

PETER H. BLOCH

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Trulaske College of Business

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Education and Certifications

Ph.D. – 1981. University of Texas at Austin. Major in Marketing with minors in Statistics and Sociology. Dissertation Title: *A Conceptual and Empirical Analysis of Consumers' Involvement with Products*, Chairperson: Grady D. Bruce, AMA Doctoral Consortium representative 1979.

M.B.A. – 1976. University of Texas at Austin. Concentrations in Marketing and Information Systems, Winner of both year 1 and year 2 awards for academic excellence.

B.B.A. with Highest Honors – 1974. University of Texas at Austin. Major in Marketing. Also attended University of Pennsylvania, 1970-72

Academic Experience

Interim Associate Dean for Graduate Studies and Research, University of Missouri-Columbia, 2015 to 2016. Overall leadership and supervision of all graduate programs and research incentives for the Trulaske College of Business.

Pinkney C. Walker Professor of Teaching Excellence, 2011 to present.

Pinkney C. Walker Teaching Excellence Fellow, 2008 to 2011.

Professor of Marketing, University of Missouri-Columbia, 1996 to present.

Interim Marketing Department Chair, University of Missouri-Columbia, 1997- 1999. Overall leadership and supervision of all departmental activities.

Associate Professor of Marketing, University of Missouri-Columbia, 1992 to 1996, University of Massachusetts-Amherst, 1987 to 1992.

Assistant Professor of Marketing, Louisiana State University, 1982 to 1987. Portland State University, Oregon, 1980 to 1982.

Publications

Refereed Journals

Bloch, Peter H., Srinath Gopalakrishna, Andrew Crecelius, and Marina Murarolli, "Assessing the Impact of Design Elements on Trade Show Booth Attractiveness," (forthcoming 2017), *Journal of Business to Business Marketing*.

Radford, Scott K. and Peter H. Bloch, (2013) "Consumers' Online Responses To The Death Of A Celebrity," *Marketing Letters*, 24 (March), 43-55.

Radford, Scott K. and Peter H. Bloch, (2012) "Grief, Commiseration, and Consumption Following the Death of a Celebrity," *Journal of Consumer Culture* 23 (July), 137-155.

Radford, Scott K. and Peter H. Bloch, (2011) "Linking Innovation to Design: Consumer Responses to Visual Product Newness," *Journal of Product Innovation Management* 28 (November), 208-220.

Bloch, Peter H., "Product Design and Marketing: Reflections after Fifteen Years," (2011), *Journal of Product Innovation Management*, 28 (July), 378-381.

Bloch, Peter H., Suraj Commuri, and Todd J. Arnold (2009), Exploring the Origins of Enduring Product Involvement," *Qualitative Market Research: An International Journal*, 12:1 49-69.

Bloch, Peter H, Frederic F. Brunel, and Todd J. Arnold, "Individual Differences in the Centrality of Visual Product Aesthetics," (2003), *Journal of Consumer Research*, 29 (March), 551-565.

Bloch, Peter H. and Subhabrata Banerjee, (2001) "An Involvement Based Framework for the Study of Environmentally Concerned Consumers," *Journal of the Australian and New Zealand Academy of Management*, 7:2, 1-12.

Bloch, Peter H., (1995) "Seeking the Ideal Form: Product Design and Consumer Response," *Journal of Marketing*, 59, (July), 16-29.

Gulas Charles and Peter H. Bloch, (1995), "Right Under our Noses: Ambient Scent and Product Evaluation," *Journal of Business and Psychology*, 10:3, 87-98.

Bloch, Peter H., Nancy M. Ridgway, and Scott Dawson, (1994) "The Shopping Mall as Consumer Habitat," *Journal of Retailing*, 70:1, 132-145.

