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**TODD A. MOORADIAN**

*Dean*

*College of Business*

*University of Louisville*

*Louisville, Kentucky 40292*

*(502) 852-6443*

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**Academic Experience**

**University of Louisville**

**College of Business**

**Dean**

**Louisville, KY**

*March, 2017 to present*

**College of William & Mary**

**Mason School of Business**

*Associate Dean for Faculty and Academic Affairs*

*William J. Fields Endowed Professor of Business*

*Professor*

*Associate Professor*

*Marketing Area Coordinator*

*Director; Undergraduate Studies*

*Assistant Professor*

**Williamsburg, VA**

*July, 2014 to February 2017*

*September, 2013 February 2017*

*2011 to February 2017*

*1996 to 2011*

*2007 to 2010*

*1998 to 2001*

*1990 to 1996*

**Management Center Innsbruck**

*Visiting Professor*

**Innsbruck, Austria**

*Fall, 2004 to present*

**University of St. Andrews**

*Visiting Professor*

**St. Andrews, Scotland**

*Spring, 2007*

**University of Innsbruck**

*Guest Professor*

*Fulbright Scholar*

**Innsbruck, Austria**

*Spring, 2006, 2007*

*Spring, 2005*

**University of Klagenfurt**

*Guest Professor*

**Klagenfurt, Austria**

*Spring, 2005*

**Aoyama Gakuin University**

*Visiting Professor*

**Tokyo, Japan**

*Summers, 1993 - 1998*

**Wirtschaftsuniversität Wien**

*Visiting Instructor*

**Vienna, Austria**

*Summer, 1996*

**INCAE**

*Guest Professor*

**Alajuela, Costa Rica**

*August, 1991*

## Professional Experience

<b>Innovative Management Partners</b> Strategic Management Consulting <i>Partner</i>	<b>Innsbruck, Austria</b> <b>Williamsburg, VA, USA</b> <i>2008 to present</i>
<b>A.D. Little Cambridge, MA, USA</b> <i>Consultant/Curriculum Development</i>	1989
<b>Arthur Young &amp; Company</b> <i>Consultant</i>	<b>Washington, DC</b> 1984-1986

## Education

<b>University of Massachusetts</b> <i>Ph.D. (Marketing; Social Psychology cognate)</i>	<b>Amherst, Massachusetts</b> 1994
<b>Wake Forest University</b> <i>MBA (concentrations in Marketing and International Business)</i>	<b>Winston-Salem, North Carolina</b> 1986
<b>University of New Hampshire</b> <i>BS (Business Administration)</i>	<b>Durham, New Hampshire</b> 1985

## Research

### Refereed Publications in Journals

**Perspiration and Inspiration: Trait grit and innovativeness as antecedents of entrepreneurial success** (with Kurt Matzler, Borislav Uzelac, and Florian Bauer), forthcoming in Journal of Economic Psychology.

**Self-esteem and Transformational Leadership** (with Dagmar E. Abfalter and Kurt Matzler), Journal of Managerial Psychology, 30, 7, 2015, 815-831.

**Unlocking laggard markets: innovation without high tech** (with Kurt Matzler, Johann Füller, and Marcus Anshober), Journal of Business Strategy, 35, 2, 2014, 19-25.

**Corporate Culture as an Antecedent of Successful Exploration and Exploitation** (with Kurt Matzler, Dagmar E. Abfalter and Franz Bailom), International Journal of Innovation Management, 17, 5 (January), 2014, 1350025.

**Sex, Personality, and Sustainable Consumer Behaviour: Elucidating the gender effect** (with Michael Luchs), Journal of Consumer Policy, 35, 1 (March), 2012, 127-144.

**Personality, Basic Emotions, and Satisfaction: Primary emotions in the mountaineering experience** (with Rita Faullant and Kurt Matzler), Tourism Management, 32, 6 (December), 2011, 1423-1430.

**Personality, the Product and the Brand Community: An investigation into two central relationships within brand communities** (with Kurt Matzler, Elisabeth Pichler and Johann

Füller), Journal of Marketing Management, 27, 9/10 (August), 2011, 874-890.

