

JEFFREY G. BLODGETT, Ph.D.

CURRICULUM VITAE

A. CURRENT POSITION/UNIVERSITY

University of Colorado-Denver

- Visiting Professor of Marketing, Business School, August 2024 - present

University of Houston-Victoria

- Professor of Marketing, College of Business, University of Houston – Victoria, August 2011 – present
- Interim Dean, College of Business, January 2023 – September 2023
- Associate Dean for Graduate Programs and External Affairs, College of Business, August 2011 – August 2015

B. EDUCATION

- Ph.D., Indiana University, August 1992. Major Field: Marketing. Minor Field: Organizational Behavior.
- M.B.A., Illinois State University, May 1986. Concentration: Marketing.
- B.S., University of Illinois (Urbana-Champaign), May 1981. Major: Finance, Investment, and Banking.

C. PREVIOUS ACADEMIC EXPERIENCE

- North Carolina A&T State University, School of Business and Economics, January 2008 to August 2011.
- University of Illinois at Springfield, College of Business and Management, August 2004 to December 2007.
- The University of Mississippi, School of Business Administration, August 1991 to July 2004.

D. PROFESSIONAL LEADERSHIP POSITIONS

- President, Texas Conference of American Association of University Professors (AAUP), July 2020 – June 2023. Since 1915, the AAUP has been advocating for shared governance, academic freedom, and tenure.

E. HONORS/AWARDS

- Ron Sardessai Endowed Professorship, AY2023-AY2025
- 2012, Best Reviewer Award, *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior*
- 2010, Reviewer of the Year, *Journal of Service Research*

F. COURSES TAUGHT

Undergraduate		MBA	Doctoral
Principles of Marketing	Marketing Management	Marketing Management	Research Methodology I
Personal Selling	Marketing Research	Brand Management	Research Methodology II
Retail Management	International Marketing	Business Research	Consumer Behavior
Consumer Behavior	Industrial Marketing	Cases in Marketing	
e-Commerce			

G. DISSERTATION COMMITTEES

- Between 1991 – 2004, while at the University of Mississippi, I served on 13 dissertation committees.

H. JOURNAL PUBLICATIONS AND WORK IN PROGRESS

- ❖ As of March 2025, my research has been cited more than 12,000 times; see [Google Scholar: J.G. Blodgett](#)
- ❖ Journal ratings shown below taken from Australian Business Deans Council (A*, A, B, C) or ABS [1-4]

Manuscripts Published in Refereed Journals

- Bakir, A., Castonguay, J., and Blodgett, J. (online in 2023, in print 2024). "Do Adolescents Respond Better to Food Ads with Thin or Overweight Characters?" *Journal of Consumer Marketing*. [ABDC = A]
- Wan, Y., Nakayama, M., Blodgett, J., and Qin, J. (2023). "Online Service Sentiments in Transformative Society: A Cross-Cultural Analysis," *Journal of Electronic Commerce Research*, 24 (3), 240-253. [ABDC = B]
- Castonguay, J., Bakir, A., and Blodgett, J.G. (2022), "An Exploration of health-consciousness and Character Weight as Factors Influencing Adolescents' Perceptions of a Healthy Food Ad," *Journal of Food Products Marketing*, 28:5, 242-255. [ABDC = B]
- Bakir, A., Bakir, N., and Blodgett, J. (2022). "Students' Satisfaction with a Study Abroad Program", *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 35, [ABDC = B]
- Salazar, R., Rauniar, R. and Blodgett, J. (2021). "Determinants of Technology Adoption in US Oil and Gas Industry", *Int. J. Technology, Policy and Management*, 21 (2), 104-127. [ABS = 1]
- Castonguay, J., Bakir, A. & Blodgett, J.G. (2019). "Adolescents' Responses to Cereal Ads: An Assessment of Weight and Gender," *Journal of Food Products Marketing*, 25 (8), 785-804. [ABDC = B]
- Blodgett, J.G., Bakir, A., Mattila, A., Trujillo, A., & Quintanilla, C. (2018). "Cross-national Differences in Complaint Behavior: Cultural or Situational?" *Journal of Services Marketing*, 32 (7), 913-924. [ABDC = A]
- Bakir, A., Blodgett, J. & Salazar, R. (2017). "Corporate Sponsorships in Schools: Altruism and Ethical Judgments," *Journal of Promotion Management*, 23 (1), 80-99. [ABDC = B]
- Wakefield, K.L. & Blodgett, J.G. (2016). "Retrospective: The Importance of Servicescapes in Leisure Service Settings," *Journal of Services Marketing*, 30 (7), 686-691. [ABDC = A]
- Rose, M. & Blodgett, J. (2016). "Should Hotels Respond to Negative Online Reviews?" *Cornell Hospitality Quarterly*, 57 (4), 396-410. [ABDC = A]
- Blodgett, J.G., Bakir, A., Saklani, A., Bachheti, M. & Bhaskar, S. (2015). "Customer Complaint Behavior: An Examination of Cultural vs. Situational Factors", *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 28, 61-74. [B]
- Stone, G.W., Blodgett, J., Nkonge, J., & Cort, K.T. (2013). "The Moderating Influence of Political Involvement on Voters' Attitudes Toward Attack Ads," *Journal of Marketing Theory & Practice*, 21 (1), 91-101. [B]
- Hou, Jianwei & Blodgett, J.G. (2012). "Do Bidders Compensate for Shipping Fees in Online Auctions?" *Journal of Services Marketing*, 26 (6), 435-443. [A]
- Hou, Jianwei & Blodgett, Jeffrey (2010). "Pricing Market Structure and Quality Uncertainty: A Theoretical Framework for Online Auction Research," *Electronic Markets*, 20 (1), 21-32. [A]
- Rose, M., Rose, G., & Blodgett, J. (2009). "The Effects of Interface Design and Age on Children's Information Processing of Web Sites," *Psychology & Marketing*, 26 (1), 1-21. [A]
- Bakir, A., Blodgett, J. & Rose, G. (2008). "Children's Responses to Gender-Role Stereotyped Advertisements," *Journal of Advertising Research*, 48 (2), 255-266. [A]
- Blodgett, J., Bakir, A. & Rose, G. (2008). "A Test of the Validity of Hofstede's Cultural Framework," *Journal of Consumer Marketing*, 25 (6), 339-349. [A]
- Blodgett, J. & Li, H. (2007). "Assessing the Effects of Post-Purchase Dissatisfaction and Complaint Behavior on Profitability: A Monte Carlo Simulation," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 20, 1-14. [B]
- Blodgett, J., Hill, D., & Bakir, A. (2006). "Cross-Cultural Complaining Behavior? An Alternative Explanation," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 19, 103-117. [B]