Bloch, Peter H., Ronald F. Bush, and Leland Campbell, (1993) "Consumer 'Accomplices' in Product Counterfeiting: A Demand-Side Investigation," *Journal of Consumer Marketing*, 10:4, 27-36

- Bloch, Peter H. and Marsha L. Richins, (1993) "Attractiveness, Adornments, and Exchange," *Psychology & Marketing*, 11 (December), 467-469.
- Bloch, Peter H., "Involvement with Adornments as Leisure Behavior," (1993) *Journal of Leisure Research*, 25, 245-262.
- Bloch, Peter H. and Marsha L. Richins, (1992) "You Look 'Mahvelous': The Pursuit of Beauty and the Marketing Concept," *Psychology & Marketing*, 9 (January), 3-15.
- Richins, Marsha L., Peter H. Bloch, and Edward McQuarrie, (1992) "How Enduring and Situational Involvement Combine to Create Involvement Responses," *Journal of Consumer Psychology*, 1:2, 143-154.
- Richins, Marsha L. and Peter H. Bloch, (1991) "Post-Purchase Product Satisfaction: Incorporating the Effects of Involvement and Time," *Journal of Business Research*, 23 (September), 145-158.
- Bloch, Peter H., William C. Black and Donald Lichtenstein, (1990) "Involvement with the Equipment Component of Sport: Links to Recreational Commitment." *Leisure Sciences*, 11:3, 187-200.
- Dawson, Scott, Peter H. Bloch, and Nancy M. Ridgway, (1990) "Shopping Motives, Emotional States, and Retail Outcomes," *Journal of Retailing*, 66 (Winter), 408-427.
- Ridgway, Nancy M., Scott Dawson and Peter H. Bloch, (1990) "Pleasure and Arousal in the Marketplace: Interpersonal Differences in Approach-Avoidance Responses," *Marketing Letters*, 1, 139-148.
- Bloch, Peter H., Nancy M. Ridgway and Daniel L. Sherrell, (1989) "Extending the Concept of Shopping: An Investigation of Browsing Behavior," *Journal of Academy of Marketing Science*, 17 (Winter), 13-21.
- Bush, Ronald F., Peter H. Bloch, and Scott Dawson, (1989) "Remedies for Product Counterfeiting," *Business Horizons*, 32 (January-February), 59-65.
- Lichtenstein, Donald, Peter H. Bloch, and William C. Black, (1988) "Correlates of Price Acceptability," *Journal of Consumer Research*, 15 (September), 243-252.
- Richins, Marsha L. and Peter H. Bloch, (1988) "The Role of Situational and Enduring Involvement in Post-Purchase Product Evaluation," *Journal of Consumer Satisfaction*, 1, 10-15.
- Richins, Marsha L. and Peter H. Bloch, (1986) "After the New Wears Off: The Temporal Context of Product Involvement," *Journal of Consumer Research*, 13 (September), 280-285.
- Bloch, Peter H., Daniel L. Sherrell, and Nancy M. Ridgway, (1986) "Consumer Search: An Extended Framework," *Journal of Consumer Research*, 13 (June), 119-126..

- Bloch, Peter H., (1986) "The Product Enthusiast: Implications for Marketing Strategy," *Journal of Consumer Marketing*, 3 (Summer) 51-62.
- Bloch, Peter H., (1984) "The Wellness Movement: Imperatives for Health Care Marketers," *Journal of Health Care Marketing*, 4 (Winter), 9-16.
- Bloch, Peter H. and Grady D. Bruce, (1984) "The Leisure Experience and Consumer Products: An Investigation of Underlying Satisfactions," *Journal of Leisure Research*, 16 (Spring), 74-88.
- Bloch, Peter H. and Marsha L. Richins, (1983) "A Theoretical Model for the Study of Product Importance Perceptions," *Journal of Marketing*, 47 (Summer), 69-81.

Under Review

- Bloch, Peter H. and Omid Kamran-Disfani, "Outdoor Atmospherics: Influences on Shoppers, Society, and Firm Value," under revision at *Academy of Marketing Science Review*.