**Personality Traits, Affective Commitment, Documentation of Knowledge, and Knowledge Sharing** (with Kurt Matzler, Birgit Renzl, and Julia Müller), International Journal of Human Resource Management, 22, 2 (January), 2011, 296–310.

**Dispositional Empathy and the Hierarchical Structure of Personality** (with Mark Davis and Kurt Matzler), American Journal of Psychology, 124, 1, 2011, 99-109.

**Converting Browser to Buyers: An approach to measure and increase conversion rates in retailing** (with Kurt Matzler, Lawrence J. Ring, Alexander Linder, and Franz Bailom), Innovative Marketing, 6, 1, 2010, 24 - 28.

**The Interplay of Temperament and Regulatory Focus on Consumer Problem-Solving Modes** (with Kurt Matzler and Kenny Herbst), Social and Personality Psychology Compass, 2, 2008, 1703-1718.

**Personality Traits and Knowledge Sharing** (with Kurt Matzler, Birgit Renzl, Julia Müller and Stephan Herting), Journal of Economic Psychology, 29, 2008, 3 (June), 301-313.

**Empathetic Responses to Advertising: Testing a network of antecedents and consequences** (with Kurt Matzler and Lisa Szykman), Marketing Letters, 2008, 19, 2 (June), 79–92.

**Intuitive Decision Making** (with Kurt Matzler, and Franz Bailom), MIT Sloan Management Review, 2007 49, 1 (Fall) 13-15.

**Who Trusts? Personality, trust and knowledge sharing** (with Birgit Renzl and Kurt Matzler), Management Learning, 2006, 37, 523-540.

**Personality-and-Culture: The case of national Extraversion and word-of-mouth** (with K. Scott Swan), Journal of Business Research, 2006, 59, 6 (June), 778-785.

**Personality Traits and Personal Values: A conceptual and empirical integration** (with James M. Olver), Personality & Individual Differences, 2003, 35, 109-125.

**'Can't Get No Satisfaction:' The impact of personality and emotion on postpurchase processes** (with James M. Olver), Psychology and Marketing, 1997, 14, 4 (July), 379-393.

**Personality and Ad-Evoked Feelings: The case for Extraversion and Neuroticism**, Journal of the Academy of Marketing Science, 1996, 24, 2, 99-109.

**The Five Factor Model and Shopping Motives: An Integration and Preliminary Study** (with James M. Olver), Psychological Reports, 1996, 78, 579-592.

**The Five Factor Model and Market Mavenism**, Advances in Consumer Research, 1996, Volume 23, Kim P. Corfman and John G. Lynch, Jr., ed.s, Provo, UT: Association for Consumer Research, 260-263.

## Research

### Refereed Publications in Journals (Continued)

**Comparing the NEO-FFI and Saucier's Mini-Markers as Measures of the Big Five**, (with John B. Nezlek), Personality and Individual Differences, 1996, Volume 21, 2, 213-215.

**Neuroticism, Affect and Postpurchase Processes** (with James M. Olver) in Advances in Consumer Research, 1994, 21, Chris Allen and Deborah Roedder John, ed.s, Provo, UT: Association for Consumer Research, 595-600.

## Books

**Strategic Marketing 1/e** (with Kurt Matzler and Larry J. Ring), Upper Saddle River, NJ: Pearson/Prentice Hall, 2012.

**Strategisches Management: Konzepte und methoden** (Strategic Management: Concepts and methods; with Kurt Matzler and Julia Müller), Vienna: Linde International, 2013.  
[German language]

## Chapters

**The Thrill of Victory, the Agony of Defeat: Perceptions of price (un)fairness, personality, emotions, and price satisfaction** (with Rita Faullant and Kurt Matzler) In Mohiyeddini, C., Eysenck, M., & Bauer, S. (Eds.), Psychology of Emotions, Hauppauge, NY, USA: Nova Science Publishers, 2013, pp. 127-140.

**Personality-and-Culture and Commerce: Austria, America, and the World** (with Kurt Matzler) in Gudrun M. Grabher (ed.), 50 Years of American Studies In Innsbruck: Past And Future, Innsbruck, Austria: Institut Für Amerikastudien, 2009, pp. 217-236.

## In preparation for submission

**Culture, Personality, and Consumer Behavior** (with Kurt Matzler, Fons van de Vijver, and Franz Bailom), under review at the Journal of International Business Studies.

