

Curriculum Vitae

Kent Nakamoto

R.B. Pamplin Professor of Marketing and Department Head
Department of Marketing
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Education

- Ph.D. Stanford University, Business (Marketing), 1985
- M.S. University of Wisconsin-Madison, Marketing, 1979
- M.A. University of Wisconsin-Madison, Arts Administration, 1979
- B.S. California Institute of Technology, Chemistry, 1975

Professional Experience

- 1997-present R.B. Pamplin College of Business, Virginia Tech:
R.B. Pamplin Professor of Marketing, 1997-present
Department Head, 1999-present
- 1992-97 College of Business and Administration, University of Colorado, Boulder:
Professor, 1997
Director of Research, 1995-97
Associate Professor, 1995-97
Assistant Professor, 1992-95
- 1987-92 Assistant Professor of Marketing, College of Business and Public Administration, University of Arizona
- 1985-87 Assistant Professor, Graduate School of Management, University of California, Los Angeles (Acting, 1983-85)

Journal Publications

Marketing Strategy

Krishen, Anjala, Pushkin Kachroo, and Kent Nakamoto, "Improving Consumer Quality-Efficiency by Using Simple Adaptive Feedback in a Choice Setting," *International Journal of Computer Applications in Technology*, forthcoming.

- Zhou, Kevin Zheng and Kent Nakamoto, "How Do Enhanced and Unique Features Affect New Product Preference? The Moderating Role of Product Familiarity," *Journal of the Academy of Marketing Science*, forthcoming.
- Sheng, Shibin, Andrew M. Parker, and Kent Nakamoto, "The Effects of Price Discount and Product Complementarity on Consumer Evaluations of Bundle Components," *Journal of Marketing Theory and Practice*, 15 (Winter 2007), 53-64.
- Belanger, France, Weiguo Fan, L. Christian Schaupp, Anjala Krishen, Jeannine Everhart, David Poteet, and Kent Nakamoto, "Web Site Success Metrics: Addressing the Duality of Goals," *Association for Computing Machinery. Communications of the ACM*, 49 (Dec. 2006), 114.
- Sheng, Shibin, Andrew M. Parker, and Kent Nakamoto, "Understanding the Mechanism and Determinants of Compromise Effects," *Psychology and Marketing*, 22 (July 2005), 591-609.
- Jo, Myung-Soo, Kent Nakamoto and James E. Nelson, "The shielding effects of brand image against lower quality countries-of-origin in global manufacturing," *Journal of Business Research*, 56 (August 2003), 637-646.
- Heilman, Carrie M., Kent Nakamoto, and Ambar Rao, "Pleasant Surprises: Consumer Response to Unexpected In-Store Coupons," *Journal of Marketing Research*, 39 (May 2002), 242-52.
- Carpenter, Gregory S. and Kent Nakamoto, "The Impact of Consumer Preference Formation on Marketing Objectives and Competitive Second Mover Strategies," *Journal of Consumer Psychology*, 5:4 (1996), 325-358.
- Carpenter, Gregory S. and Kent Nakamoto, "Reflections on 'Consumer Preference Formation and Pioneering Advantage'," *Journal of Marketing Research*, 31 (November 1994), 570-573. [invited paper]
- Carpenter, Gregory S., Rashi Glazer, and Kent Nakamoto, "Meaningful Brands from Meaningless Differentiation: The Dependence on Irrelevant Attributes," *Journal of Marketing Research*, 31 (August 1994), 339-350 [O'Dell Award-winning article].
- Frenzen, Jonathan and Kent Nakamoto, "Structure, Motivation, and Information Flow in Markets," *Journal of Consumer Research*, 20 (December 1993), 360-375 [Best Paper Award-winning article].
- Glazer, Rashi and Kent Nakamoto, "Cognitive Geometry: An Analysis of Structure Underlying Representations of Similarity," *Marketing Science*, 10 (Summer 1991), 205-228.
- Carpenter, Gregory S. and Kent Nakamoto, "Competitive Strategies for Late Entry into a Market with a Dominant Brand," *Management Science*, 36 (October 1990), 1268-1278.
- Carpenter, Gregory S. and Kent Nakamoto, "Consumer Preference Formation and Pioneering Advantage," *Journal of Marketing Research*, 26 (August, 1989), 285-298, [O'Dell Award-winning article].

