

**Analysis of Proposed Freeway-Oriented On-Premise Signage
at the Outlets at San Clemente
SEP 15-428; DSP 05-176; ASP 16-128***

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ABSTRACT

This analytical report addresses various issues regarding the potential impact of freeway-oriented on-premise signage at the Outlets at San Clemente in San Clemente, California. Based on a review of the academic and scientific literature, as well as Villa San Clemente's application for the proposed freeway-oriented signage, this report concludes that the proposed freeway-oriented on-premise signs likely do not constitute a traffic safety hazard and may enhance traffic safety. In addition, this report concludes that the proposed signage, which will be illuminated, are necessary for the viability of retail businesses such as those located at regional outlet centers. Finally, this report concludes that public opinion (both consumers and businesses) generally supports the use of on-premise signs.

This analysis discusses the following four general areas pertaining to the potential impact of freeway-oriented or freeway-visible on-premise signage:

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(1) on the issue of traffic safety, this report presents research documents verifying that properly constructed and placed signs are clearly not a safety hazard;

(2) on the issue of economic need, this report discusses why on-premise signs are critical to the viability of retail businesses, such as those housed at the Outlets at San Clemente because they perform several key marketing functions;

(3) on the issue of profitability, this report demonstrates that the ability of businesses to have an illuminated sign affects their profitability; and

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(4) on the issue of public opinion, this report includes findings from national public opinion polls that support the notion that a strong majority of the public believes that signage plays important roles that are beneficial to both businesses and consumers.

I. Years of research clearly indicate that on-premise signs are not a traffic safety hazard. In fact, the best research evidence suggests that properly constructed signs of adequate height that are readable can actually enhance traffic safety.

The argument that signs are distracting to motorists and that such signs constitute a traffic safety hazard is erroneous and is not supported by scientific evidence. While this claim is sometimes made by sign critics and public officials engaged in zoning debates, there is overwhelming evidence indicating that signs that are readable and sufficiently large do not pose a threat to traffic safety. This is true of both standard static signs and monuments (e.g., Schwab 1998, c.f. Signage Sourcebook 2003; Ye, Veneziano and Lord (2011)) as well as static electronic signs (SES) of the type proposed by the Outlets at San Clemente (e.g., Izadpanah et al., 2014; Hawkins, Kuo and Lord 2014). As noted by Richard Schwab, former program manager of the Federal Highway Administration's (FHWA) research on highway visibility and night driving safety, only signs that are too small, poorly lit, or inappropriately placed (e.g., blocking a driver's view when making a turn) might lead to traffic safety issues. The reason that signs that are too small or are poorly lit can pose a hazard is because they can potentially cause a driver to strain to see them and thereby distract the driver. Thus, if signage is designed to be sufficiently large and visible to motorists, it should not pose this issue and will consequently be safe.

Research evidence as well as common sense point out that signage that is readable and conspicuous prevents dangerous situations in which drivers strain to see signs, make quick lane changes across traffic to turn into a parking lot, or become frustrated because they missed a sign they did not see in time (Taylor, Claus and Claus 2005). In fact, a large volume of scientific evidence demonstrates that properly constructed and placed signage is not a traffic safety hazard.

Several authoritative sources have gone on record stating that signs are not a traffic safety hazard. In an independent study sponsored by the AAA Foundation for Traffic Safety Research, researchers at the University of North Carolina Highway Safety Research Center explored the causes of approximately 284,000 automobile accidents occurring from 1995 to 1999. The study's goal was to identify sources of distractions for drivers and to determine their relative importance. The report concluded that signs are not significant distractions that lead to highway accidents (Stutts et al., 2001).

In recent years, the Federal Highway Administration (2001, 2013) has also gone on record stating that standardized billboards and tri-vision signs, which are generally larger than on-premise signs, are not a traffic safety hazard. Overall, the FHWA's reviews of signage and traffic safety have found no conclusive evidence of a link.

The research suggests that when the difficulty of a driving task increases, drivers focus their attention on the driving task and ignore other stimuli, such as billboards and signs (Johnston and Cole 1976; Lee 2005). A University of Miami study conducted in 1971, in which a driving task was simulated and subjects' eye movements were recorded, demonstrated that the presence of signs did not have an adverse impact on traffic safety (Morrison and Dainoff 1971).

A study by the Virginia Tech Transportation Institute looked at the impact of billboards on driving behavior (Lee, Olson and DeHart 2005). The study found that under actual driving conditions driver performance, speed keeping, and lane maintenance were not measurably impaired by signage. This finding is consistent with earlier evidence that drivers remain attentive to the driving task when encountering signs and do not divert attention from the driving task to the point where it might affect their safety (Schwab 1998). In a sense, when not directly relevant to the driver, signage becomes part of the background. When it is relevant, drivers have been shown to process the information while not being distracted from the driving function (Schwab 1998; Lee 2005).

While a multitude of individual academic studies over the past half century have attempted to establish a correlation between billboards and traffic accidents, no conclusive link has been found (Signage Sourcebook 2003). Thus, reviews of the academic research have generally concluded that no evidence exists that billboards cause traffic accidents. As on-premise signs that are properly placed and sized carry the same characteristics as billboards, the same conclusion can be safely applied.

Not only has research demonstrated that properly placed signs are not a safety hazard, there is also considerable evidence that signs can actually enhance traffic safety (Signage Sourcebook 2003). For example, well-designed and strategically placed signs can help relieve boredom and “wake up” a driver or catch their attention when they are becoming tired or less alert (Taylor, Claus and Claus 2005). Additionally, a FHWA study showed that on-premise signs located at high traffic intersections increased traffic safety, provided they met FHWA standards for legibility, readability, and conspicuity (Cirillo et al., 1969). Collectively, these findings suggest that on-premise signs can actually enhance traffic safety by assisting in keeping drivers alert and in helping them find their way.

The most recent research focused explicitly on signs also determined that there is no link between properly constructed signs (in terms of size, readability and illumination if at night) and traffic danger. In an experimental study of 10 static electronic signs on Highway 27 in Canada that used a “before and after” approach, Izadpanah et al., (2014) found that there was no link between signs and accidents. These authors noted that their results were consistent with recent published studies of advertising SES, including one from Greece (Yannis et al., 2013) and three published by Tantala and Tantala based on U.S. data from the cities of Albuquerque, NM, Reading, PA, and Richmond, VA, as well as another significant study by Hawkins, Kuo and Lord (2014) of the Texas Transportation Institute. The Hawkins study was a major study of 135 sign locations across four states that also used a “before and after” methodology to assess whether SES’s were correlated with traffic accidents. The authors concluded that there was no evidence of such a relationship.

In summary, critics of on-premise signs frequently cite traffic safety arguments while providing no evidence in support of this claim. In fact, years of research on this topic demonstrates that properly constructed signs are not a traffic safety hazard, and may actually improve traffic safety. Relevant to the Outlets at San Clemente, there is no evidence that the signs will constitute a traffic safety hazard provided that the signs have sufficient visibility, which includes being large enough and sufficiently illuminated to be visible and conspicuous to the viewer. The need for the signs to be sufficiently large and properly illuminated should be taken into account in the approval of the signs by the City Planners.

II. Adequate signage contributes to the viability of a site. Signage plays an essential role in marketing communications and studies consistently show that appropriate signage contributes to increased sales. For many retail businesses, inadequate signage can affect their very viability. Signs that are inadequate in size or do not allow a company to appropriately display its trademarked colors and logo, can harm the business.

From a marketing perspective, signage plays several roles, including:

- (1) Communicating the location of the business;
- (2) Reinforcing advertisements and other marketing variables as part of integrated marketing communications (IMC);
- (3) Branding the site; and
- (4) Enhancing store image.