**Culture, Personality, and International Business** (with Kurt Matzler and Rita Faullant) in preparation for submission to the California Management Review.

**Ideal Social Self across Cultures: A Description within the Schwartz Values Framework** (with Michael Luchs, and James Olver), data analysis complete, preparing manuscript.

## Refereed Conference Presentations and Proceedings

**A Multinational Analysis of Top Management Orientation's Influence on SME Performance** (with Kurt Matzler, Franz Bailom and K. Scott Swan) accepted at the Global Innovation and Knowledge Academy Annual Conference, Valencia, Spain, July 9<sup>th</sup> to July 11<sup>th</sup>, 2013.

**Dispositional Empathy and the Hierarchical Structure of Personality** (with Kurt Matzler and Mark Davis), EURAM2010 (European Academy of Management Annual Conference, 2010), Rome, May, 2010.

## Research

### Refereed Conference Presentations and Proceedings (Continued)

**Converting Browser to Buyers: A practical approach to measure and increase conversion rate in retailing** (with Kurt Matzler, A Linder, Franz Bailom and Lawrence Ring), in Marketing and the Core Disciplines, 38th European Marketing Association Conference, 2009, Nantes, France.

**Satisfaction** (with Kurt Matzler and Rita Faullant), in Keith J. Perks and Paurav Shukla (Ed.s), Marketing Landscapes: A pause for thought; 37th European Marketing Association Conference, 2008, Brighton, UK.

**Identification with Brand Community and Brand Knowledge: Individual Determinants and Behavioural Consequences** (with Kurt Matzler, Johann Füller, Andrea Hemetsberger, and Elisabeth Pichler), in Dawn Lerman and David Luna (Eds) Society for Consumer Psychology 2007 Winter Conference, February 22-24, 2007, Las Vegas, NV.

**The Role of Personality and Culture in the Formation of Consumption-Based Emotions and Satisfaction** (with Kurt Matzler and Rita Faullant), in Keith J. Perks and Paurav Shukla (Ed.s), Marketing Landscapes: A pause for thought; 37th European Marketing Association Conference, 2008, Brighton, UK.

**Personality Traits, Affective Commitment, Documentation of Knowledge and Knowledge Sharing** (with Kurt Matzler, Birgit Renzl, Georg von Krogh) Academy of Management Annual Conference, 11 – 16 August 2006, Atlanta, Georgia.

**Usability, Emotions and Customer Satisfaction in online Travel Booking** (with Kurt Matzler, M. Waiguny, and A. Toschkov) in: Hitz, M., Sigala, M., and Murphy, J (Eds.). Information and Communication Technologies in Tourism 2006, Wein: Springer-Verlag, pp. 135 – 146, March 2006.

**Propensity to trust, interpersonal trust and knowledge sharing** (with Kurt Matzler and Birgit Renzl), presented at the 3rd EIASM workshop on trust within and between organizations, Trust in Knowledge Management, 26th-27th October 2005 Amsterdam, The Netherlands.

**Primary Emotional Responses, Cognitive Appraisals, and Satisfaction in an High Intensity Experiential Consumption** (with Kurt Matzler and Rita Faullant), 14th Annual Frontiers in Services Conference, Tempe, AZ, USA, October, 2005.

**Culture, Personality and Reliance on Interpersonal Sources of Product Information** (with K. Scott Swan), Sixth International Research Seminar on Marketing Communications and Consumer Behavior, Institut d'Administration des Entreprises d'Aix-en-Provence, France June, 2005.

**Personality-and-Culture and Attitudes: A brief review and research proposal**, European Academy of Management Annual Conference (EURAM) 2005, Munich, DE, May.

**Personality-and-Culture: The case of national extraversion and word-of-mouth**, (with Scott Swan) Academy of International Business Annual Conference, Stockholm, Sweden, July 2004.

## Research

### Refereed Conference Presentations and Proceedings (Continued)

**The Role of Emotion in Youths' Response to Counter-Advertising** (with Marian Moore, Erin Suftin and Lisa Szykman). Presented at the Virginia Youth Tobacco Project, Richmond, Virginia, USA: March 24, 2004.

