

Dissertation:

'I Talk, Therefore I Am': Identity and Self-Construction As Motivation To Engage in Electronic Word of Mouth

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Refereed Journal Publications:

Taylor, David G. and David Strutton (2009). "Has E-Marketing Come of Age? Modeling Historical Influences on Post-Adoption Era Internet Consumer Behaviors", *Journal of Business Research*. (In press)

Taylor, David G., Donna F. Davis and Ravi Jillapalli (2009). "Privacy Concern And Online Personalization: The Moderating Effects of Information Control and Compensation", *Electronic Commerce Research*, 9(3), 203-223.

Pentina, Iryna, David G. Taylor and Troy Voelker (2009), "The Roles of Self-Discrepancy and Social Support in Young Females' Decisions to Undergo Cosmetic Procedures", *Journal of Consumer Behaviour*. 8 (4), 149-165.

Taylor, David G. (2009) "Putting A Face With A Name: Avatars, Relationship Marketing and Service Recovery", *International Journal of Electronic Marketing & Retailing*. (In press)

Conference Proceedings:

Taylor, David G. (2009), "Real-Time Service Encounters And Customer Satisfaction: Online Monitoring Of Core Service Delivery", Paper presented at Academy of Marketing Science Annual Conference, May 20-23, Baltimore, MD.

Taylor, David G. (2009). "Psst, About That Prof: College Students' Word Of Mouth, Instructor Evaluation And Course Selection", Paper presented at American Marketing Association Winter Educators' Conference, February 20-23, Tampa, FL.

Taylor, David G. (2008). "Virtual Connections: The Role of Avatars In Online Relationship Marketing", Paper presented at Academy of Marketing Science Annual Conference, May 28-31, Vancouver, BC.

Under Review for Publication:

Pentina, Iryna and David G. Taylor (Under review) "Exploring Source Effects for Online Sales Outcomes: the Role of Avatar-Buyer Similarity", Under review at *Journal of Buyer Behavior*.

Strutton, David, David G. Taylor and Kenneth Thompson (Under review) “Investigating Generational Differences in E-WOM Behaviors: For All Intents (and Marketing Purposes), Does X = Y?”, Revising for second review at *Journal of Business Research*.

Working Papers/Work In Progress:

Taylor, David G. (In progress), “The Effect of Service Failure and Recovery on Brand Relationships: An Attitude-Adaptation Model”, Targeted to *Journal of Services Marketing*.

Taylor, David G., Jeffrey Lewin and David Strutton (In progress), “Consumer Acceptance of Social Networking Advertising: An Exploratory Study”, Targeted to *Journal of Advertising*.