(Taylor, Claus and Claus 2005). These functions represent the major roles signage plays for retail businesses. Both the first role (communicating the location of the business) and the second role (reinforcing other aspects of IMC) help to build foot traffic for the store, which in turn has a positive impact on sales. Meanwhile, the last two roles—branding the site and enhancing store image—help to establish and remind the consumer of the brand

image, which also has the impact of increasing both short- and long-term sales.

Managers of retail and service businesses are well aware of the sales impact of signage, as evidenced by a survey conducted by Taylor, Sarkees and Bang (2012). In this study, 85% of respondents (which included some non-profit organizations and professional services, such as doctors, in addition to conventional retailers) indicated that they would lose sales if they did not have an on-premise sign. Among those businesses indicating that sales would be lost, the average sales loss was 34.6%. A sales loss of this magnitude is simply not viable for many types of businesses. The specific marketing functions of signage and how they contribute to a firm's profitability are explored in more detail below.

A. Communicating the Location of the Business

For many businesses, the most fundamental role played by a sign is communicating the location of the business to customers. An on-premise sign is often the primary way in which consumers learn where a business is located. In this way, the sign plays a key role for the business by "getting the word out" to the consumer that the business exists at a given location. For businesses such as the stores at the Outlets at San Clemente, it is critically important to communicate to passers-by both that an outlet mall exists and that their specific store, brand, and/or product is available at the location.

With respect to the need to identify the outlet mall as a whole, it is important that the signs for the Outlets at San Clemente themselves be sufficiently large to be noticed by passersby. In general, on-premise signs often play a fundamental role in helping the consumer locate a business he or she wants to patronize. In terms of consumers passing directly by the business, high visibility is important in order to communicate where the store is and to attract the attention of passersby who may otherwise not be looking specifically for it (Berman and Evans 2007; Dunne and Lusch 2007). For signage to play its role effectively it must be both visible to the consumer and conspicuous within the environment in which it is mounted (i.e., should not blend in to the point where it is difficult to notice). Thus, the need for signs of sufficient size should be weighted in evaluating the Design Review Subcommittee's

recommendation on the Scale of the Signs (see p. 6 of Design Review Subcommittee Report of August 24, 2016).

B. Advertisements and Other Marketing Variables as Part of Integrated Marketing Communications

Savvy businesses have come to view marketing communications holistically (Kitchen, Brignell, Li and Jones 2004; Muñoz-Leiva, Porcu, and Barrio-García 2015). The concept of Integrated Marketing Communications suggests that every point of contact a company has with the consumer impacts the brand and brand equity, and, thus, must be coordinated. As noted by Belch and Belch of San Diego State University (2015), the way a consumer perceives a company is the result of a synthesis of the bundle of messages they receive and the contact they have with the business. Thus, the consumer's opinion of a company is influenced by exposure to advertising, the store environment, the price of the product, and a host of other marketing variables.

Clearly, exposure to an on-premise sign makes an impression on a consumer and should be viewed as part of a company's IMC strategy. An attractive sign can have a very positive impact on the consumer's perceptions of the company. By displaying a logo or brief message it can reinforce other messages sent by the marketer, thereby capitalizing on the sign as part of an integrated marketing communications program. In the case of the stores in the Outlets at San Clemente, consistency of the company's trademarked intellectual property with what consumers see in other media is highly important to the company. If a company cannot display its normal logo in terms of size, graphics, or color, this is likely to create disconnect with the consumer. For example, McDonalds' yellow golden arches and Target's red logo have played a key role in the companies' success and the standardization of this color was integral to these companies.

C. Branding the Site

Brand equity has been defined as the value that a brand name adds to a product that goes beyond its physical attributes (Yoo and Lee 2000; Keller 2013). For example, the value of the Coca Cola brand name goes well beyond the formula used to make the product. Indeed, today's businesses need to think in

terms of building the brand. As noted by Keller (2013), building and managing brand equity has become a key priority for all types of businesses. Whether a business offers a manufactured product or a service, effective branding can provide critically important advantages to a business. These include inducing loyalty to the business, increasing desire for the product or service, decreasing price sensitivity, and enhancing memory and awareness of the business (Keller 2013; Smith and Park 1995; Yoo, Donthu and Lee 2000).

Site branding occurs when the business' trade dress is distinctive and memorable. Trade dress includes all characteristic, nonfunctional features of the signage and building, both inside and outside, that are intended to identify one business and differentiate it from others. These characteristic features are intended to promote sales. On-premise signage is a critical part of trade dress that helps to shape the business' image. In fact, signage is often a central feature of the business in the mind of its customers. Denying companies with known logos or trademarks the ability to display them on the on-premise sign denies the business the ability to capitalize on brand equity they have established with consumers.

For retail businesses such as those at the Outlets San Clemente, the on-premise sign plays a unique and critical role by bringing branding to the site of the business. Trade dress, including trademarks and other aspects of trade dress can be used both to enhance immediate recall of the business when passing by and to build positive associations with the business in the consumer's mind. Collectively, a company's logo and color schemes are part of the company's trade dress. Logos on an on-premise sign are particularly important for communicating with consumers, as people can process a familiar logo much more quickly than they can read a group of letters (Schwab 1998; Signage Sourcebook 2003). In fact, research shows that it takes just 0.33 seconds to recognize a familiar single word or symbol, while it takes proportionately more time to recognize or read more words.

Research has clearly demonstrated that that consumers respond to identifying colors (Bellizzi and Hite 1992; Myers-Levy and Perrachio 1995), shapes (Veryzer and Hutchinson 1998), typefaces (Mandel and Johnson 2002), and background design elements

(*Id.*) that are part of trade dress. The trade dress is appealing to a wide range of consumers and exposure to it via the on-premise sign can be critical in shaping a business' image. Thus, in order to allow the companies to effectively brand the site, the City of San Clemente should allow the businesses to use their full trade dress, including the trademarked colors, logo design, and typeface/fonts.

D. Enhancing the Image of the Store or Business

Experts have long agreed that brick and mortar retailers must create and reinforce a store image in order to ensure success (James, Durand and Dreves 1976; Pessemeir 1980; Golden, Albaum and Zimmer 1987). Storefronts and signage play an important role in not only attracting attention, but also in communicating the nature of the store's image and atmosphere to the consumer. For example, some stores communicate a prestigious image via the use of expensive signage in conjunction with an elegant storefront. Whatever image the business seeks to convey, the on-premise sign generally demonstrates consistency with it.

Retailing experts regard the on-premise sign as an integral aspect of a store's image (Berman and Evans 2007; e.g., Golden, Albaum and Zimmer 1987), and store image is critical to the success of any retail business. In the case of the Outlets at San Clemente, it is important for the outlet mall to have an overall image in addition to the individual signs enhancing store images of individual tenants. As Berman and Evans (1998) state, "[t]o be successful, a retailer must create and maintain a distinctive, clear, and consistent image." Effective signage does just that, by enhancing store image and communicating the nature of the business. To deprive the Outlets at San Clemente and the individual stores of on-premise signs would effectively preempt the ability of the businesses to create the necessary clear and consistent store image.

Overall Impact

In addition to the aforementioned survey by Taylor, Sarkees and Bang (2012), numerous studies of the sales impact of appropriate signage clearly demonstrate the impact of signage on bottom line sales (for a more exhaustive list, see Taylor, Claus and Claus 2005). For example, a study conducted by

Pier One Imports indicated that inadequate signage for one of its stores in Germantown, Tennessee depressed sales by 30%. Spurred by a restrictive sign code in Agoura Hills, California, Burger King conducted a field study that indicated that 60% of its store's business was attributable to its on-premise signs. A trial court found that removal of McDonald's pole sign at its Agoura Hills store would result in a 35% loss of sales. (*See Denny's Inc. vs. City of Agoura Hills*, 56 Cal. App. 4th 1312 (1997).) These examples illustrate how signage helps businesses in an area stay competitive (Taylor, Claus and Claus 2005). Were a community to prohibit adequate signage, many businesses would go elsewhere.