**Values and National Character: A test of the Schwartz Values Framework**, (with K. Scott Swan and James M. Olver), presented at The Academy Of International Business Conference, Monterrey, California, USA, July 5-8, 2003.

**A Robustness Test and Initial Exploratory Benchmark Survey of Schwartz' Cultural Value Scales Across 13 Cultures**, in Clifford Schultz', New Visions of Marketing & Development: Globalization, Transformation and Quality of Life. Bangkok, Thailand, January 4-7, .ICMD-8 Proceedings 2003 (with Jim Olver and Scott Swan).

**Integrating the Need For Cognition and the Five-Factor Model** (with John B. Nezlek), in Marketing Advances in the New Millennium: Proceedings of the Annual Meeting of the Society for Marketing Advances, 2000, Dawn R. Deeter-Schmelz and Timothy P. Hartman, eds., SMA: Athens, OH, p. 334.

**A Replication of a Model of Personality and Consumer Affective Processes in the Japanese Context**, in Proceedings of the Third International Research Seminar on Marketing Communications and Consumer Behavior, 1999, Yves Evrard, Wayne D. Hoyer and Alain Strazzeri (Eds.) Institut d'Administration des Enterprises d'Aiz-en-Provence: France: pp. 398-404.

**A General Model of Culture, Personality, and Consumer Affective Processes: Toward Theory in Cross-Cultural Consumer Research**, (with James M. Olver), presented at The Eighth Biennial World Marketing Congress, Kuala Lumpur, Malaysia, Samsinar Md. Sidin and Ajay K. Manrai (Chairs), 1998.

**Providing a Cross-Cultural Theoretical Perspective to Explore Time in a Service Context** (with Don R. Rahtz), presented at Sixth International Conference of the Academy of Marketing Science, Istanbul, Turkey, M. Joseph Sirgy (Ed), 1993.

**Broadening the Cognitive Structure of a Brand Category: A Pilot Study**, (with Jean B. Romeo), in American Marketing Association Educators' Proceedings, Winter 1992, San Antonio, TX, Chris T. Allen, *et al.* (ed.s), Chicago, IL: AMA, 1992, pp. 132-133.

**Culture and the Formation of Satisfaction Judgments**, (with Don R. Rahtz), in Proceedings of the Fifth Bi-Annual International Conference of the Academy of Marketing Science, Copenhagen, Denmark, Kristina D. Frankenberger, *et al.*, (ed.s), Coral Gables, FL: Academy of Marketing Science, 1991, pp. 228-233.

## Awards and Honors

<b>Daniel C. Lewis Award for Exceptional Service</b> (School-wide; <i>Named by Dean</i> )	2012
<b>WIWI (Wirtschaftswissenschaften) Award for Excellence in Publishing</b>	2011
<b>Vice Chairperson of the Faculty</b> (School-wide; <i>Elected by Faculty Colleagues</i> )	2009 – 2010
<b>Alfred N. Page Undergraduate Teaching Award</b> (School-wide; <i>Named by Dean</i> )	2009
<b>Dungan Teaching Fellowship</b> (School-wide; <i>Awarded by Committee of Past Fellowship Winners</i> )	2009
<b>Faculty Excellence Award</b> (Evening MBA Program; <i>Selected by students</i> ) School of Business, College of William & Mary	2006
<b>“Sixth Man” Award</b> (Tribe Basketball; Selected by players and coaches for advising and admissions liaison work)	2006
<b>Fulbright Scholar Lecture/Research Award</b> Austrian-American Education Commission (University of Innsbruck, Austria)	2005
<b>Faculty Excellence Award</b> (Evening MBA Program; <i>Selected by students</i> ) School of Business, College of William & Mary	2003
<b>Student Advisor of the Year</b> William & Mary Parents’ Association, College of William & Mary	2002
<b>“Sixth Man” Award</b> (Tribe Basketball; Selected by players and coaches for advising and admissions liaison work)	1999
<b>Alumni Fellowship Award</b> (College-wide) Society of the Alumni, College of William & Mary	1998
<b>Dean's Faculty Excellence Award</b> (School-wide; <i>Named by Dean</i> ) School of Business, College of William & Mary	1996
<b>Faculty Excellence Award</b> (B.B.A. Program; <i>Selected by students</i> ) School of Business, College of William & Mary	1993