Nakamoto, Kent, "Alternatives to Information Processing in Consumer Research: New Perspectives on Old Controversies," *International Journal of Research in Marketing*, 4 (1987), 11-27.

Marketing and Consumer Health

Schulz, Peter J., Kent Nakamoto, Uwe Hartung, and Carmen Faustinelli, "The death of Rosmarie Voser: The not-so-harmful consequences of a fatal medical error," *International Journal of Public Opinion Research*, forthcoming.

Wunsch, Martha J., Kent Nakamoto, Anil Goswami, and Sidney H. Schnoll (2007), "Prescription Drug Abuse among Prisoners in Rural Southwestern Virginia," *Journal of Addictive Diseases*, 26:4, 15-22.

Rubinelli, Sara, Kent Nakamoto, Peter J. Schulz, and Louis de Saussure (2006), "What are we to think about DTCA: a case-study in the field of misinterpreted communication," *Studies in Communication Sciences*, 6:2, 338-348.

Schulz, Peter, Kent Nakamoto, David Brinberg, and Joachim Haes (2006), "More than Nation and Knowledge: Cultural Micro-variation and Organ Donation in Switzerland," *Patient Education and Counseling*, 64 (Dec. 2006), 294-302.

Schulz, Peter and Kent Nakamoto (2005), "Enhancing Health Literacy Through Communication," *Studies in Communication Sciences*, 5:2, 1-10.

Refereed Conference Proceedings

Rubinelli, Sara, Kent Nakamoto, and Peter Schulz, "Reading Direct-to-Consumer Advertising of Prescription Medicine. A Qualitative Study from Argumentation Theory on its Dialectical and Rhetorical Features," 6th ISSA Conference on Argumentation, International Society for the Study of Argumentation, Amsterdam, The Netherlands, June 2006.

Nakamoto, Kent, Deborah J. MacInnis, and Hyung-Shik Jung, "Advertising Claims and Evidence as Bases for Brand Equity and Consumer Evaluations of Brand Extensions," in D.A. Aaker and A.L. Biel (Eds.), Advertising and Building Strong Brands, Proceedings of the 10th Annual Advertising and Consumer Psychology Conference, 1993, 281-297.

MacInnis, Deborah J., Kent Nakamoto, and Gayathri Mani, "Cognitive Associations and Product Category Comparisons: The Role of Knowledge Structure and Context," in J.F. Sherry and B. Sternthal (Eds.), Advances in Consumer Research, Vol. 19, Provo, UT: Association for Consumer Research, 1992, 260-267.

Chakravarti, Dipankar, Deborah J. MacInnis, and Kent Nakamoto, "Product Category Perceptions, Elaborative Processing and Brand Name Extension Strategies," in M. Goldberg, G. Gorn, and R.W. Pollay (Eds.), Advances in Consumer Research, Vol. 17, Provo, UT: Association for Consumer Research, 1990, 910-916.

Carpenter, Gregory S. and Kent Nakamoto, "Market Pioneering, Learning, and Preference," in M. Houston (Ed.), Advances in Consumer Research, Vol. 15, Provo, UT: Association for Consumer Research, 1987, 275-279.

Coupey, Eloise and Kent Nakamoto, "Learning Context and the Development of Product Category Perceptions," in M. Houston (Ed.), Advances in Consumer Research, Vol. 15, Provo, UT: Association for Consumer Research, 1987, 77-82.

Nakamoto, Kent and Shelby D. Hunt, "Deterministic Theory and Marketing," in C.W. Lamb and P.M. Dunne (Eds.), Theoretical Developments in Marketing, Chicago: American Marketing Association, 1980, 244-247.

Mokwa, Michael P., Ben Enis, and Kent Nakamoto, "Marketing Management and the Arts," in M.P. Mokwa, W.M. Dawson, and E.A. Prieve (Eds.), Marketing the Arts, New York: Praeger Publishers, 1980.

Rothschild, Michael L. and Kent Nakamoto, "The New Improved Change Agent Game," in N. Beckwith, M. Houston, R. Mittelstaedt, K.B. Monroe, and S. Ward (Eds.), 1979 Educators' Conference Proceedings, Chicago: American Marketing Association, 1979, 158-162.