One key study, titled "Research on Signage Performance" was conducted by researchers at the University of San Diego. The research looked specifically at the impact of signage on financial performance. In part 1 of the study, which focused on 162 Southern California locations of a major fast food chain, it was found that installing one additional sign at a site would increase sales revenues by 4.75 percent. The size of this finding is notable in that these outlet stores already had on-premise signage. In part 2 of the University of San Diego study, data from 100 Pier 1 Import stores was analyzed and it was found that adding a single large pole sign led to an increase of 8.6% in revenue.

Bringing more customers to the Outlets at San Clemente will directly benefit the City through increased sales tax dollars. In addition, downtown merchants can also be expected to benefit, as potential consumers traveling on the freeway who initially become aware of the brands offered by the Outlets at San Clemente through use of its signage may also become aware of other retailers and businesses in the area by getting off the highway to patronize the outlet mall. These motorists may have never known about the other stores if brand signage for the Outlets at San Clemente had not initially prompted the trip into the City of San Clemente.

III. Research also documents that proper illumination of signage is important to the success of many retail businesses.

An additional factor contributing to the effectiveness of on-premise signs for many businesses

is the ability to illuminate the sign. Under certain weather conditions and during dark hours of the day, illumination enhances both the visibility and conspicuity of on-premise signs (Taylor and Sarkees 2015). As a result, to be fully effective, an on-premise sign needs to adapt to several illumination needs, including accurate color rendering, readability, energy efficiency, cost, and local weather conditions (see Taylor, Claus and Claus 2005). Moreover, the ability to illuminate signs after hours can help the business by communicating the location of the business and by performing the other marketing functions of signage (e.g., reinforcing holistic marketing communications, branding the site, and enhancing store image).

A sign's ability to be read is a prerequisite for it to perform its marketing functions for the company. In addition to the sign being sufficiently large and properly placed, a sign must also be both visible and conspicuous in order to be noticed. Visibility has been defined as the physical attributes of a sign that allow it to be detected at a given distance (Taylor, Claus and Claus 2005). Conspicuity refers to the capacity of a sign to stand in its immediate surroundings so that it is readily discovered by the eye. A sign standing by itself in isolation can meet all the criteria for visibility, legibility (graphics can be easily differentiated), and readability, (the legend in totality conveys a meaningful or understandable message to the viewer). Under some weather conditions and during dark hours of the day, illuminating enhances both the visibility and conspicuity of on-premise signs.

In a nationally representative survey of sign users, Taylor and Sarkees (2016) found that the mean number of hours that respondent businesses were open was 10.8 hours, while their signs were illuminated for 13.9 hours. More than four-fifths of the businesses (81%) reported leaving the sign on after hours. On average, the businesses reported that illuminating the sign was highly important (6.19 on a 7 point Likert type scale) in communicating the location of the business. Respondents also expressed strong agreement that illuminated signs helped reinforce advertising as part of integrated marketing communications, with a mean score of 5.90 when asked generally about the role of illumination and 6.06 when asked specifically about this reinforcement function during the nighttime. For both branding the site (6.27) and enhancing store image functions of signage (also 6.27), respondents reported strong

agreement that illumination of the sign was very important.

When asked specifically about what the financial impact of not being able to illuminate their signs would entail, a majority (58%) of respondents indicated that that lighted on-premise signs substantially impact the financial status of many businesses. For those businesses indicating that they would suffer from a sales loss if they could not light their sign, the average estimated loss was 21% (or more than 10% on average for the full sample). Similarly, 58% of businesses reported they would lose customers if they could not light their signs, with 18% being the average estimated loss.

The results of the Taylor and Sarkees (2016) study underscore that most businesses recognize that it is highly important to be able to illuminate their signs and to be able to keep signage lit after business hours in order to efficiently perform marketing functions. Indeed, most companies who use on-premise signs believe that restrictions on illuminating their signs would harm their business financially. Thus, the importance of illumination should be weighted in approval of the Outlets at San Clemente signs and designs.

IV. National public opinion polls suggest that the public understands the value of signage both to businesses and consumers.

Another consideration in the approval of the Outlets at San Clemente's Sign Program is the public's view of the signage. In local debates over signage, for both on-premise signs and billboards, it is occasionally put forward that the general public is opposed to signage on aesthetic or other grounds. In fact, studies conducted to date show that a majority of the public is not generally opposed to signage on aesthetic grounds and that the public fully recognizes the importance of signage to businesses and consumers alike.

An analysis of data collected by the market research firm Brand Spark for Better Homes and Gardens American Shopper, conducted by Dr. James Kellaris of the University of Cincinnati, documents several aspects of public opinion toward on-premise signs (Kellaris 2011 and 2013). The sample analyzed

was representative of the U.S. population at-large and included a panel of 880 respondents surveyed in each of the years 2011, 2012, and 2013. Among the key findings of the study were that consumers believe that signage: 1) draws traffic to businesses; 2) helps them infer quality and/or character of a business; 3) provides information about new products; and 4) is important in helping to find businesses. A substantial portion of the respondents (49.7% in 2011, 60.8% in 2012, and 64.0% in 2013) reported that they had failed to find a business because the signage was too small or unclear.

Another key finding of the Kellaris study is that only a small portion of the public agree that "[s]maller signs are generally more attractive than larger signs." In response to this statement, only 14.1% of respondents agreed, while more than twice as many (34.7%) disagreed and many more indicated that they were neutral (Kellaris 2013). In addition, more than 90% of respondents agreed that "[t]he letters on signs should be large enough for passing motorists to read at a glance," with less than 1% disagreeing. Thus, it should be noted that only a small portion of the overall population prefers small signs to large signs.

Another finding of the Kellaris analysis is that consumers strongly prefer a variety of signs in business district to uniformity. In response to the statement "[a] variety of signage design within a business district is interesting and appealing," nearly seven in ten (69.5%) agreed, while 26.9% were neutral and just 3.6% disagreed. Although some degree of uniformity of signage within an individual mall is commonplace, the City of San Clemente's recommendation of standardized colors is not consistent with national public opinion on the aesthetics of signs. Moreover, the need for some businesses to use trademarked colors for their logos and other trade dress would suggest that a large segment of the public will view standardized colors as unusual and undesirable.

A large volume of public opinion polls reinforce the idea that the majority of the public is not generally opposed to signage on aesthetic or other grounds. A meta-analysis of more than fifty major studies conducted over the years, including studies by renowned organizations such as the U.S. Travel Data Center, Louis Harris Polling, University of Michigan

Survey Research Center, University of Alabama, Virginia Commonwealth University, Penn, Schoen and Berland, Inc., and Arbitron, among others documents that public opinion is not opposed to billboards (Taylor and Franke 2011). Collectively, these studies included more than 16,000 observations that measured public opinion on a variety of issues related to billboards. The Taylor and Franke (2011) study found that across polls, 85% of Americans believed that billboards are useful to travelers, 80% believed that billboards create jobs, and 82.2% agree that billboards help businesses attract customers. Additionally, on average, over 83% of those surveyed agreed that billboards are informative. And a majority of those polled (58.2%) agree that billboards are interesting. When asked specifically about aesthetic issues, the public was evenly split on whether billboards can harm scenic beauty (50.1%), while a minority of respondents found billboards ugly (43.2%) and annoying (27.8%).

