

FACULTY DATA SHEET
2008
(January 1, 2003 – June 30, 2008)

MICHAEL A. JONES

Alan S. Lorberbaum Associate Professor of Marketing
Department of Marketing (#6156)
University of Tennessee at Chattanooga
Chattanooga, TN 37403
Phone: (423) 425-1723

EDUCATION

Ph.D. – 1998, The University of Alabama
Major: Marketing
Minors: Consumer Psychology and Research Methods
Dissertation Title: Satisfaction and Repurchase Intentions in the Services
Industry: The Moderating Influence of Switching Barriers

M.A. – 1995, The University of Alabama
Major: Marketing

B.S. – 1992, The University of Alabama, *summa cum laude*
Major: Finance
Minor: Economics

PROFESSIONAL EXPERIENCE

2003-Present: Alan S. Lorberbaum Associate Professor of Marketing
University of Tennessee at Chattanooga

2001-2003: Alan S. Lorberbaum Assistant Professor of Marketing
University of Tennessee at Chattanooga

1998-2001: Assistant Professor of Marketing
University of Tennessee at Chattanooga

TEACHING

BMKT 313 Principles of Marketing
BMKT 450 Marketing Research
BMKT 565 Problems in Marketing (EMBA)
BMKT 586 Marketing Applications

INTELLECTUAL CONTRIBUTIONS/RESEARCH

Articles

“The Positive and Negative Effects of Switching Costs on Relational Outcomes,” *Journal of Service Research*, 9 (4), 335-356, (2007) with Kristy E. Reynolds, Sharon Beatty, and David Mothersbaugh. (Discipline Based Research)

“Mutual Fund Advertising: Should Investors Take Notice?” *Journal of Financial Services Marketing*, 12 (3), 242-254, (2007), with Valerie Taylor, Vance Lesseig, and Thomas Smythe. (Discipline Based Research)

“Interpersonal Cohesiveness in New Product Development Teams: An Exploratory Model,” *Journal of Product Innovation Management*, (forthcoming) with Beverly Brockman, Melissa Rawlston, and Diane Halstead. (Discipline Based Research)

“Satisfaction Theory: A Lack of Fit for Disadvantaged Consumers?” *Journal of Satisfaction, Dissatisfaction, and Complaining Behavior*, Volume 20, 15-35, (2007), with Diane Halstead and April Cox. (Discipline Based Research)

“Search Regret: Antecedents and Consequences,” *Journal of Retailing*, 82 (4), 339-348, (2006), Kristy E. Reynolds, Judith Garretson, and Michael A. Jones. (Discipline Based Research)

“Hedonic and Utilitarian Shopping Value: Investigating Relationships with Retail Customer Outcomes,” *Journal of Business Research*, 59, 974-981, (2006), Michael A. Jones, Kristy Reynolds and Mark Arnold. (Discipline Based Research)

“A Content Analysis of Customer Satisfaction in Annual Reports,” *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 19, 59-75, (2006), Michael A. Jones. (Discipline Based Research)

“The Role of Retailer Interest on Shopping Behavior,” *Journal of Retailing*, 82 (2), 115-126, (2006), Michael A. Jones and Kristy E. Reynolds. (Discipline Based Research)

“Financial Advisors and Multiple Share Class Mutual Funds,” *Financial Services Review*, 14, 1-20, (2005), Michael A. Jones, Vance P. Lesseig, and Thomas I. Smythe. (Contribution to Practice)

“Financial Advisors and Mutual Fund Selection,” *Journal of Financial Planning*, 18 (3) 64-70, (2005), Michael A. Jones, Vance Lesseig, and Thomas Smythe. (Contribution to Practice)

“The Impact of Failure Severity on Service Recovery Perceptions,” *Journal of Services Marketing*, 18 (2), 133-146, (2004), Seungoo Weun, Sharon E. Beatty, and Michael A. Jones. (Discipline Based Research)

“The Impact of Instruction Understanding on Satisfaction and Switching Intentions,” *Journal of Satisfaction, Dissatisfaction, and Complaining Behavior*, 16, 10-18, (2003), Michael A. Jones, Valerie A. Taylor, Richard C. Becherer, and Diane Halstead. (Discipline Based Research)