Books

Broniarczyk, Susan M. and Kent Nakamoto (Eds.), *Advances in Consumer Research*, Vol. 29, Valdosta, GA: Association for Consumer Research, 2002.

Carpenter, Gregory S., Rashi Glazer, and Kent Nakamoto (Eds.), *Readings on Market-Driving Strategies: Toward a New Theory of Competitive Advantage*, Reading, MA: Addison-Wesley, 1997.

Chapters in Books

Carpenter, Gregory S. and Kent Nakamoto, "Competitive Brand Strategies," in A.M. Tybout and T. Calkins (eds.), *Kellogg on Branding*, Hoboken NJ: John Wiley and Sons, 2005.

Nakamoto, Kent and David Brinberg, "Interpretive Constraint in Qualitative and Quantitative Research: False Dichotomies?" in M. Schwaiger and D. Harhoff (eds.), *Empirie und Betriebswirtschaft*, Stuttgart, Germany: Schäffer-Poeschel Verlag, 2003.

Carpenter, Gregory S., Rashi Glazer, and Kent Nakamoto, "Market-Driving Strategies: Buyer Learning and a New View of Competitive Advantage," in Dawn Iacobucci (ed.), *Kellogg on Marketing*, New York: John Wiley, 2000.

Carpenter, Gregory S. and Kent Nakamoto, "Brand Dominance: Competitive Advantage Through Consumer Learning," in S.J. Levy, G.R. Frerichs, and H.L. Gordon (Eds.), *Marketing Manager's Handbook*, Chicago: Dartnell Press, 1994, pp. 162-173. Reprinted in S.J. Levy (Ed.), *Creating Winning Marketing Plans*, Chicago: Dartnell Press, 1996.

Carpenter, Gregory S. and Kent Nakamoto, "Competitive New Product Strategies," in J.J. Hampton (Ed.), *AMA Management Handbook*, 3rd ed., New York: AMACOM, 1994.

Working Papers

Rubinelli, Sara, Kent Nakamoto, and Peter Schulz, "The Rabbit in the Hat: Dubious Argumentation and the Persuasive Effects of Direct-To-Consumer Advertising of Prescription Medicines," Under review, *Communications and Medicine*.

Wunsch, Martha, George Behonick, Kent Nakamoto, William Massello, and Sidney Schnall, "Prescription Drug Mortality: Results and Implications of Data from Rural Southwestern Virginia.

Selected Recent Presentations

Rubinelli, Sara, Kent Nakamoto, and Peter Schulz, "Reading Direct-to-Consumer Advertising: A Qualitative Study from Argumentation Theory," 6th ISSA Conference on Argumentation, International Society for the Study of Argumentation, Amsterdam, The Netherlands, June 2006.

Schulz, Peter, Kent Nakamoto, David Brinberg, and Joachim Haes, "Tailoring Health Communication Campaigns for Organ Donation," 2006 Annual Convention, International Communications Association, Dresden Germany, June 2006.

Sheng, Shibin, Andrew M. Parker, and Kent Nakamoto, "Decision Uncertainty, Expected-Loss Minimization and the Compromise Effect," Association for Consumer Research Conference, Atlanta, GA, October 2002. Extended Abstract published in P.A. Keller and D.W. Rook (Eds.), *Advances in Consumer Research*, Vol. 30, Valdosta, GA: Association for Consumer Research, 2003, p. 47.

Nakamoto, Kent and David Brinberg, "Interpretive Constraint in Qualitative and Quantitative Research: False Dichotomies?" Annual Meeting of the Verband der Hochschullehrer für Betriebswirtschaft, Ludwig-Maximilians-Universität, Munich, Germany, May 2002.

Heilman, Carrie, Kent Nakamoto, and Ambar Rao, "Pleasant Surprises: Consumer Response to Unexpected In-Store Promotions," INFORMS Marketing Science Conference, Los Angeles, CA, June 2000.

Honors and Awards

1999 William F. O'Dell Award (for article published during 1994 in the *Journal of Marketing Research* "that has made the most significant long-run contribution to the marketing discipline")

1996 *Journal of Consumer Research* Best Article Award (among articles published in the journal during 1993).

