Users," *New York CyberTimes*, <http://search.nytimes.com/web/docsroot/library/cyber/week/index.html>.
- Murphy, Jamie and Charles F. Hofacker (1996) "Explosive Growth Clogs the Internet Backbone," *New York CyberTimes* , <http://search.nytimes.com/web/docsroot/library/cyber/week/0629backbone-money.html>

Murphy, Jamie and Charles F. Hofacker (1996), "Will Olympic Traffic Bring Down the Internet?", *New York CyberTimes*, <http://search.nytimes.com/web/docsroot/library/cyber/week/0629backbone-games.html>

Goldsmith, Ronald E., Charles F. Hofacker and Persus Rockwood (1988). Review of H. Fay and M. J. Wallace Jr., Research Based Decisions in *Journal of Marketing Research*, 25, 118-9.

International Meetings

Murphy, Jamie, Ulrike Gretzel and Charles F. Hofacker (2017), "Service Robots in Hospitality and Tourism: Investigating Anthropomorphism," Paper presented at Asia-Pacific Council on Hotel, Restaurant, and Institutional Education Conference, Bali, June 2017.

Murphy, Jamie, Charles F. Hofacker and Ulrike Gretzel (2017), "Robots in Hospitality and Tourism: A Research Agenda," Paper presented at ENTER 2017, Rome, Italy, January 2017.

Hofacker, Charles F. and Jamie Murphy (2016), "The Digital Embodied: The Business Challenge of Marketing Service Robots," Paper presented at the 28th Convegno Annuale di Sinergie, Udine, Italy, June 2016.

Murphy, Jamie and Charles F. Hofacker (2016), "Do Androids Dream of Electric-Service? Revisiting a Challenge to Hospitality Academics," Paper presented at the Asia Pacific Council on Hotel, Restaurant and Institutional Education, Bangkok, May 2016.

Hofacker, Charles F. and Eileen Bridges, "On the Evolution of Self-Service Technology," Paper presented at the Napoli Service Forum, Naples, Italy, June 2015.

Sultan, Fareena, Charles F. Hofacker and Edward Malthouse (2015), "Big Data and Consumer Behavior: The Imminent Cultural Clash," Paper presented at the European Academy of Marketing Conference, Leuven, Belgium, May 2015.

Gianfranco Walsh, Ian Grant and Charles F. Hofacker (2013), "Development of a cross-culturally valid scale to measure consumer brand embarrassment tendency", Paper presented at the Ninth Royal Bank International Research Seminar, Montreal, September 2013.

Lauren Labrecque, Jonas vor dem Esche, Charla Mathwick, Thomas P. Novak and Charles F. Hofacker (2013), "By the Power of Social Media - I Have the Power! A Critical Review of Consumer Empowerment in the Social Network Era," Paper presented at the European Marketing Academy Conference, Istanbul, June 2013.

Labrecque, Lauren I., Jonas Vor Dem Esche, Charla Mathwick, Tom Novak, Charles F. Hofacker (2013), "A Critical Review of Consumer Empowerment in the Social Network Era" Paper presented at the Academy of Marketing Science National Conference, Monterey, CA, May 2013.

Hofacker, Charles F. (2012), Keynote Address, Academy of Marketing Conference, Southampton, July 2012.

Pillai, Kishore Gopalakrishna, Michael Brusco, Ronald Goldsmith, and Charles Hofacker (2012), "Consumer Knowledge Discrimination," Academy of Marketing Conference, Southampton, July 2012.

Pillai, Kishore Gopalakrishna, Michael Brusco, Ronald Goldsmith, and Charles Hofacker (2012), "Consumer Knowledge Discrimination," Poster at the European Academy of Marketing Conference, Lisbon, May 2012.