These findings of public opinion toward billboards are indicative that the public at large does not have a distaste for signs. U.S. retailers use on-premise signs as the basic link to consumers in 98% of cases, whether to promote impulse purchases, or to help consumers remember the store and what it sells at its location for future reference. Therefore, it is clear that consumers value the information conveyed by on-premise signs (Signage Sourcebook 2003). Consumers also use on-premise signs for a variety of functions, including finding a business, developing an impression of the store and its image, and recollecting information stored in memory about the business (Taylor, Sarkees and Bang 2012; Kellaris 2013). There is also broad consensus that signs help businesses build traffic, increase sales, employ people, and allow businesses to contribute to the tax base of a community (Signage Sourcebook 2003; Taylor, Claus and Claus 2005). The fact that the general public recognizes the benefits of businesses having adequate signage should be taken into account in considering the approval of the Outlets at San Clemente signs.

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- Ye, Zhirui, David. Veneziano, and Dominique Lord (2011), “Safety Impact of Gateway Monuments.” *Accident Analysis and Prevention*, 43(1), 290-300.
- Yoo, Boonghee, Naveen Donthu, and Sungho Lee (2000), “An Examination of Selected Marketing Mix Elements and Brand Equity,” *Journal of the Academy of Marketing Science*, 28 (2), 195-211.
- Zhang, Jie, Michel Wedel, and Rik Pieters (2009), “Sales Effects of Attention to Feature Advertisements: A Bayesian Mediation Analysis,” *Journal of Marketing*, 46 (5), 669-681.

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EDUCATION

1992 Ph.D. in Marketing, Michigan State University, East Lansing, MI.
1987 M.B.A., Michigan State University, East Lansing, MI.
1984 B.G.S., University of Michigan, Ann Arbor, MI.

ACADEMIC EMPLOYMENT

2004 – Present John A. Murphy Endowed Chair in Marketing, Villanova University
and Senior Research Fellow, Center for Marketing and Public
Policy Research
2007 (Fall) Visiting Distinguished Professor, Ludwig Maximilians University,
Munich Germany
2004 – Present Professor, IIE & Global MBA Program, Korea University, Seoul, Korea
2000 – Present Professor of Marketing, Villanova University
1998 – 1999 Associate Professor of Marketing, Villanova University
1992 – 1997 Assistant Professor of Marketing, Villanova University
Courses Taught: International Marketing (MBA and Undergraduate),
Strategic Marketing Management (MBA), Advertising (MBA), Principles
of Marketing (Undergraduate).
1988 – 1992 Associate Instructor and Research Assistant, Michigan State University
Courses Taught: International Marketing, Marketing Strategy, Retail
Management.

RESEARCH INTERESTS

International Advertising and Marketing - Marketing and advertising in Asia and Europe; International marketing and public policy issues including: "Made in" labeling and its effects; Factors involved on foreign market entry mode choice; Methodological issues, including techniques for enhancing data equivalence, comparability, and reliability; Advertising effects in diverse cultures.

Marketing and Public Policy Issues Related to Advertising and Promotion - Advertising regulation; Digital advertising regulation and effectiveness; Electronic commerce; Tobacco and alcohol marketing; Pharmaceutical marketing; Outdoor advertising and on-premise signage regulations; Trademark issues; Domestic and international legal guidelines and policy issues; Advertising effects research.

INDUSTRY EXPERIENCE/ CONSULTING

Consulting clients have included General Motors, Philip Morris USA, Live Nation, Inc., McCann Erickson Worldwide, Clear Channel Communications, Infinity Broadcasting, ClubCom Media, Inc., Magic Media, Inc., Eller Media, Centre for Information on Beverage Alcohol (London), Lamar Outdoor, Interstate Outdoor, Craig Realty, Borden Park, L.P., Dechert L.L.P., Greenberg Traurig, L.L.P., Sussman Godfrey, L.L.P., Arnold and Porter L.L.P., Winston & Strawn, Brown Rudnick, L.L.P., Mattioni and Associates, The Rossbacher Firm, The International Sign Association, The Signage Foundation for Communication Excellence, M of Toms River, Outdoor Advertising Association of America, Missouri Outdoor Advertising Association, Texas Outdoor Advertising Association. Held positions with R.L. Polk and Company, and General Motors prior to entering academia.

INVITED SPEECHES

Presentations at several Universities and industry associations. Universities include Harvard, Columbia, Tuck School of Business (Dartmouth), Korea University, University of Texas at Austin, Rutgers, University of Antwerp (Belgium), University of Amsterdam (Netherlands), University of Munich (Germany), Harbin Institute of Technology (China), Seoul National University (Korea), University of Klagenfurt (Austria), University of Madrid (Spain), Masaryk University (Czech Republic), Shanghai Jiao Tong University, East China Normal University, Seoul National University, Ewha Womens' University, Sogang University, and Changwon National University. Featured/keynote speaker at meetings of ICORIA (European Advertising Association), China Advertising Association, the Korea Advertising Society, International Sign Association, Conference on Corporate and Marketing Communications, the Signage Foundation, Asia Pacific Law Students Association, the Outdoor Advertising Association of America, and the U.S. Transportation Research Board.

ACADEMIC HONORS AND ACTIVITIES

REVIEWING AND EDITING

Editor in Chief

International Journal of Advertising (2008 – present, SSCI)

Associate Editor

Journal of Public Policy and Marketing (2006 – 2009, SSCI)

Journal of Advertising (2008 – 2009, SSCI)

Editorial Review Board Member:

Journal of Advertising (2003 – present, SSCI)

Journal of Public Policy and Marketing (1997 – present, SSCI)

Journal of Advertising Research (2001 – 2004, SSCI)

International Journal of Advertising, (2006 – present, SSCI)

Journal of Business Research (2000 – present, SSCI)

Journal of Current Issues and Research in Advertising (2001 – present)

Journal of Consumer Affairs (2002 – present, SSCI)

Psychology and Marketing (1994 – present, SSCI)

Advances in International Marketing (1996 – present)

Journal of Marketing Communications (2006 – present)

Journal of Marketing Theory and Practice (2007 – present)

ACADEMIC HONORS AND ACTIVITIES

Special Issue Editor:

Journal of Advertising, Special Issue on Advertising Regulation and Self Regulation, (2008).

International Journal of Advertising, Special Issue on Advertising in Asia Pacific (2008)

Psychology and Marketing, Special Issues on E-Commerce and Mobile Commerce, with Doo Hee Lee (2008).

Advances in International Marketing, Cross-Cultural Buyer Behavior (2007).

Journal of Advertising, Special Issue on International Advertising (2005).

Advances in International Marketing, "New Directions in International Advertising Research," 2002.

Journal of Public Policy and Marketing, Section including best conference papers, 2001.

Psychology and Marketing, "Emerging Issues in Advertising," 2000.

Advances in International Marketing, Special issue on "Marketing in Asia Pacific," 1996.

Journal of Public Policy and Marketing, Section including best conference papers, 1996.

Ad hoc reviewer:

Journal of Marketing

Journal of Marketing Research

International Marketing Review

Journal of International Marketing

Journal of Interactive Marketing

Journal of Services Marketing

Journal of Macromarketing

Journal of Marketing Theory and Practice

Asian Journal of Communication

Sex Roles

Proposal reviewer for the Government of Hong Kong's Competitive Grant program and the United Kingdom's Economic and Social Research Council.