“The Information Content of Mutual Fund Advertising,” *Journal of Consumer Affairs*, 37 (1), 22-41, (2003), Michael A. Jones, and Tom Smythe. (Discipline Based Research)

“The Role of Locational Convenience on Customer Repurchase Intentions Across Service Types,” *Journal of Services Marketing*, 17 (7), 701-712, (2003), Michael A. Jones, David L. Mothersbaugh, and Sharon E. Beatty. (Discipline Based Research)

"The Product Specific Nature of the Impulse Buying Tendency" *Journal of Business Research*, 55 (6), 441-450, (2003), Michael A. Jones, Kristy Reynolds, Seungoo Weun, and Sharon E. Beatty. (Discipline Based Research)

Proceedings/Presentations

Jones, Michael A. "A Content Analysis of Customer Satisfaction in Annual Reports," presented at the 2006 Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference. (Discipline Based Research)

Halstead, Diane and Michael A. Jones, “Satisfaction Theory: A Lack of Fit for Disadvantaged Consumers?” presented at the 2006 Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference. (Discipline Based Research)

Jones, Michael A., Valerie Taylor, Richard Becherer, and Diane Halstead, “The Impact of Instruction Understanding on Satisfaction and Switching Intentions,” presented at the 2003 Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference. (Discipline Based Research)

Jones, Michael A., Vance Lesseig, and Thomas Smythe, “Mutual Fund Advertising: Reading Between the Lines,” presented at the 2003 Financial Management Association Conference. (Discipline Based Research)

PROFESSIONAL DEVELOPMENT

- 2006 AACSB Continuous Improvement Conference
- 2007 AACSB Maintenance of Accreditation Seminar
- 2007 AACSB International Conference and Annual Meeting
- 2007 AACSB Assessment Seminar
- 2007 AACSB Continuous Improvement Conference
- 2008 AACSB International Conference and Annual Meeting

SERVICE

University Service

- 1998 - 2001: Faculty Advisor
UTC Chapter of the American Marketing Association
- 2000 - 2004: Member (2002-2004 Chairman)
UTC Student Evaluation of Faculty Committee
- 2001 –2002: Member
UTC Handbook Committee
- 2000 – 2002: Member
UTC Faculty Council
- 2000 – 2006: Member
UTC COB Graduate Curriculum Committee
- 2000 – 2001: Member
COB Technology Committee
- 2000 – 2005: Member
UTC COB Alumni Committee
- 2000 – 2004: Member
COB AACSB Undergraduate Curriculum Content and Evaluation Committee

SERVICE (Continued)

- 2000 – 2004: Member
UTC COB AACSB Intellectual Contributions Committee
- 2005 – 2007: Member
UTC COB Accreditation Maintenance Committee
- 2005 – 2007: Member
UTC COB Development Committee
- 2005 – 2007: Member
UTC COB EMBA Taskforce
- 2004 – 2007: Member
UTC Faculty Athletics Committee
- 2004 – 2005: Member
UTC Departmental Honors Committee
- 2005 – 2006: Member
UTC Faculty Development Grants Committee
- 2005/2006 & 2006/2007: Chair
UTC COB Dept. of Marketing and Entrepreneurship Search
Committee
- 2006 – 2008: Member
UTC COB Mission and Objectives Committee
- 2006 – 2008: Member
UTC COB Strategic Planning Committee
- 2007 – 2008: Member
UTC COB Assurance of Learning Committee
- 2007 – 2008: Member
UTC COB Development Committee
- 2007 – 2008: Member
UTC COB Faculty AQ Committee
- 2006 – 2008: Member
EMBA Taskforce

PROFESSIONAL MEMBERSHIPS

Academy of Marketing Science

American Marketing Association

Society for Marketing Advances

HONORS AND AWARDS

UTC Faculty Research Grant
2006

The article, "The Positive and Negative Effects of Switching Costs on Relational Outcomes, was one of four finalists for the Outstanding Article Award for the four issues of Volume 9 in the *Journal of Service Research*. The *Journal of Service Research* has an acceptance rate of approximately 15 percent.