- Grosso, Monica, Sandro Castaldo, Charles F. Hofacker and Katia Premazzi (2012) "Increasing customers' information sharing in the online setting: an empirical investigation on the role of trust and compensation," Paper presented at the 11th International Marketing Trends Conference, Venice, January 19-20, 2012.
- Pagani, Margherita, Ronald E. Goldsmith and Charles F. Hofacker (2010), "From Social to Super Brands: The Influence of Personality and Involvement with Active and Passive Consumer Behavior in User Generated Content Web Sites", Paper presented at the INFORMS Marketing Science Conference, Cologne, Germany, June 2010.
- Hofacker, Charles F. and Margherita Pagani (2009), "Managing Network Services," Paper presented at the 2009 Naples Forum on Service: Service-Dominant Logic, Service Science, and Network Theory, Capri, June 16-19, 2009.
- Pagani, Margherita, Charles F. Hofacker and Ronald E. Goldsmith (2009), "Effects of Vicarious Innovativeness and Extroversion on Usage of Social Networks," Poster session at the European Marketing Academy Conference, Nantes, May 26-29, 2009.
- Castaldo, Sandro, Charles Hofacker, Katia Premazzi and Monica Grosso (2008), "Information Sharing with E-Vendors: The Emerging Critical Role of Trust," 4th Workshop on Trust within and between Organizations, Amsterdam, October 25-26, 2007.
- Hofacker, Charles F. and Margherita Pagani (2008), "When Customers Provide Service to Other Customers: Towards a Model of Web 2.0 Service Processes," Paper presented at the La Londe Conference on Service Management, May 2008.
- Murphy, Jamie, Roland Schegg, Doina Olarua and Charles F. Hofacker (2007), Exploring Email Service Quality (EMSQ) Factors, Paper Presented at ENTER 2007, Ljubljana, Slovenia, January 2007.
- Hashim, Noor Hazarina, Charles F. Hofacker, Sharon Lu, Sarit Singh and Shaharudin Md Saidd (2007), The Relationship between Business Strategy and Internet Evolution: Investigating the Miles and Snow Typology, Paper Presented at ENTER 2007, Ljubljana, Slovenia, January 2007.
- Charles F. Hofacker (2006), "Three E-Commerce Themes: Software, Relationships and Two-Sided Markets," Keynote Address for the IADIS International Conference on E-Commerce, December, 2006.
- Hofacker, Charles F. and Jamie Murphy (2005), "Consumer Search Processes on Web Pages," Paper Presented at the European Marketing Academy Conference, Milan, May 2005.
- Oh, Jungmi Susan S. Fiorito and Charles F. Hofacker, "Investigating Web-Based Store Image Relationships," Paper Presented at the 12th Conference of the European Association of Education and Research in Commercial Distribution, Paris, July 2 - 4, 2004.
- Haghirian, P., A. Dickinger and Charles F. Hofacker (2004), "Getting Permission - A Proposed Model for Explaining the Acceptance of Mobile Marketing," European Marketing Academy Conference, Murcia Spain, May 18 - 21, 2004.
- Murphy, Jamie and Charles F. Hofacker (2003). *A Preliminary Investigation of Consumer Bookmarking Behavior*. Paper presented at the World Marketing Conference, Perth, Australia, June 13, 2003.
- Hofacker, Charles F. and Jamie Murphy (1998), "Consumer Clicking Behaviour and Online Selling," Paper presented at European Institute of Retailing and Services Studies Conference, Baveno, Italy, August 1998,

Mizerski, Richard W., Charles F. Hofacker and William Jolley (1987) "Assessing Brand Equity for Resource Allocation and Strategy Development," Proceedings of the 14th International Research Seminar in Marketing, 314-30, Aix-en-Provence, France.

National Meetings – Refereed

Zadeh, Arash, Mo Zolfagharian and Charles F. Hofacker (2020), "Judgment and Decision-Making Processes Underlying Behavioral Intentions in Sharing Economy Platforms," Paper presented at the Winter American Marketing Association Academic Conference, San Diego, February 2020.

Hofacker, Charles F. (2017), "The Product Attributes of Things," Paper presented at the Winter American Marketing Association Academic Conference, Orlando, Florida, February 2017.

Bacile, Todd, Alexis Allen and Charles F. Hofacker (2014), "Enter the Badvocate: A Unique Consumer Role Emerging within Social Media Complaint and Recovery Episodes," Paper presented at the Marketing EDGE Interactive Research Summit, Winner Best Research Paper Award, San Diego, October 2014.

Charles F. Hofacker (2014), "Likely Evolution of the Competition between MOOCs and Higher Education Incumbents", Paper presented at the Winter AMA Marketing Educators' Conference, Orlando, FL, February 2014.

Charles F. Hofacker (2013), "MOOCs vs. Higher Education Incumbents," Paper presented at the Summer AMA Educators' Conference, Boston, MA August 2014.