ACADEMIC HONORS AND ACTIVITIES

Conference Organizations:

Academic Excellence Chair, 2016 Global Marketing Conference at Hong Kong

Academic Excellence Chair, 2014 Global Marketing Conference at Singapore

Academic Excellence Chair, 2012 Global Marketing Conference at Seoul

Co-Chair, 2010 Global Marketing Conference at Tokyo

Co-Chair, 2008 American Marketing Association Marketing and Public Policy Conference

Co-Chair, 2008 Global Marketing Conference, Shanghai Jiao Tong University, Shanghai, China.

Co-Chair, 2007 American Academy of Advertising Asia Pacific Conference, Korea University, Seoul, Korea

Co-Chair, 2006 Academy of Marketing Science Cultural Perspectives in Marketing Conference.

Co-Chair, 2003 American Academy of Advertising Conference

Co-Chair, 2001 American Academy of Advertising Conference

Co-Chair, 2001 American Marketing Association Marketing and Public Policy Conference

Co-Chair, 1996 American Marketing Association Marketing and Public Policy Conference

Co-Chair, 1992 Joint Conference of the American Marketing Association and Korean Marketing Association

Reviewer for Annual Conferences:

American Academy of Advertising Annual Conference

American Marketing Association Summer Educators' Conference

American Marketing Association Winter Educators' Conference

American Marketing Association Public Policy and Marketing Conference

Academy for International Business Conference

Society for Marketing Advances Conference

Academy of Marketing Science Conference

International Conference on Research in Advertising (European Advertising Academy)

ACADEMIC HONORS AND ACTIVITIES

Faculty Speaker, 2008, 2011, and 2016 American Academy of Advertising Doctoral Consortium Emerging Scholars Symposium.

Faculty Speaker, 2014 and 2015, Doctoral Symposium for ICORIA Conference, European Academy of Advertising.

Ivan L. Preston Outstanding Contribution to Research Award (for outstanding lifetime contribution to advertising research, presented by American Academy of Advertising), 2012.

Best Paper Award "Measuring Soft-Sell Versus Hard-Sell Advertising Appeals," Selected as best paper to appear in *Journal of Advertising* in 2010.

Villanova Outstanding Faculty Research Award 2009 (lifetime achievement)

President, American Academy of Advertising 2005.

Vice President, American Academy of Advertising, 2001.

Treasurer, American Academy of Advertising 2002-2003.

Chairman of the American Academy of Advertising's Research Committee, 1998-2000.

Best Paper Award, "Cigarette Advertising Bans' Effect on Consumption: A Meta Analysis," Journal of Advertising, Selected as best paper to appear in *Journal of Advertising* in 2008.

Best Paper Award, "The EXPERF Scale: A Cross-National Generalized Export Performance Measure," Winner of Hans B. Thorelli Award for Best Paper that Advances International Marketing Theory and Thought in 1998, *Journal of International Marketing*.

Best Paper Award, "A Comparison of Alternative Paradigms for Describing Economic Development," - Winner of the Charles C. Slater award for the best paper to appear in *Journal of Macromarketing* in 1994

Best Paper Award, "A Review of the Effects of Cigarette Advertising Bans," 2006 *American Marketing Association Marketing and Public Policy Conference*, Long Beach, CA.

Best Conference Paper Award, "The Financial Impact of Loyalty Programs in the Hotel Industry: A Social Exchange Theory Perspective," 2012 Global Marketing Conference at Seoul.

Finalist, Best Paper Award, *Journal of Advertising*, 2006.

ACADEMIC HONORS AND ACTIVITIES

Outstanding Reviewer Award, *Journal of Advertising*, 2004.

Outstanding Reviewer Award, 1999 Society for Marketing Advances Conference.

Who's Who in the World.

Who's Who in American Education.

Who's Who in the East.

Fulbright Senior Specialist, 2001 (taught class at Masaryk University, Brno, Czech Republic)

Invited Speaker, Marketing and Public Policy Conference Doctoral Consortium, 2002, 2003, 2007, 2009.

Invited Speaker, Society for Marketing Advances Doctoral Consortium, 2002.

Member of Board of Directors, American Marketing Association Marketing and Society Special Interest Group 2000- 2003.

Winner of American Academy of Advertising Competitive Research Fellowship Award, 1994.

"The Effectiveness of Brand Differentiating Strategies in Korean Advertising," Chosen as Best Paper in Advertising Track at the International Academy of Business Disciplines Conference.

Richard D. Irwin Foundation Dissertation Fellowship, 1991.

American Marketing Doctoral Consortium Fellow, 1990, University of Florida.

"Relationships Between Cultural Variations and Differences in Japanese and US Television Advertising," chosen as Outstanding Paper in the Promotion Track at the 1989 Conference of the Southern Marketing Association.

Member of Beta Gamma Sigma, Michigan State University Chapter.

Member of Phi Beta Phi, Villanova University Chapter.

CONGRESSIONAL TESTIMONY

Charles R. Taylor (2003), "The Importance of the Availability of Billboards to Rural Businesses in America," Testimony to the U.S. House of Representatives Committee on Small Business, Subcommittee on Rural Enterprise, Agriculture and Technology, May 15, 2003.

BOOKS/ EDITED VOLUMES

Marko Sarstedt, Manfred Schwaiger, and Charles R. Taylor (2011), *Measurement and Research Methods in International Marketing*, (S. Zou., Series Editor). London: Elsevier. (special issue of *Advances in International Marketing*).

John C. Kozup, Charles R. Taylor and Ronald Paul Hill (2008), *Proceedings of the 2008 Marketing and Public Policy Conference*. Chicago, IL: American Marketing Association.

Charles R. Taylor and Doo-Hee Lee (2007), *Cross-Cultural Buyer Behavior* (special issue of *Advances in International Marketing*), London: Elsevier.

Charles R. Taylor, Doo Hee Lee, Robert King and Changjo Yoo (2007), *Proceedings of the 2007 American Academy of Advertising/ Korea Advertising Society Asia Pacific Conference*, Seoul: Dongguk University.

Charles R. Taylor, Susan Claus and Thomas Claus (2005), *The Marketing Functions of Signs: Understanding Signage and Its Impact on the Economy*, Washington: U.S. Small Business Administration.

Charles R. Taylor (2002), *New Directions in International Advertising*, (special issue of *Advances in International Marketing*). London: Elsevier Science.

Charles R. Taylor (2001), *Proceedings of the American Academy of Advertising Conference*. Villanova, PA: Villanova University.

Ronald Paul Hill and Charles R. Taylor (2001), *Proceedings of the 2001 Marketing and Public Policy Conference*, Chicago, IL: American Marketing Association.

Charles R. Taylor (1996), *Marketing in Asia Pacific: and Beyond*, Greenwich, CT: JAI Press.

Ronald Paul Hill and Charles R. Taylor (1996), *Proceedings of the 1996 Marketing and Public Policy Conference*. Chicago, IL: American Marketing Association.

Charles R. Taylor, S.W. Kopp, T. Nevett, and Stanley C. Hollander (1991), *Marketing History: It's Many Dimensions: Proceedings of the Fifth Conference on Historical Research in Marketing and Marketing Thought*. East Lansing, MI: Michigan State University Press.

REPRINTED ARTICLES

International Marketing: Modern and Classic Papers (2008), Stanley J. Paliwoda and John K. Ryans (eds.), London, Edward Elgar. Charles R. Taylor and Shintaro Okazaki, "Who Standardizes Advertising More Frequently and Why Do They Do So? A Comparison of U.S. and Japanese Subsidiaries' Advertising Practices in the European Union," from *Journal of International Marketing* (2006).

International Marketing: Modern and Classic Papers (2008), Stanley J. Paliwoda and John K. Ryans (eds.), London, Edward Elgar. Matthew B. Myers, Roger J. Calantone, Thomas J. Page Jr. and Charles R. Taylor, "Academic Insights: An Application of Multiple-Group Causal Models in Assessing Cross-Cultural Measurement Equivalence," from *Journal of International Marketing* (2000).