Peer Reviewed Proceedings

- Radford, Scott and Peter H. Bloch, "Yet We Hardly Knew You: a Netnography of Grief and Consumption in Para-Social Relationships," *Proceedings of the Administrative Sciences Association of Canada*, 2008.
- Jin, Yan, Peter H. Bloch and Glen T. Cameron, "A Comparative Study: Does the Word-of-mouth Communications and Opinion Leadership Model Fit Epinions on the Internet?," *Proceedings of the Hawaii International Conference on Social Sciences* 2002.
- Bloch, Peter H., Nancy Ridgway and James Nelson, "Leisure and the Shopping Mall," *Advances in Consumer Research*, Vol. 18, R. Holman and M. Solomon, eds., Provo, UT:, Association for Consumer Research, 1991, 445-452.
- Bloch, Peter H. and Anne Balazs, "Shopping Malls as Leisure Centers," *Proceedings of the NRPA Leisure Research Symposium*, 1988.
- Burns, Alvin C., Peter H. Bloch and Ronald Bush, "The Political Marketing Consultant: Maturation of the Profession and Reactions of the Electorate," in *AMA Educators' Proceedings*, Chicago: American Marketing Association, 1986, 134-137.
- Bloch, Peter H., "Product Enthusiasm: Many Questions, a Few Answers," in *Advances in Consumer Research*, Vol. 13, R. Lutz, ed., Provo, UT:, Association for Consumer Research, 1986, 539-543.
- Bush, Ronald F., Peter H. Bloch, and Claude F. Reynaud, "The Brand Trademark: A Valuable and Vulnerable Resource," in *AMA Educators' Proceedings*, R. Belk, ed., Chicago: American Marketing Association, 1984, 276-279.

- Bloch, Peter H., "Groups, Roles, Products and Enthusiasm: An Investigation of Product Involvement and Social Imagery," in *Proceedings of Southwest Marketing Association Conference*, J. Lumpkin and J. Crawford, eds., 1984, 138-140.
- Bloch, Peter H. and Grady D. Bruce, "Product Involvement as Leisure Behavior," in *Advances in Consumer Research*, Vol. 11, T. Kinnear, ed., Provo, UT:, Association for Consumer Research, 1984, 197-202.
- Bloch, Peter H. and Marsha L. Richins, "Shopping Without Purchase: An Investigation of Consumer Browsing Behavior," in *Advances in Consumer Research*, Vol. 10, R. P. Bagozzi and A. M. Tybout, eds., Ann Arbor, MI: Association for Consumer Research, 1983, 389-393.
- Richins, Marsha L. and Peter H. Bloch, "An Investigation of Cognitive Structure in a Shopping Context," in *Advances in Consumer Research*, Vol. 10, R. P. Bagozzi and A. M. Tybout, eds., Ann Arbor, MI: Association for Consumer Research, 1983, 555-558.
- Bloch, Peter H., "Involvement Beyond the Purchase Process: Conceptual Issues and Empirical Investigation," in *Advances in Consumer Research*, Vol. 9, A. Mitchell, ed., Ann Arbor, MI: Association for Consumer Research, 1982, 413-417.
- Bloch, Peter H., "An Exploration into the Scaling of Consumers' Involvement with a Product Class," in *Advances in Consumer Research*, Vol. 8, K. Monroe, ed., Ann Arbor, MI: Association for Consumer Research, 1981, 61-65.
- Bloch, Peter H. and Marsha L. Richins, "What is Product Importance?: A Theoretical Analysis and Synthesis," in *Theoretical Developments in Marketing*, C. Lamb and P. Dunne, eds., Chicago: American Marketing Association, 1980, 190-193.

Book Chapters

- Radford, Scott K. and Peter H. Bloch, (2016) "Ritual, Mythology and Consumption after a Celebrity Death," in *Death in a Consumer Culture*. Susan Dobcha, ed., Routledge Publishing, 108-122.
- Bloch, Peter H. (2015), "Portrait of the Artist as a Young Cat: Holbrook, Aesthetics, and Marketing," in *Legends in Marketing – Morris B. Holbrook, Volume 4: Esthetics and Tastes*. Finola Kerrigan, ed., Sage Publications
- Hinsch, Chris and Peter H. Bloch (2009), "Interaction Seeking in Second Life and Implications for Consumer Behavior," in *Virtual Identity and Consumer Behavior*, Natalie Wood and Michael Solomon, Eds. Armonk, NY: M. E. Sharpe.