Lauren I. Labrecque, Jonas Vor Dem Esche, Charla Mathwick, Tom Novak and Charles F. Hofacker, (2013), "A Critical Review of Consumer Empowerment in the Social Network Era," Paper presented at the Academy of Marketing Science Conference, Monterey, May 2013.

Gianfranco Walsh, Werner Kunz and Charles F. Hofacker (2013), "Towards the Flip Side of Customer Oriented Warranties - How Corporate Reputation Influences the Product Return Rate in Online Sales," Paper presented at the American Marketing Association Winter Educators' Conference, Las Vegas, February 2013.

Hofacker, Charles F., Eileen Bridges and Jamie Murphy (2012), "The Evolution of Self-Service Technology," Paper presented at Frontiers in Service Conference, Washington, DC, June, 2012.

Bacile, Todd J. and Charles F. Hofacker (2012), "The Adaptation of the Service Quality Construct to Personal Media Marketing Communications," Paper presented at the American Marketing Association Summer Educators' Conference, Chicago, August, 2012.

Goldsmith, Ronald E. and Charles F. Hofacker (2012), "The Marketing of Information in the Information Age," Paper presented at the American Marketing Association Winter Educators' Conference, St. Pete, FL, February, 2012.

Bacile, Todd J. and Charles F. Hofacker (2011), "The Co-Production of Marketing Communications Distributed through Personal Technology: A Service Customization Perspective," Paper presented at the American Marketing Association Summer Educators' Conference, San Francisco, August 2011.

Bacile, Todd J., Christine Ye, Esther Swilley, and Charles F. Hofacker (2011), "An Investigation of Consumer Co-Production on Mobile Coupon Redemption," Paper presented at the American Marketing Association Winter Educators' Conference, Austin, February 2011.

Robinson, Stacey and Charles F. Hofacker (2011), "When Self-Service Technology Gets in the Way of Customer Service," Paper presented at the Frontiers in Service Conference, Columbus, OH, July, 2011.

- Neale, Larry, Charles F. Hofacker, Lee Hunter, Karen Hudson, Ana Isabel Canhoto and Jamie Murphy (2008), "The Google Online Marketing Challenge: A Global Real-World Teaching and Learning Tool", Paper presented at the Society for Marketing Advances, St. Petersburg, FL, November 2008.
- Hofacker, Charles F., Hope Corrigan and Judy Strauss (2008), "Absolute PowerPoint: Best Classroom Practice." Paper presented at the American Marketing Association Summer Educators' Conference, San Diego, CA, August, 2008.
- Murphy, Jamie, Ana Canhoto, Charles F. Hofacker, Lee Hunter, Marilyn Lavin, Larry Neale, Clay M. Voorhees (2008), "The Google Online Marketing Challenge: A Global Teaching and Learning Initiative, Paper presented at the American Marketing Association Summer Educators' Conference, San Diego, CA, August, 2008.
- Goldsmith, Ronald E and Charles F. Hofacker (2007), "Information Marketing," Paper Presented at the Association of Marketing Theory and Practice. Panama City, FL, March, 2007.
- Ramen, Pushkala, Brudvig, Susan and Hofacker, Charles F. (2006), "To Give or Not to Give: Providing Personal Information to Online Firms," Paper Presented at the Direct Marketing Association Educators' Conference, San Francisco, CA, October 2006 [Winner Best Paper Award of the Conference]
- Hofacker, Charles F. and E. Bridges (2005), "The Marketing Function and the IT Function in Services Management and Delivery," Paper Presented at Frontiers in Services, Tempe, AZ, October, 2005.
- Hofacker, Charles F. (2005), "Investing in E-Service Relationships," Paper presented at the AMA Winter Educators' Conference, San Antonio, February 2005.
- Hofacker, Charles F. (2004), "What Happens When a Consumer Looks at a Menu of Links?" Paper presented at the Direct Marketing Educational Foundation Conference, New Orleans, October 2004.
- Chan, Calvin, Pearl Ho, Charles F. Hofacker and Jamie Murphy (2004), "Competitive Website and E-mail Analyses for Improving Electronic Wine Tourism," Paper Presented at AMA Summer Educators' Conference, Boston, August 2004.
- Murphy, Jamie Charles F. Hofacker, B. Smith and R. Mizerski (2001) "Serial Position Effects on Web Pages and What it Means," Paper presented at AMA Summer Educator's Conference, Washington, DC, August 2001.
- Hofacker, Charles F. (2000), "Optimizing Web Sites Using Randomized Experiments," INFORMS, Austin, November 2000.
- Giunipero, L. and Charles F. Hofacker (1997), "Using the Internet to Enhance Purchasing Productivity," paper presented at National Association of Purchasing Management Conference, Washington, DC, May, 1997.
- Hofacker, Charles F., Jamie Murphy and W. Lewis (1997), "Towards Optimal Web Pages," paper presented at 1997 INFORMS Marketing Science Conference, Berkeley California, March, 1997
- Goldsmith, E. B., J. J. Hoffman and Charles F. Hofacker (1994) "Father's Influence on Female College Students' Career Expectations," Paper Presented at the 1994 International Conference on Women in Higher Education, Orlando, January 1994.
- Hofacker, Charles F. (1994) "Online Resources for Marketing Educators," Special Session organized for the AMA Summer Educator's Conference, San Francisco, August 1994.