Readings in Advertising, Society, and Consumer Culture (2007), Roxanne Hovland, Joyce Wolburg, and Eric Haley, Eds. CA: M.E. Sharpe, Inc.: Charles R. Taylor and Barbara B. Stern, "Asian-Americans: Television Advertising and the 'Model Minority' Stereotype," reprinted from *Journal of Advertising* (2006).

BOOK REVIEWS

Taylor, Charles R. (2003), "Review of *Cross-Cultural Survey Methods*," by Janet A. Harkness, Fons J.R. Van de Vijver, and Peter Ph. Mohler, Wiley-Interscience, *Journal of Marketing Research*, 40 (August), 246-247.

Taylor, Charles R. (1994), "Review of *New and Improved: The Story of Mass Marketing in America*," by Richard Tedlow, *Journal of Marketing*, 58 (3), 123-126.

JOURNAL PUBLICATIONS

Aronte M. Bennett, John C. Kozup, and Charles R. Taylor (2017), "Country-of-Origin Effects and Consumer Evaluations of Ads within the Context of Economic Crises," *Journal of Current Issues and Research in Advertising*, forthcoming.

Lars Bergkvist and Charles R. Taylor (2017), "Leveraged Marketing Communications: A Framework for Explaining the Effects of Secondary Brand Associations," *Academy of Marketing Science Review*, forthcoming.

Aronté M. Bennett, Stacey Menzel Baker, Samantha Cross, J.P. James, Gregory Bartholomew, Akon E. Ekpo, Geraldine Rosa Henderson, Martina Hutton, Apoorv Khare, Abhijit Roy, Tony Stovall and Charles Ray Taylor (2017), "Omission and Commission as Marketplace Trauma," *Journal of Public Policy and Marketing*, forthcoming.

Charles R. Taylor and Matthew Sarkees (2016), "Do Bans on Illuminated On-Premise Signs Matter? Balancing Environmental Impact with the Impact on Businesses," *International Journal of Advertising*, 61-73

Sascha Raithel, Charles R. Taylor, and Stefan Hock (2016), "Are Super Bowl Ads a Super Waste of Money? Examining the Intermediary Roles of Customer-based Brand Equity and Customer Equity Effects," *Journal of Business Research*, 69 (9), 3788-3794.

Jieun Choi, Doo-Hee Lee, and Charles R. Taylor (2016), "Do Resonant Ads Resonate with Consumers? The Interaction of Wordplay, Regulatory Focus, and Need for Cognition and its Impact on Persuasion," *Journal of Advertising Research*, forthcoming.

Jieun Choi, Doo-Hee Lee and Charles R. Taylor (2016), "The Influence of Purchasing Context and Reversibility of Choice on Consumer Responses Toward Personalized Products and Standardized Products," *Psychological Reports*, forthcoming.

Charles R. Taylor and Shintaro Okazaki (2015), "Do Global Brands Use Similar Executional Styles Across Cultures? A Comparison of U.S. and Japanese Television Advertising," *Journal of Advertising*, 44 (3), 276-288.

Yung Kyun, Sukki Yoon, and Charles R. Taylor (2015), "How Character Presence in Advergaming Affects Brand Attitude and Game Performance: A Cross-cultural Comparison," *Journal of Consumer Behaviour*, 14 (6), 357-368.

Juran Kim, Charles R. Taylor, Kyung Hoon Kim, and Ki Hoon Lee (2015), "Measures of Perceived Sustainability," *Journal of Global Scholars of Marketing Science*, 25 (2), 182-193

Yung Kyun Choi and Charles R. Taylor (2014), "How Do 3-Dimensional Images Promote Products on the Internet?" *Journal of Business Research*, 67 (10), 2164-2170.

JOURNAL PUBLICATIONS

Johnny JiungYee Lee, Michael L. Capella, Charles R. Taylor, Mi (Meg) Luo and Colin B. Gabler (2014), "The Financial Impact of Loyalty Programs in the Hotel Industry: A Social Exchange Theory Perspective," *Journal of Business Research*, 67 (10), 2139–2146.

Marina Puzakova, Hyokjin Kwak and Charles R. Taylor (2013), "The Role of Geography of Self in "Filling In" Brand Personality Traits: Consumer Inference of Unobservable Attributes," *Journal of Advertising*, 42 (1), 16-29.

Juran Kim, Ki Hoon Lee and Charles R. Taylor (2013), "Effects of Mobile Direct Experience on Perceived Interactivity and Attitude toward Smartphone Applications," *Journal of Global Scholars of Marketing Science*, 23 (3), 282-296.

Minsun Yeu, Hee-Sook Yoon, Charles R. Taylor and Doo-Hee Lee (2013), "Are Banner Advertisements in Online Games Effective," *Journal of Advertising*, 42 (2/3), 241-250.

Shintaro Okazaki and Charles R. Taylor (2013), "Social Media and International Advertising: Theoretical Challenges and Future Directions," *International Marketing Review*, 30 (1) 56-71.

Charles R. Taylor, Matthew Sarkees and Hae-Kyong Bang (2012), "Understanding the Value of On-Premise Signs as Marketing Devices to Businesses for Legal and Public Policy Purposes," *Journal of Public Policy and Marketing*, 31 (2), 185-194.

Sophie Hieke and Charles R. Taylor (2012), "A Critical Review of the Literature on Nutritional Labeling: Conceptual and Methodological Directions for Future Research," *Journal of Consumer Affairs*, 46 (1), 120-156.

Christian M. Ringle, Marko Sarstedt, Rainer Schlittgen and Charles R. Taylor (2012), "PLS Path Modelling and Evolutionary Segmentation," 66 (9), *Journal of Business Research*, 1318-1324.

Eunju Ko, Charles R. Taylor, Heewon Sung, Jooyeon Lee, Udo Wagner, David Martin-Consuegra Navarro, Fanghua Wang (2012), "Global Marketing Segmentation Usefulness in the Sportswear Industry," *Journal of Business Research*, (65) 11, 1565-1575.

John C. Kozup, Charles R. Taylor, Michael L. Capella, and Jeremy Kees (2012), "Sound Disclosures: Assessing When a Disclosure is Worthwhile," *Journal of Public Policy and Marketing*, 31 (2), 313-322.

Michael L. Capella, Charles R. Taylor and Jeremy Kees (2012), "Tobacco Harm Reduction Advertising in the Presence of a Government Mandated Warning" *Journal of Consumer Affairs*, 46 (2), 235-259.

JOURNAL PUBLICATIONS

Charles R. Taylor and C. Luke Bowen (2012), "New Developments for Measuring Return on Investment (ROI) for Internet Advertising: Building Toward a 'Brand Scorecard Approach,'" *Journal of Advertising and Promotion Research*, 1 (1), 9-38.

Charles R. Taylor, C. Luke Bowen, and Hae-Kyong Bang (2011), "The State of Methodological Practice in International Marketing Research," *Advances in International Marketing*, 22 (1), 143-167.

John B. Ford, Barbara Mueller, and Charles R. Taylor (2011), "The Tension between Strategy and Execution: Challenges for International Advertising Research," *Journal of Advertising Research*, 51 (1), 27-41.

Sascha Raithel, Sebastian Scharf, Charles R Taylor, Manfred Schwaiger, Lorenz Zimmermann (2011), "Marketing Accountability: Applying Data Envelopment Analysis to Assess the Impact of Advertising Efficiency on Shareholder Value," *Advances in International Marketing*, 22 (1), 115-139.