Presentations

- "Drivers of Interaction Seeking in SecondLife and the Virtual World's Potential Implications on the Study of Consumer Behavior," (with Chris Hinsch) Advertising and Consumer Psychology Conference, Philadelphia, PA, May 2008

- "Development and Validation of the Centrality of Visual Product Aesthetics and its Underlying Dimensions " (with Frederic F. Brunel and Todd J. Arnold) presented at 2003 Society for Consumer Psychology Conference, New Orleans, LA.
- "Environmentally Concerned Consumers: An Involvement Theory Perspective," (with Subhabrata Banerjee and David Hunt), Marketing and Public Policy Conference, Washington, DC, May 2001.
- "Experiential Diversity in Product Enthusiasm : A Lifecycle Analysis" Association for Consumer Research Conference, 1995 (with John Stockmyer)
- "The Role of Product Involvement in Leisure Research," keynote address at the National Recreation and Parks Association Leisure Research Symposium, 1990.
- "Leisure and the Shopping Mall," Association for Consumer Research Conference, 1990. (with Nancy Ridgway and James Nelson).
- "The Role of Situational and Enduring Involvement in Post-Purchase Product Evaluation," Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference, 1988, (with Marsha L. Richins).
- "Shopping Malls as Leisure Centers," National Recreation and Parks Association Leisure Research Symposium, 1988, (with Anne Balazs).
- "Consumer Use of In-Store Information" American Marketing Association Educators' Conference, 1988, (with Scott Dawson)
- "The Political Marketing Consultant: Maturation of the Profession and Reactions of the Electorate," American Marketing Association Educators' Conference, 1986, (with Alvin Burns and Ronald Bush).
- "Product Enthusiasm: Many Questions, a Few Answers," Association for Consumer Research Conference, 1985.
- "The Brand Trademark: A Valuable and Vulnerable Resource," American Marketing Association Educators' Conference, 1984, (with Ronald Bush and Claude F. Reynaud).
- "Groups, Roles, Products and Enthusiasm: An Investigation of Product Involvement and Social Imagery," Southwest Marketing Association Conference, 1984.
- "Product Involvement as Leisure Behavior," Association for Consumer Research Conference, 1983 (with Grady D. Bruce).
- "Shopping Without Purchase: An Investigation of Consumer Browsing Behavior," Association for Consumer Research Conference, 1982, (with Marsha Richins).
- Peter H, Bloch, "An Investigation of Cognitive Structure in a Shopping Context," Association for Consumer Research Conference, 1982, (with Marsha Richins).

"Involvement Beyond the Purchase Process: Conceptual Issues and Empirical Investigation,"
Association for Consumer Research Conference, 1981.

"An Exploration into the Scaling of Consumers' Involvement with a Product Class,"
Association for Consumer Research Conference, 1980.

"What is Product Importance?: A Theoretical Analysis and Synthesis," American Marketing
Association Theory Conference, 1980, (with Marsha Richins).

Professional Service

Editing of Publications

Co-Chair, John Howard Dissertation Proposal Competition, 2002-3

Editor, Association for Consumer Research Newsletter, 1986 to 1997.

Associate Editor, *Journal of Leisure Research*, 1992-1995.

Special Issue-Editor, *Psychology & Marketing*, Vol. 11: 6 on topic of "Marketing and the
Pursuit of Beauty" (1993, with Marsha L. Richins).

Teaching

Undergraduate Courses

Consumer Behavior
Consumer Behavior (honors)
Marketing Management
Marketing Principles
Sports Marketing

Graduate Courses

Consumer Behavior (Ph.D.)
Markets in Transition (MBA)
Marketing Research (MBA)
Marketing Classics Seminar (Ph.D.)

Review Activities

Editorial review board, *Journal of Retailing*, 2007-present.
Ad hoc reviewer for:
Journal of Consumer Research
Journal of Consumer Psychology
Journal of Marketing

Selected Academic Service

Quality Learning Coordinator, Trulaske College of Business
Technology Committee.
Faculty Policy Committee.
Diversity Committee.
Research and Development Committee.
Promotion and Tenure Committee.
Ph.D. Program Committee.
Strategic Planning Task Force.
Department of Marketing Recruiting Committees.
Department of Marketing Ph.D. Program Committee.
Department of Marketing Teaching Evaluation Committee.
Department of Marketing Promotion and Tenure Committee.
Department of Marketing Teaching Portfolio Evaluation Committee.
University of Missouri Tenure Case Review Committee.

Awards

Shelter Teaching Award Winner 2011
Nominated for O'Brien Teaching Award 2007, 2009, 2016
Nominated for University Teaching Technology Award, 2008, 2009, 2015