## Courses Taught

### Executive MBA

Marketing III: Marketing Strategy  
MarkStrat Online Simulation

Executive MBA  
[MCI] Executive MBA

### MBA

B2C/Branding Career Acceleration Module  
Marketing Strategy  
Marketing Management  
Sports Marketing  
International Marketing

Resident MBA Elective  
Evening & Residential MBA  
Evening MBA Core  
Resident MBA Mini-Elective  
Evening & Residential MBA

### Undergraduate

Principles of Marketing  
International Marketing  
Consumer Behavior  
Sustainable Commerce and the Seas: the case  
of the Chesapeake Bay blue-crab industry  
Sports Marketing  
Marketing Strategy

Distinguished Seminar  
Distinguished Seminar

## Service to the College

**NCAA Faculty Athletics Representative (FAR)** 2016 – *present*  
**(President's) William and Mary Strategic Planning Steering Committee** 2009 – 2014  
**Search Committee for Associate Provost for Enrollment/  
Dean of Admissions** Fall 2014 – Spring 2015  
**Search Committee for Vice Provost for Academic Affairs  
Chair** Fall 2013 – Spring 2014  
**Mason School of Business Personnel Committee  
Chair** 2011 – 2014  
2013 – 2014  
**William and Mary Faculty Assembly**  
President 2011 – 2012  
Representative 2004 – 2012  
Vice President 2010 – 2011  
Chair, Board of Visitors Liaison Committee 2010 – 2011  
Chair, Faculty Assembly-Faculty Affairs Committee 2010 – 2011  
Faculty University Priorities Committee 2010 – 2011



**Service to the College (Continued)**

<b>Faculty University Priorities Committee (FUPC)</b>	2009 – 2012
<b>Three-Year Personnel Review Committee</b> for Provost of the College	2011 – 2012
<b>William and Mary Hazing Prevention Coalition</b>	2011 - 2013
<b>President’s Ad hoc Committee on College Enrollment</b> Co-Chair	2010 - 2011
<b>William and Mary Admissions Policy Advisory Committee</b> Chair, Admissions Oversight Committee	2002 - 2011 2006 - 2011
Admissions Exceptions Subcommittee	2002 - 2011
Chair, Admissions Exceptions Subcommittee	2006 – 2011
<b>Mason School of Business Faculty Affairs Committee</b> Chair	2003-2006; Spring, 2009 2005-2006; Spring 2009
Ex-Officio	Fall 2009 - 2012
<b>Marketing Area Coordinator</b> ; Mason School of Business	2007-2010
<b>Search Committee</b> (Vice President of Student Affairs)	2008-2009
<b>Personnel Review Committee</b> for Athletic Director Terry Driscoll	2007-2008
<b>College of William and Mary NCAA Certification Committee</b> Chair, Student Welfare Subcommittee	2004-2005 2004-2005
<b>William and Mary Athletics Oversight Committee</b> Chair	1996-2005 2004-2005
<b>Search Committee</b> (Director of Admissions)	2000-2001
<b>William and Mary Reves Center Oversight Committee</b>	1998-2001
<b>Personnel Review Committee</b> for for Director of Residential Life Debra Boykin	1998-1999
<b>Search Committee</b> (Director, Reves Center for International Studies)	1998-1999
<b>President’s Ad Hoc Committee on External Perceptions of the College</b>	1995-1997

**Service to the Academy**

**Ad hoc Reviewer – Journal of Retailing**

**Ad hoc Reviewer – Journal of Economic Psychology**

**Ad hoc Reviewer – Advances in Consumer Research**

**Service to the Academy (Continued)**

**Ad hoc Reviewer – Personality and Individual Differences**

**External Referee for numerous tenure and promotion decisions at other universities**

**Service to the Community**

**Member – City of Williamsburg Economic Development Authority** 2012 – *Present*

**Board Member – Muscarelle Museum of Art** 2010 – *Present*

**Board Member – R.F. Wilkinson Family YMCA** 2011 – 2015

**Board Member – Heritage Humane Society** 2000 – 2004  
(Animal Shelter for Williamsburg and James City County)