

**PAUL RICHARDSON
VITA**

Academic Degrees

PhD State University of New York at Buffalo, Marketing, 1992
MIM American Graduate School of International Management, 1987
BA Central College (Pella, Iowa), Business Administration, 1985

Academic Positions

Niagara University	Professor, 2018–present
Niagara University	Associate Professor, 2005–2017 (tenured 2011)
Loyola University Chicago	Associate Professor, 1997–2001 (tenured 1997)
Loyola University Chicago	Assistant Professor, 1992–1997 (tenure track)

Courses: Niagara University

MBA Courses:

1. Social Media Marketing
2. Digital Analytics
3. Big Data Analytics
4. Marketing Strategy
5. Integrated Marketing Communications
6. Marketing Engineering
7. Global Marketing

Undergraduate Courses:

1. Food Marketing Analytics
2. Category Management
3. Social Media Planning
4. Search and Digital Analytics
5. Big Data in Marketing
6. Integrated Marketing Communications
7. Personal Selling
8. Principles of Marketing
9. Introduction to Business

Courses: Loyola University Chicago

MBA Courses:

1. Principles of Internet Marketing
2. Internet Marketing Strategy
3. Customer Relationship Management
4. Business-to-Business Marketing
5. Sales Force Management
6. International Marketing
7. Marketing Management

Undergraduate Courses:

1. Direct Marketing & The Internet
2. Global Marketing Management
3. Principles of Marketing
4. Sales Force Management

Executive MBA Loyola University-Carthage College

1. Business-to-Business Marketing (1999)

Executive Education Program CSU Hayward

1. Internet Marketing (2001)
2. E-Commerce (2001)

Loyola University Mid-Management Executive Education Program

1. Sales & Marketing Management (1997-2000)
2. Principles of Internet Marketing (2000)
3. Strategy of Internet Marketing (2000)

Refereed Publications:

1. Choong, Peggy, Paul S. Richardson, and Paul Sauer. "Increasing Satisfaction with and Stickiness of Branded Mobile Apps in Online and Hybrid Brick-and-Mortar Retail Channels: A Perceived Value Perspective." *Journal of Marketing Development and Competitiveness* 15, no. 1 (2021): 10-22.
2. Choong, Peggy, Ed Hutton, Paul Richardson, and Vince Reinaldo. "Protecting the Brand: Evaluating the Cost of Security Breach from a Marketer's Perspective." *Journal of Marketing Development and Competitiveness* 11, no.1 (2017): 59-68.
3. Choong, Peggy, Paul S. Richardson, Paul Sauer, and Alyssa Fazio. "Leveraging the Power of Branded Apps: An Exploratory Study of Salient Performance Dimensions." *Journal of Applied Business and Economics*, 18, no. 7 (2016): 57-64.
4. Paul S. Richardson, Peggy Choong, and Mark Parker. "Social Media Marketing Strategy: Theory and Research Propositions." *Journal of Marketing Development and Competitiveness*, 10, no. 2 (2016): 24-34.
5. Melnik, Mikhail, Paul Richardson, and Peggy Choong. "Even on eBay it Pays to Buy in Volume." *The BRC Academy Journal of Business* 4, no. 1 (2014): 27-37.
6. Choong, Peggy and Paul Richardson. "Relationship Marketing in Bank Mutual Fund Retailing: Re-Engineering from a Sales to an Advisory Platform." *Academy of Marketing Studies Journal* 18, no. 1 (2014): 131-140.
7. Melnik, Mikhail, Paul Richardson, and Dan Tompkins. "Does It Pay to Promote on eBay." *Journal of Promotion Management* 17, no. 1 (2011): 426-437.
8. Melnik, Mikhail, Paul Richardson, and Dan Tompkins. "How Seller and Product Characteristics Impact Promotion on eBay." *Journal of Promotion Management* 17, no. 4 (2011): 438-456.

