

David George Taylor

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Education:

<u>Year</u>	<u>Degree</u>	<u>Major</u>	<u>Institution</u>
2010 (Expected)	PhD	Marketing	University of North Texas Denton, TX
2003	MBA	Marketing	University of North Texas Denton, TX
2002	BBA	General Business	LeTourneau University Longview, TX
2001	BS	Journalism	The University of Texas-Tyler Tyler, TX

Academic Experience:

<u>Dates</u>	<u>Position</u>	<u>Organization</u>	<u>Location</u>
Fall 2010 -	Assistant Professor of Marketing	Sacred Heart University	Fairfield, CT
Fall 2008- Summer 2010	Teaching Fellow	University of North Texas	Denton, TX
Fall 2007- Summer 2008	Graduate Research Fellow	University of North Texas	Denton, TX

Professional Experience:

<u>Dates</u>	<u>Position</u>	<u>Organization</u>	<u>Location</u>
2003-2007	Interactive Marketing Analyst (American Airlines)	TM Advertising	Dallas, TX
2001-2003	Marketing Manager	Promotional Products Association Intl.	Irving, TX
2000-2001	Product Marketing Manager	epicRealm	Richardson, TX
1999-2000	Product Manager	Software Spectrum	Garland, TX
1998-1999	Manager, Marketing/Communications	XPedior	Irving, TX
1994-1998	Marketing Coordinator	Miller Freeman Inc.	Dallas, TX

Areas of Expertise/Interest:

Online word-of-mouth/viral marketing, group influences, consumer/brand relationships, consumer information processing, e-commerce, marketing communications

Dissertation:

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

Chair: David Strutton

Committee Members: Kenneth Thompson, Nancy Spears, Nick Evangelopoulos

Estimated Final Defense Date: June 23, 2010

Refereed Journal Publications:

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

Taylor, David G. and David Strutton (2010). "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. (2010) "Putting A Face With A Name: Avatars, Relationship Marketing and Service Recovery", *International Journal of Electronic Marketing & Retailing*. (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.

Conference Proceedings:

Pentina, Iryna, David G. Taylor, Ainsworth Bailey and Lilly Ye (2010), "Source Effects In Online Sales Situations: The Role of Avatar-Buyer (Dis)similarity", Presented at Academy of Marketing Science Annual Conference, E-Marketing Track, May 26-29, Portland, OR.

Taylor, David G. (2010), "The Effect of Service Failure and Recovery on Brand Relationships: An Attitude-Adaptation Model", Presented at Academy of Marketing Science Annual Conference, Services Marketing Track, May 26-29, Portland, OR.

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:

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

Working Papers/Work In Progress:

Strutton, David, David G. Taylor and Kenneth Thompson (Under review) “Investigating Generational Differences in E-WOM Behaviors: Does X = Y?”, Targeted to *Journal of Marketing Communication*.

Professional Activities:

- Reviewer, 2010 Academy of Marketing Science Annual Conference
- Reviewer, 2010 AMA Winter Educators Meeting, Services Marketing and Consumer Behavior Tracks
- Reviewer, 2009 Advances In Consumer Research Annual Conference
- Reviewer and session chair, 2009 Academy of Marketing Science Annual Conference, Services Marketing Track
- Discussant, 2009 AMA Winter Educators Meeting, Advances in Education Track
- Ad-hoc editorial board, *International Journal of Electronic Marketing & Retailing*, Special Issue, “Evolving the e-marketing mindset towards the social Web model”
- Reviewer, 2009 Conference of the Association of Marketing Theory and Practice
- Session chair, 2008 Academy of Marketing Science Annual Conference, e-Marketing Track
- Ad-hoc reviewer, University of Missouri Research Board

Teaching Activities:

MKTG 3710 (Marketing Research & Information Technology), University of North Texas

Fall 2008: Teaching Evaluation Mean = 4.13 out of 5

Spring 2009: Teaching Evaluation Mean = 3.95 out of 5

Summer 2009: Teaching Evaluation Mean = N/A¹

Fall 2009: Teaching Evaluation Score = 672 out of 1000 (“Effective”)²

Spring 2010: Teaching Evaluations Pending

MKTG 4120 (Buyer Behavior), University of North Texas

Summer 2009: Teaching Evaluation Mean = N/A¹

Fall 2009: Teaching Evaluation Score = 903 out of 1000 (“Highly Effective”)²

Spring 2010: Teaching Evaluations Pending

Honors/Awards:

2007-2010 College of Business Graduate Fellowship, University of North Texas

2009 Teaching Fellow Of The Year, Department of Marketing & Logistics, University of North Texas

2010 Consortium Fellow, American Marketing Association’s Sheth Foundation Doctoral Consortium

¹ The University of North Texas does not conduct student evaluations of teaching effectiveness (SETE) during summer semesters.

² In Fall 2009, the university initiated a new scoring system based on a 1,000-point scale. The cutoff points are 111-405 (“Somewhat effective”), 406-701 (“Effective”) and 702-998 (“Highly effective”)