Karen L. Becker-Olsen, Charles R. Taylor, Ronald Paul Hill, and Goksel Yalcinkaya (2011), "A Cross Cultural Look at Corporate Social Responsibility Marketing Communications in Mexico and the United States: Strategies for Global Brands," *Journal of International Marketing*, 19 (2) 30-44.

Hyun Joung Lee, Doo-Hee Lee, Charles R. Taylor, and Jong-Ho Lee (2011), "Do Online Brand Communities Help Build and Maintain Relationships with Consumers? A Network Theory Approach," *Journal of Brand Management*, 19 (3), 213-227.

Hao Zhang, Eunju Ko, and Charles R. Taylor (2011), "Advertising Appeals Strategy: Moderating Effect on the Relationship between Innovation and Customer Equity Drivers in China," *Advances in International Marketing*, 22, 111-136.

Shintaro Okazaki, Barbara Mueller, and Charles R. Taylor (2010), "Measuring Hard Sell and Soft Sell Advertising Appeals," *Journal of Advertising*, 39 (2), 5-20.

Schwaiger, Manfred, Marko Sarstedt and Charles R. Taylor (2010), "Art for the Sake of the Corporation: Audi, BMW Group, DaimlerChrysler, Montblanc, Siemens, and Volkswagen Help Explore the Effect of Sponsorship on Corporate Reputations," *Journal of Advertising Research*, 50 (1), 77-91

Shintaro Okazaki, Barbara Mueller, and Charles R. Taylor (2010), "Global Consumer Culture Positioning: Testing Perceptions of Soft-Sell and Hard-Sell Advertising Appeals Between U.S. and Japanese Consumers," *Journal of International Marketing*, 18 (2), 20-34.

JOURNAL PUBLICATIONS

Herbert Jack Rotfeld and Charles R. Taylor (2009). "The Advertising Regulation and Self-Regulation Issues Ripped from the Headlines with (sometimes missed) Opportunities for Disciplined Multi-disciplinary Research," *Journal of Advertising*, 38 (4), 5-14.

Charles R. Taylor (2009), "Editorial: The Six Principles of Digital Advertising," *International Journal of Advertising*, 28 (3), 411-418.

Michael L. Capella, Charles R. Taylor, Randall C. Campbell, and Lance S. Longwell (2009), "Do Pharmaceutical Marketing Activities Raise Prices? Evidence from Five Major Therapeutic Classes," *Journal of Public Policy and Marketing*, 28 (2), 146-161.

Mary Anne Raymond, Jong Won Lim, Charles R. Taylor, and Roger Gomes (2009), "Hyundai Motor Company's Paradigm for Success in World Markets," *Journal for Global Business Development*, Volume 1 (9), 27 – 36.

Charles R. Taylor and Michael L. Capella (2008), "A Model of Harm Reduction in the Context of Marketing," *Journal of Public Policy and Marketing*, 27 (2), 187-196.

Charles R. Taylor, Kyung Hoon Kim, Eunju Ko, Myung Hwan Park, Dong Ryul Kim and Hak Il Moon (2008), "Does Having a Market Orientation Lead to Higher Levels of Relationship Commitment and Business Performance for Industrial Robot Sales Engineers? Evidence from the Korean Robotics Industry," *Industrial Marketing Management*, 37 (7), 825-832.

Doo-Hee Lee, Seunghee Im and Charles R. Taylor (2008), "Voluntary Self-Disclosure of Information on the Internet: A Multi-method Study of Motivations and Consequences of Disclosing Information on Blogs," *Psychology and Marketing*, 25 (7) 692-710.

Michael L. Capella, Charles R. Taylor and Cynthia Webster (2008), "Cigarette Advertising Bans' Effect on Consumption: A Meta Analysis," *Journal of Advertising*, 37 (2), 7-18. (Selected as Best Paper to appear in *Journal of Advertising* in 2008)

Shintaro Okazaki and Charles R. Taylor (2008), "What is SMS Advertising and Why Do Multinationals Adopt It? An Empirical Study in European Markets," *Journal of Business Research*, 61 (1), 4-12.

Beibei Dong, Shaoming Zou and Charles R. Taylor (2008), "Factors that Influence Multinational Corporations' Control of Their Operations in Foreign Markets: An Empirical Investigation," *Journal of International Marketing*, 16 (1), 98-119.

Seunghee Im, Doo-Hee Lee, Charles R. Taylor and Catherine D'Orazio (2008), "The Influence of Consumer Self-Disclosure on Web Sites on Advertising Response," *Journal of Interactive Advertising*, 9 (1).

JOURNAL PUBLICATIONS

Shintaro Okazaki, Charles R. Taylor and Jonathan Doh (2008), Market Convergence and Advertising Standardization in the European Union, *Journal of World Business*, 43 (1), 384-400.

unju Ko, Charles R. Taylor, Udo Wagner, and Hyun-Ah Ji, (2008) "Relationships Among CEO Image, Corporate Image and Employment Brand Value in the Fashion Industry," *Journal of the Global Academy of Marketing Science*, 18 (4), 307-331.

Charles R. Taylor, Michael L. Capella, and John C. Kozup (2007), "Does DTC Advertising Provide Information or Create Market Power? Evidence from the U.S. and New Zealand," *Advances in International Marketing*, 1-30.

Eunju Ko, Eunyoung Kim, Charles R. Taylor, Kyung Hoon Kim, and Ie Jeong Kang (2007), "Cross-National Market Segmentation in the Fashion Industry: A Study of European, Korean, and US Consumers," *International Marketing Review*, 24 (5), 629-651 .

Manfred Schwaiger, Carsten Renhak, Charles R. Taylor and Hugh M. Cannon (2007), "Can Comparative Advertising be Effective in Germany? A Tale of Two Campaigns," *Journal of Advertising Research*, 47 (1), 2-13.

Stacy Landreth, Georgina Roselli and Charles R. Taylor (2007), "Where's Tamika Catchings? A Content Analysis of Female Athlete Endorsers in Magazine Advertisements," *Journal of Current Issues and Research in Advertising*, 29 (Spring), 55-65.

Koo Won Suh, Charles R. Taylor, and Doo Hee Lee (2007), "A Typology of the Marketing Communications Functions of Web Sites: A Cross-National Comparison," *Advances in International Marketing*, 18 (1), 271-292.

Steven W. Kopp, John C. Kozup, Tracy A. Suter, and Charles R. Taylor (2007), "Protecting the Global Brand in the European Union," *Journal of Euromarketing*, 17 (1), 23-34.

Charles R. Taylor, George R. Franke and Hae-Kyong Bang (2006), "Use and Effectiveness of Billboards: Perspectives from Selective-Perception Theory and Retail-Gravity Models," *Journal of Advertising*, 35 (Winter), 21-34.

Shintaro Okazaki, Charles R. Taylor and Shaoming Zou (2006), "Advertising Standardization's Positive Impact on the Bottom Line: A Model of When and How Standardization Improves Financial and Strategic Performance," *Journal of Advertising*, 35 (Fall), 17-33.

Charles R. Taylor and Shintaro Okazaki (2006), "Who Standardizes Advertising More Frequently and Why Do They Do So? A Comparison of U.S. and Japanese Subsidiaries' Advertising Practices in the European Union," *Journal of International Marketing*, 14 (1), 98-120.

JOURNAL PUBLICATIONS

Charles R. Taylor, Stacy Landreth and Hae-Kyong Bang (2005), "Asian Americans in Magazine Advertising: Portrayals of the "Model Minority" *Journal of Macromarketing*, 25 (2), 153-162.

Charles R. Taylor (2005), "How Excessive Restrictions on Signage Backfire," *Journal of Consumer Marketing*, 22 (6), 304-305.

Charles R. Taylor (2005), "Moving International Advertising Research Forward: A New Research Agenda," *Journal of Advertising*, 34 (Winter), 7-16.