- Kantamneni, P. S. and Charles F. Hofacker (1993) "Building Fractional Factorials: A Methodology for Symmetric and Asymmetric Designs," Paper Presented at the Academy of Marketing Science Convention, Miami, May 1993.
- Hofacker, Charles F. and J. Dennis White (1991) "Measuring Advertisement Memorability in the Presence of Response Bias." Paper presented at the Institute of Management Science Convention, Anaheim, November 1991.
- Mizerski, R. W., Charles F. Hofacker and K. Straughn (1991) "Missing and Partially Missing Brand Sales: Some Thoughts on Detecting and Modeling Stock-Out Situations in Supermarket Scanner Data," Paper Presented at the First Annual Conference on Scanner Data, Sponsored by the The Institute of Management Science College on Marketing, Los Angeles, January 1991.
- Goldsmith, Ronald E., Janelle Emmert and Charles F. Hofacker (1991) "A Causal Model of Consumer Involvement: Replication and Extension," Paper Presented at the 1991 AMA Summer Educators Conference, Orlando, February 1991.
- Baker, Thomas L. and Charles F. Hofacker (1989) "Marketing When the Product is Free: The Case of 'Shareware'." Paper presented at the Academy of Marketing Science Convention, Orlando, June 1989.
- Hofacker, Charles F. (1989) "Optimizing Marketing Mix for a Product Line under Discrete Choice." Paper presented at the Institute of Management Science Convention, New York, October 1989.
- Hofacker, Charles F. (1988) "Market Share Modeling Under Ordinal Assumptions." Paper presented at the Institute of Management Science Convention, Denver, October, 1988.
- Mizerski, Richard W., Charles F. Hofacker and K.ate Straughn (1988) "The Relation of Price Elasticities to Brand Share Performance: A Scanner View." Paper presented at the Macromarketing Conference, Santa Cruz, August, 1988.
- Cooper, Lee G. and Charles F. Hofacker (1987) "Comparison of Market Structures Implied by MCI Models and Probit Models." Paper presented at the Institute of Management Science Convention, St. Louis, October 1987.
- Hofacker, Charles F. (1987) "Some Comments on the Shape of the Price-Demand Curves." Paper presented at the Institute of Management Science Convention, St. Louis, October, 1987.
- Hofacker, Charles F. "Normal Random Utility Theory and Product Line Structure." Paper presented at the Institute of Management Science Convention, Miami, October, 1986.
- Hofacker, Charles F. (1983) "Factor Analysis of Dichotomous Memory Items from a Designed Experiment." Paper presented at the American Educational Research Association Convention, Montreal, April, 1983.
- Hofacker, Charles F. (1983) "Some Remarks on Absolute Judgement Scaling with Ordered Alternatives." Paper presented at the Psychometric Society Annual Meeting, Los Angeles, June 1983.
- Bjork, Robert A., Charles F. Hofacker, Michael J. Burns (1982) "An 'Effectiveness Ratio' Measure of the Benefit of Tests." Paper presented at the Psychonomic Society Convention, St. Louis, November, 1982.
- Bjork, Robert A., J. Thomas Murray, Charles F. Hofacker and Michael J. Burns (1981) "When Does Retrieval Practice Depend on Test-Retest Similarity?" Paper presented at the Psychonomic Society Convention, Phoenix, November, 1981.

