
TODD A. MOORADIAN

*Dean
College of Business
University of Louisville
Louisville, Kentucky 40292
(502) 852-6443*

Academic Experience

University of Louisville College of Business Dean	Louisville, KY <i>March, 2017 to present</i>
College of William & Mary Mason School of Business <i>Associate Dean for Faculty and Academic Affairs</i> <i>William J. Fields Endowed Professor of Business</i> <i>Professor</i> <i>Associate Professor</i> <i>Marketing Area Coordinator</i> <i>Director; Undergraduate Studies</i> <i>Assistant Professor</i>	Williamsburg, VA <i>July, 2014 to February 2017</i> <i>September, 2013 February 2017</i> <i>2011 to February 2017</i> <i>1996 to 2011</i> <i>2007 to 2010</i> <i>1998 to 2001</i> <i>1990 to 1996</i>
Management Center Innsbruck <i>Visiting Professor</i>	Innsbruck, Austria <i>Fall, 2004 to present</i>
University of St. Andrews <i>Visiting Professor</i>	St. Andrews, Scotland <i>Spring, 2007</i>
University of Innsbruck <i>Guest Professor</i> <i>Fulbright Scholar</i>	Innsbruck, Austria <i>Spring, 2006, 2007</i> <i>Spring, 2005</i>
University of Klagenfurt <i>Guest Professor</i>	Klagenfurt, Austria <i>Spring, 2005</i>
Aoyama Gakuin University <i>Visiting Professor</i>	Tokyo, Japan <i>Summers, 1993 - 1998</i>
Wirtschaftsuniversität Wien <i>Visiting Instructor</i>	Vienna, Austria <i>Summer, 1996</i>
INCAE <i>Guest Professor</i>	Alajuela, Costa Rica <i>August, 1991</i>

Professional Experience

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

Education

University of Massachusetts <i>Ph.D. (Marketing; Social Psychology cognate)</i>	Amherst, Massachusetts 1994
Wake Forest University <i>MBA (concentrations in Marketing and International Business)</i>	Winston-Salem, North Carolina 1986
University of New Hampshire <i>BS (Business Administration)</i>	Durham, New Hampshire 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 9th to July 11th, 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 Entreprises 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

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

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