Charles R. Taylor, Barry J. Babin and Kyung Hoon Kim (2005), "Marketing to Asian Americans: The Impact of Acculturation and Interpersonal Influence on Ethnocentric Consumer Preferences," *Journal of the Global Academy of Marketing Science*, 15 (3), 187-210.

Hae-Kyong Bang, Mary Anne Raymond, Charles R. Taylor, and Young Sook Moon (2005), "A Comparison of Service Quality Dimensions Conveyed in Advertisements for Service Providers in the U.S. and Korea: A Content Analysis," *International Marketing Review*, 22 (3), 309-326.

Charles R. Taylor and P. Greg Bonner (2003), "Comment on American Media and the Smoking-related Behaviors of Asian Adolescents." *Journal of Advertising Research*, 43, (December), 419-430.

Shaoming Zou, Charles R. Taylor, and Er Fang (2003), "MNC Control over Foreign Market Ventures: Do Host Governments Still Play a Major Role?" *Advances in International Marketing*, 14, 35-48.

Charles R. Taylor and George R. Franke (2003), "Business Perceptions of Billboards in the U.S. Economy," *Journal of Advertising Research*, (June), 150-161.

Charles R. Taylor, Michael G. Walsh, and Christopher A. Lee (2003), "The Challenge Posed by Product Standards Disputes in International Trade: The U.S./EU Beef Controversy and a Proposed Framework for Resolving Standards Disputes," *Journal of Consumer Affairs*, 37 (1), 101-122.

Charles R. Taylor (2002), "What's Wrong with International Advertising Research?" *Journal of Advertising Research*, 42 (6), 48-54.

Charles R. Taylor and Michael G. Walsh (2002), "Legal Strategies for Protecting Brands From Genericide: Recent Trends in Evidence Weighted in Court Cases," *Journal of Public Policy & Marketing*, 21 (1), 160-167.

Charles R. Taylor, P. Greg Bonner, and Michael Dolezal (2002) "Advertising in the Czech Republic: Czech Perceptions of Effective Advertising and Advertising Clutter," *Advances in International Marketing*, 12, 137-149.

JOURNAL PUBLICATIONS

Charles R. Taylor and Chad Johnson (2002), "Research on Standardization vs. Specialization of Advertising in the 1990s: A Review and Directions for Further Research," *Advances in International Marketing*, 12, 45-66.

Charles R. Taylor, Kyung Hoon Kim, Dong Yul Kim, and Hak Il Moon (2002), "Antecedents of Brand Loyalty in South Korean Rice Market," *Journal of the Global Academy of Marketing Science*, 9 (1) 175-188.

Gregory E. Osland, Charles R. Taylor, and Shaoming Zou (2001), "Selecting International Modes of Entry and Expansion," *Marketing Intelligence and Planning*, 19 (3), 153-161.

Charles R. Taylor (2000), "Emerging Issues in Marketing," *Psychology and Marketing*, 17 (6), 441-448.

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"Making Good Decisions Pertaining to Departmental, College, and External Service Early in an Academic Career," Presented to the Doctoral Consortium of the 2001 Conference of the Society from Marketing Advances, New Orleans, LA.

"Legal Restrictions on Advertising by Product Category in China, Japan, South Korea, and Taiwan," Presented at the 2000 Marketing and Public Policy Conference, Washington, DC.

"Attitudes Toward Direct Marketing and its Regulation: A Comparison of the U.S. and Japan," Presented at the 1999 meeting of the American Academy of Advertising, Albuquerque, NM.

"Advertising Strategies in Taiwan," Presented at the 1998 meeting of the American Academy of Advertising, Lexington, KY.

"The Regulation of Advertising in Sensitive Product Categories: Global Perspectives," Presented at the 1998 Marketing and Public Policy Conference, Washington, DC.

"Foreign Market Entry Mode Strategies of Japanese and U.S. Firms," Presented at the 1998 meeting of the Academy of Marketing Science, Norfolk, VA.

PRESENTATIONS

“The Information Content of Outdoor Advertisements: An Analysis of Retailers' Use of Institutional and Promotional Information Cues,” Presented at the 1998 American Marketing Association Marketing Communications Conference, Dublin, Ireland.

“Advertising Portrayals of Asian Americans: The Asian American View,” Presented at the 1997 Conference of the American Academy of Advertising, St. Louis, MO.

“A Cross-Cultural Assessment of the Transaction Cost Analysis Framework,” Presented at the 1996 American Marketing Association Summer Educators' Conference, San Diego, CA.

“Regulatory Issues in Direct Marketing: A Comparison of the U.S. and Japan,” Presented at the 1996 Marketing and Public Policy Conference, Arlington, VA.

“Televised Portrayals of Asian Americans,” Presented at the 1996 American Academy of Advertising Conference, Vancouver.

“Brand Differentiation and Advertising Effectiveness,” Presented at the 1995 Joint Conference of the American Marketing Association and the Korean Marketing Association.

“Magazine Portrayals of Ethnic Minorities,” Presented at the 1995 Conference of the American Academy of Advertising, Tuscon, AZ.

“Culture's Consequences in Advertising: The Impact of Information Level Strategies on the Effectiveness of Korean and U.S. Advertising,” Presented at the 1994 Conference of the American Academy of Advertising, Tuscon, AZ.

“Not in Vogue: Portrayals of Asian Americans in Magazine Advertising,” Presented at the 1994 Marketing and Public Policy Conference, Arlington, VA.

“A Comparison of the Effectiveness of High Information Level Strategies in Korean and U.S. Advertising,” Presented at the Decision Science Institute's 1993 International Conference, Seoul, Korea.

“Advertising Strategies in Korea and the United States,” Presented at the Decision Science Institute's 1993 International Conference, Seoul, Korea.

Guest Speaker on the Topic of, “Implications of Marketing and Public Relations for Parks and Recreation Programs,” at Taegu University, Taegu, Korea.

“Litter on a Stick or the Lifeblood of Small Business: Regulatory Issues in Outdoor Advertising, presented at the 1993 Marketing and Public Policy Conference, East Lansing, MI.

“The History of Outdoor Advertising Regulation in the United States,” Presented at the Sixth Conference on Historical Research in Marketing and Marketing Thought (April 1993).

PRESENTATIONS

“Journal Special Sections and the Advancement of Knowledge: A Product Life Cycle Case Study,” Presented at the 1992 AMA Winter Educators Conference, San Antonio, TX.

“Advertising and its Effect on Industrial Concentration: The Case of the Soft Drink Industry,” Presented at the 1992 Conference of the American Academy of Advertising, San Antonio, TX.

Guest speaker on the topic of, “Comparing Television Advertising in Korea and the United States,” at the Korea University, Seoul, Korea (September, 1991).

“Retail Television Advertising: Is it Really Unsophisticated?” Presented at the Symposium on Patronage Behavior and Retail Strategy, Baton Rouge, LA (1991).

“Try Your Luck: A History of Prize Promotions in the United States,” Presented at the Fifth Conference on Historical Research in Marketing and Marketing Thought, East Lansing, MI (May 1991).

“Relationships Between Cultural Variations and Differences in Japanese and US Television Advertising,” Presented at the 1989 Southern Marketing Association Conference, New Orleans, LA.

“Marketing Related Public Policy Issues: The Role of Marketing Academicians and the Value of a Historical Context Approach,” Presented at the Fourth Conference on Historical Research in Marketing and Marketing Thought, Charleston, SC (May, 1989).

Served as Panelist on the “Advertising in the 21st Century” session at the 1989 Southern Marketing Association Conference, New Orleans, LA.

REFERENCES

Available on request.