National Meetings - Not Refereed

Hofacker, Charles F. (2016), "What It Is We Don't Know about Social Media," Paper presented at a Winter AMA Pre-Conference on Social Media, Las Vegas, February 2016.

Varan, Duane., Jamie Murphy, Charles F. Hofacker, Jennifer A. Robinson, Robert F. Potter and Steven Bellman (2012), "Cross-Device Synergy VERSUS Cross-Media Synergy," Paper presented at EG II: What works in the new age of advertising and Marketing," The Wharton School, May-June 2012.

Henderson, Geraldine Rosa and Charles F. Hofacker (2010), "Marketing Synchronicity: The Convergence of Technology, Marketing and CB." Chairs, Special topic panel for the 2010 American Marketing Association Winter Educators' Conference, New Orleans, February 2010.

Hofacker, Charles F. (2007), "E-Tail Design Constraints and Tradeoffs, and the Role of Metaphor," Paper Presented at the 2007 AMA Winter Educators' Conference, San Diego, February 2007.

Hofacker, Charles F. (2002) "Improving Marketing Response to Internet Sites Using Live Web Experiments," Paper Presented at Academy of Marketing Science, Ft. Myers, May 2002.

Alford, Bruce, Mike Weber, Greg Boller, Bill Black, Dan Sherrell, Charles Hofacker (1997) "Use of the Web in Marketing Pedagogy: Exploration and Innovation" panel presented at the Academy of Marketing Science, Miami, May, 1997.

Hofacker, Charles and William Black (1997), "Marketing and the Internet," Faculty Consortium Workshop presented at the Academy of Marketing Science Conference, Miami, May, 1997.

Hofacker, Charles F. (1995) "The AMA Web Site," Special Session organized for the AMA Summer Educator's Conference, Washington, DC, August 1995

Hofacker, Charles F. (1994) "TIMS INFORMS Online." Demonstration presented at the TIMS Marketing College Marketing Science Conference, Tucson, March, 1994.

Hofacker, Charles F. (1989) "Processing and Analyzing Consumer Panel Data," Proceedings of the 14th Annual SAS User's Group Conference, San Francisco, April 1989.

Hofacker, Charles F. (1988) "Processing and Analyzing Supermarket Scanner Data," Proceedings of the 13th Annual SAS User's Group Conference, Orlando, February 1988.

Hofacker, Charles F. (1987) "Use of SAS/PC for Market Research." Workshop presented at the Twelfth Annual SAS User's Group Conference, Dallas, March, 1987.

Hofacker, Charles F. and Paul Hoffman (1986) "How will PC/SAS and Organizations Come to Grips with Each Other?" Proceedings of the 11th Annual SAS User's Group Conference, Atlanta, February, 1986.

Regional Meetings

Bacile, Todd, Alexis Allen and Charles F. Hofacker (2014), "Service Encounters via Social Media: The Presence of Positive and Negative Signals," SMA, July 2014.

Hofacker, Charles F. (2000), Moving Targets: Marketing Education in Cyberspace, Panel Discussion, SMA, Orlando, November 2000.

Hofacker, Charles F. (2000), The Internet and the Marketing Classroom, Panel Discussion, SMA, Orlando, November, 2000

Hofacker, Charles F. Pedagogical Developments: Marketing on the Internet, SMA, Atlanta, November, 1997.

Pleshko, Larry P. and Charles F. Hofacker (1993) "On the Predictive Validity of Perceptual Mapping: An Experimental Investigation Into Derivation Methods," Paper Presented at the Southern Marketing Association Convention, Atlanta, November 1993.

Hofacker, Charles F. Panel Member for teaching about Marketing on the Internet, SMA, Atlanta, November, 1993.

Mizerski, Richard W., Charles F. Hofacker and Kate Straughn (1988) "The Influence of Physiological State on Conjoint Interpretation." Paper presented at the Southern Marketing Association Conference, Atlanta, November, 1988.

Hofacker, Charles F. and Janelle Emmert (1989) "The Acoustic Presentation of Sales Data and Other Time Series." Paper presented at the Southern Marketing Association Convention, New Orleans, November, 1989.

McKinnon, David P. and Charles F. Hofacker (1984) "Multidimensional Scaling of Feelings of Loneliness." Paper presented at the Western Psychological Association Convention, Los Angeles, April, 1984.