9. Kling, Jim, Steve Mayer, and Paul Richardson. "Beyond Case Study Analysis? Three Enhanced Approaches to Teaching Business Strategy." *BRC Journal of Advances in Education* 1, no. 2 (2010): 81–99.
10. Melnik, Mikhail and Paul Richardson. "Impact of Shipping Charges in Online Auctions: Evidence from Electronics Auctions on eBay." *The BRC Academy Journal of Business* 1, no. 1 (2010): 81–106.
11. Melnik, Mikhail and Paul Richardson. "Determinants and Effectiveness of Advertising in eBay." *BRC Journal of Advances in Business* 1, no. 1 2010: 100–133.
12. Richardson, Paul S. "The Impact of Organic Versus Non-Organic Headlines on Response Rates to Search Ads." *Journal of Website Promotion* 2, no. 3/4 (2007): 43–59.
13. Richardson, Paul S. "The Impact of Direct Appeals on Clickstream and Response at Promotional Websites." *Journal of Website Promotion* 1, no. 1/2 (2006): 37–51.
14. Richardson, Paul S, ed. *Internet Marketing: Readings And Online Resources*. New York: Irwin/McGraw-Hill, 2000.
15. Richardson, Paul S. (1997). "Are Store Brands Perceived to Be Just Another Brand?" *Journal of Product and Brand Management* 6, no. 6 (1997): 388–404.
16. Agrawal, Jagdish, Paul S. Richardson, and Pamela E. Grimm. "An Empirical Examination of the Relationship Between Warranty Terms and Product Reliability." *The Journal of Consumer Affairs* 30, no. 2 (1996): 421–443.
17. Richardson, Paul S., Arun K. Jain, and Alan S. Dick. "Household Store Brand Proneness: A Framework." *Journal of Retailing* 72, no. 2 (1996): 159–185.
18. Arun K. Jain, Alan S. Dick, and Paul S. Richardson. "How Consumers Evaluate Store Brands." *Journal of Product and Brand Management* 5, no. 2 (1996): 19–28.
19. Richardson, Paul S. Arun K. Jain, and Alan S. Dick (1996). "The Influence of Store Aesthetics on Evaluations of Private Label Brands." *Journal of Product and Brand Management* 5, no. 1 (1996): 19–28.
20. Dick Alan, Arun Jain, and Paul Richardson (1995). "Correlates of Store Brand Proneness." *Journal of Product and Brand Management* 4, no. 4 (1995): 15–22.
21. Richardson, Paul S., Alan S. Dick, and Arun K. Jain. "Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality." *Journal of Marketing* 58, no. 4 (1994): 28–36.

Refereed Proceedings:

- 1 Richardson, Paul, Peggy Choong, and Mark Parker. "Is Google Worth It? A Comparison of Google Search versus Social Media in Prospecting." *In Proceedings of the 2016 Business Research Consortium of Western New York*.
- 2 Choong, Peggy, Ed Hutton, Paul Richardson, and Vince Reinaldo. "Assessing the Cost of Security Breach: A Marketer's Perspective." In Allied Academies Spring International Conference, 2016, New Orleans.

- 3 Richardson, Paul, Peggy Choong, and Mark Parker. "Social Media Marketing Strategy." In *Proceedings of the 2015 Business Research Consortium of Western New York*.
- 4 Parker Mark, Paul Richardson, and Peggy Choong. "Application of Marketing to an Evolutionary Business Framework." In *Proceedings of the 2015 Business Research Consortium of Western New York*.
- 5 Mikhail Melnik, Paul Richardson, and Peggy Choong. "Even on eBay it Pays to Buy in Volume: An Imitation of a Controlled Experiment." In *Proceedings of the 2013 Business Research Consortium of Western New York*, 2013.
- 6 Richardson, Paul. "Versioning in Academic Publishing: A Case Study and Empirical Test." In *Proceedings of the 2011 Business Research Consortium of Western New York*, 2011.
- 7 Melnik, Mikhail and Paul Richardson. "The Impact of Shipping Charges in Online Auctions: Evidence from Electronics Auctions on eBay." In *Proceedings of the 2009 Business Research Consortium of Western New York*, 2009.
- 8 Melnik, Mikhail, Paul Richardson, and Dan Tompkins. "How Seller and Product Characteristics Impact Promotion on eBay." In *Proceedings of the 2008 Business Research Consortium of Western New York*, 2008.
- 9 Melnik, Mikhail, Paul Richardson, and Dan Tompkins. "Does It Pay to Promote on eBay," In *Proceedings of the 2008 Business Research Consortium of Western New York*, 2008.
- 10 Melnik, Mikhail and Paul Richardson. "Determinants and Effectiveness of Advertising in eBay." In *Proceedings of the 2008 Business Research Consortium of Western New York*, 2008.
- 11 Grimm, Pamela E. Jagdish Agrawal, and Paul Richardson. "Product Conspicuousness and and Buying Motives as Determinants of Reference Group Influences." In *European Advances in Consumer Research* 4, 1999.