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CURRICULUM VITAE

- Hill, D., Blodgett, J., Baer, R., & Wakefield, K. (2004). "The Effect of Tangible Cues and Comparative Advertising in Services Marketing," *Journal of Service Research*, 7 (2), 155-166. [A*]
- Stone, George, Joseph, Mathew, & Blodgett, Jeffrey. (2004). "Towards the Creation of an Eco-Oriented Corporate Culture: A Proposed Model of Internal and External Antecedents," *Journal of Business and Industrial Marketing*, 19 (1), 68-84. [A]
- Fish, K.E., Johnson, J.D., Dorsey, R.E., & Blodgett, J.G. (2004). "Using an Artificial Neural Network Trained with a Genetic Algorithm to Model Brand Share," *Journal of Business Research*, 57 (1), 79-85. [A]
- Fish, K.E. & Blodgett, J.G. (2003). "A Visual Method for Determining Variable Importance in an Artificial Neural Network Model: An Empirical Benchmark Study," *The Journal of Targeting, Measurement and Analysis for Marketing*, 11 (3), 244-254. [C]
- Blodgett, J.G., Lu, L.C., Rose, G.M., & Vitell, S.J. (2001). "Ethical Sensitivity to Stakeholder Interests: A Cross-Cultural Comparison," *Journal of the Academy of Marketing Science*, 29 (2), 190-202. [A*]
- Blodgett, J.G. & Anderson, R.D. (2000). "A Bayesian Network Model of the Consumer Complaint Process," *Journal of Service Research*, 2 (4), 321-338. [A*]
- Wakefield, K.L. & Blodgett, J.G. (1999). "Customer Response to Intangible and Tangible Service Factors," *Psychology and Marketing*, 16 (1), 51-68. [A]
- Lu, L.C., Rose, G., & Blodgett (1999). "The Effects of Cultural Dimensions on Ethical Decision Making: An Exploratory Study," *Journal of Business Ethics*, 18 (1), 91-105. [A]
- Blodgett, J.G., Hill, D.J., & Tax, S.S. (1997). "The Effects of Distributive, Procedural, and Interactional Justice on PostComplaint Behavior," *Journal of Retailing*, 73 (2), 185-210. [A*]
- Kavanoor, S., Grewal, D., & Blodgett, J.G. (1997). "Ads Promoting OTC Medications: The Effect of Ad Format and Ad Credibility on Beliefs, Attitudes, and Purchase Intentions," *Journal of Business Research*, 40 (3), 219-227. [A]
- Wakefield, K.L. & Blodgett, J.G. (1996). "The Effect of the Servicescape on Customers' Behavioral Intentions in Leisure Service Settings," *Journal of Services Marketing*, 10 (6), 43-59. [A]
- Montgomery, C.D., Blodgett, J.G., & Barnes, J.H. (1996). "A Model of Financial Securities Salespersons' Job Stress," *Journal of Services Marketing*, 10 (3), 21-38. [A]
- Wakefield, K.L., Blodgett, J.G., & Sloan, H.J. (1996). "Measurement and Management of the Servicescape," *Journal of Sport Management*, 10 (1), 15-31. [A]
- Blodgett, J.G., Wakefield, K.L., & Barnes, J.H. (1995). "The Effects of Customer Service on Consumer Complaining Behavior," *Journal of Services Marketing*, 9 (4), 31-42. [A]
- Wakefield, K.L. & Blodgett, J.G. (1994). "The Importance of Servicescapes in Leisure Service Settings," *Journal of Services Marketing*, 8 (3), 66-76. [A]
- Blodgett, J.G. (1994). "The Effects of Perceived Justice on Complainants' Repatronage Intentions and Negative WOM Behavior," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 7, 1-14. [B]
- Blodgett, J.G., Granbois, D.H., & Walters, R. (1993). "The Effects of Perceived Justice on Complainants' Negative Word-of-Mouth Behavior and Repatronage Intentions," *Journal of Retailing*, 69 (4), 399-429. [A*]
- Blodgett, J.G. & Tax, S.S. (1993). "The Effects of Distributive and Interactional Justice on Complainants' Repatronage Intentions and Negative Word-of-Mouth Behavior," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 6, 100-110. [B]
- Blodgett, J.G. & Granbois, D.H. (1992). "Toward an Integrated Conceptual Model of Consumer Complaining Behavior," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 5, 93-103. [B]