Invited Submission

1. Richardson, Paul S. and Peggy Choong. "Marketing Beyond the COVID-19 Crisis." Recorded and archived in YouTube mp4 format for the Niagara University in Ontario Speaker Series, Spring 2020. <https://niagarau.ca/nu-engaged/speaker-series/>

Edited Proceedings

1. Richardson, Paul S. and Peggy Choong, eds. *Proceedings of the 15th Annual Business Research Consortium Conference*. Amherst, NY: Cambria Press, 2021.
2. Richardson, Paul S. and Peggy Choong, eds. *Proceedings of the 14th Annual Business Research Consortium Conference*. Amherst, NY: Cambria Press, 2020.
3. Richardson, Paul S., ed. *Proceedings of the 13th Annual Business Research Consortium Conference*. Amherst, NY: Cambria Press, 2019.

4. Richardson, Paul S., ed. *Proceedings of the 12th Annual Business Research Consortium Conference*. Amherst, NY: Cambria Press, 2018.
5. Richardson, Paul S., ed. *Proceedings of the 2016 Annual Business Research Consortium Conference*. Amherst, NY: Cambria Press, 2017.
6. Richardson, Paul S., ed. *Proceedings of the 2015 Annual Business Research Consortium Conference*. Amherst, NY: Cambria Press, 2016.

Edited Books:

1. Richardson, Paul S., ed. *Internet Marketing: Readings and Online Resources*. New York: McGraw-Hill/Irwin, 2000.

Presentations at Annual Meetings (Not Published):

1. “Have Store Brands Lost the Perceived Value War to Discount Clubs?” Presented at Business Research Consortium of Western New York, St. Bonaventure University, April 21, 2007.
2. “The Use of Organic Headlines in Text Search Ads: An Empirical Investigation.” Presented at Business Research Consortium of Western New York, St. Bonaventure University, April 21, 2007.
3. “Explaining Low Conversion Rates at Promotional Web Sites.” Presented at Business Research Consortium of Western New York, Canisius College, April, 29, 2006.
4. “Experiments in Online Environments: Techniques and Pitfalls for Testing Effects.” Presented at Business Research Consortium of Western New York, Canisius College, April 29, 2006.
5. “Determinants of Private Brand Attitude: A Model and an Empirical Investigation.” Presented at 1991 TIMS Marketing Science Conference, Delaware, March 1991.

Industry Trade Presentations:

1. “Integrated Web Performance Metrics,” at The Performance Institute Applied Information Economics Seminar, Washington, D.C., March, 2002.
2. “The Impact of Virtual Branding & Retailing On The Private Label Industry,” Private Label Exposition, Las Vegas, Nevada, April 1999.
3. “The Future of Private Label Marketing,” Private Label Exposition, Las Vegas, Nevada, June 1998.

Service: Niagara University

Service to the Department

1. Chair, Marketing Department. 2013–Present.
2. Director, Food Marketing Center of Excellence. 2016–2017.
3. Faculty Advisor, Niagara University Marketing Association (NUMA), 2005–2018.

Service to the College

1. Graduate Committee, 2019-present
2. MBA Program Director, 2011–2019.
3. MBA Committee, Chair, 2009–2013.
4. MRD Committee, 2005–2008.
5. Leadership Committee, 2011–2018.
6. Quality Assurance Committee, 2013–2014.
7. Online MBA Committee, 2016–2018.

Service to the University

1. Research Council, 2019.
2. Academic Honesty Committee, 2006–2008.
3. CCTL Committee, 2006–2018.
4. SAP Committee, 2009–2013.
5. Graduate Research Council, 2010–2013.
6. Textbook Committee, 2013–2014.

External Service

1. Board of Directors, Business Research Consortium of Western New York.
2. Editor, Business Research Consortium Proceedings, 2010–Present.
3. Publications Manager, Editor BRC Journals, 2010-Present.
4. Conference Chair, Organizer, BRC Annual Conference, 2010-Present

Recent Awards / Recognitions: Niagara University

1. Niagara University, College of Business Researcher of the Year Award, 2009, shared with Dr. Mikhail Melnik.
2. Niagara University, College of Business Service of the Year Award, 2019.

Professional Affiliations:

1. American Marketing Association (AMA)
2. Delta Sigma Pi
3. Alpha Kappa Psi