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I. PROFESSIONAL SERVICE

University of Houston - Victoria

AY 2021-22: Faculty Council President. Chair, MBA Task Force. SBA Policy Review Committee. 2016-20: Faculty Senator; 2019: Provost Search Committee; 2019-20: UHV Strategic Planning Committee; 2018-19: Faculty Salary Task Force; 2015-16: Faculty Council Committee on UH General Counsel/UH Administration Conflict of Interest; 2011-13 Chair, SBA Policy Review Committee; Chair, SBA Travel Review Committee; Chair, SBA Summer Grants Selection Committee; Chair, SBA FDEP-Annual Review Committee; Chair, SBA Associate Professor P&T Committee; Chair, 2011 SBA Bloomberg Businessweek Awards Committee; Coordinate Distinguished Speaker Series; Participant, MBA Conference Fall 2011 and Spring 2012; Participant, BBA Conference Fall 2011 and Spring 2012; Coordinate SBA faculty teaching presentations; Participant, BBA in Marketing program assessment.

Service at Other Universities (1991 – 2011)

- NCA&T, 2008 - 2011: Chair of MBA Task Force (charged with developing a new MBA program). Marketing Department curriculum committee. Sabbatical Leave Committee. Graduate Council alternate.
- University of Illinois at Springfield, 2004-2007: Post-Tenure Review Committee, Intercollegiate Athletics Committee, College Executive Committee, MBA Committee.
- University of Mississippi: Undergraduate Curriculum Committee; Chair, Assistant Dean Search Committee; School of Business Curriculum Committee; Management & Marketing Curriculum Committee; Committee to select Outstanding Teacher; Search committee for Phil B. Hardin Chair; Undergraduate Council; University Traffic and Safety Committee; University Assessment Committee; Campus Improvements Committee; University Commencement Committee; University Honors Day Committee.

Service to the Marketing Discipline

- Editorial Review Board, *Journal of Services Marketing*: Dec 2018 – present.
- Editorial Review Board, *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior*, 2007 – 2018
- Editorial Review Board, *Journal of Service Research*: June 2009 – 2020.
- 1993-present: Reviewed manuscripts for *Journal of Services Marketing*, *International Journal of Hospitality Management*; *Journal of Retailing*; *Journal of the Academy of Marketing Science*; *Journal of Business Research*; *National Science Foundation*; *Journal of Marketing Theory and Practice*; *Journal of Business Ethics*; *Review of Marketing Science*; *Journal of Retailing and Consumer Services*.

Service at State and National Levels

- President, Texas Conference of AAUP (American Association of University Professors), July 2020 – June 2023
- V.P. East Region, Texas AAUP, 2016 – 2020.

Community Service

- Judge for regional annual high school DECA competition, 2014 – present.

J. GRANTS

- 1994 - 2002: \$10,000 annually from Furniture Brands International, Inc. headquartered in St. Louis, for BUS 400: *Introduction to the Mississippi Furniture Industry*. FBI was a \$2 billion company.
- Summer 2000-2001: \$97,632 from Bureau of Navy Personnel. Co-investigator with Greg Rose.
- University of Mississippi School of Business Summer Research Grant Award, 2001, 1998, 1997, 1996, 1995, 1994, 1993, 1992. Grants ranged from \$2000 – \$3500. Hearin Faculty Development Grant (Summer 2001, \$7,500). Ole Miss Associates and Partners Grant: 1996, 1994, 1992.

K. CONTACT INFORMATION

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