1994 William F. O'Dell Award (for article published during 1989 in the *Journal of Marketing Research* "that has made the most significant long-run contribution to the marketing discipline").

College of Business Graduate Professor of the Year Award, 1994.

American Marketing Association Doctoral Consortium Faculty, 1989, 1995, 1996.

American Marketing Association Doctoral Consortium Fellow, 1981.

Beta Gamma Sigma National Honor Society, 1979.

Mu Kappa Tau (University of Wisconsin Marketing Honorary), 1979.

Recent Grants

Collaborator, "Effectiveness of Tailored Health Promotion in the area of Organ Donation," Swiss National Science Foundation, PRO*DOC, PI, Peter J. Schulz, 2008-2010.

Co-Investigator, "Communication and Health," Swiss National Science Foundation, PRO*DOC, PI, Peter J. Schulz, 2007-2010.

Consultant, "Structure and Effects of Societal Communication on Non-ionizing Radiation," NRP 57, "Non-ionizing Radiation Health and Environment," PI, Peter J. Schulz, 2006-2009.

Consultant, "Online Personal Education and Risk Assessment," Swiss National Science Foundation, NRP 53 "Musculoskeletal Health-Chronic Pain," PI, Peter J. Schulz, 2004-2007.

Co-PI, "Health Literacy in the area of Mental Health & Stress," Gesundheitsförderung Schweiz, 2006-2007.

Co-PI, "Health Literacy Argumentarium," Gesundheitsförderung Schweiz, 2006-2007.

Consultant, "Raising Awareness of Organ Donation," Swiss National Science Foundation, NRP 46 "Implants and Transplants," PI, Peter J. Schulz, 2003-2006.

PI, "Impact of species marketing in furniture on lumber prices," U.S. Forest Service, 2006-2007.

Teaching Experience

Virginia Tech

Marketing Research (MBA, Undergraduate)

Seminar in Advanced Quantitative Analysis in Marketing (PhD)

Seminar in Marketing Strategy (PhD)

Graduate Students

Anjala Krishen (Ph.D., 2007, Dissertation Committee Chair)

Shibin Sheng (Ph.D., 2004, Dissertation Committee Co-chair)

Nichole Nardon (M.S., 2003, Thesis Committee Member)

Zheng Zhou (Ph.D., 2002, Dissertation Committee Chair)

Shabnam Mousavi (Economics, Ph.D., 2002, Dissertation Committee Member)

Brandy Hampton (M.S., 2002, Thesis Committee Member)

Delton Alderman (Forest Products, Ph.D. 2001, Dissertation Committee Member)

Natalie Adkins (Ph.D., 2001, Dissertation Committee Member)

Lynnea Mallalieu (Ph.D., 2000, Dissertation Committee Chair)

Onur Bodur (Ph.D., 2000, Dissertation Committee Co-chair)

Docente Invitato, Università della Svizzera Italiana, Lugano, Switzerland.

Seminar in Decision Making Research (PhD), Fall 2005

Seminar in Pragmatics of Data Analysis (PhD), Fall 2006

University of Colorado

Marketing Research (MBA, Undergraduate)

Seminar in Marketing Models (Ph.D.-new course developed for this program)
Seminar in Economic and Administrative Science Approaches to Marketing
(Ph.D.-new course developed and taught with Dipankar Chakravarti)
Field Projects in Marketing Strategy (MBA-new course)
Seminar on Research in Brand Strategy (Undergraduate-developed with Paul Herr for the
Undergraduate Research Opportunities Program)

Doctoral Students

Yong-Soon Kang (Ph.D., 1995, Dissertation Chair)
Myung-Soo Jo (Ph.D., 1995, Dissertation Co-Chair)
Ken Chapman (Ph.D., 1996, Committee Member)
Rex Moody (Ph.D., 1997, Committee Member)
Christine Page (Ph.D., 1997, Committee Member)
James Nelson (Information Systems, Ph.D. 1998, Committee Member)

University of Arizona

Marketing Research (undergraduate)
Marketing Policy (undergraduate)
Seminar in Marketing Management and Strategy (Ph.D.)
Seminar in Experimental Research Methods (Ph.D.)

Doctoral Students

Hyung-Shik Jung (Ph.D., 1991, Dissertation Co-chair)
Changjo Yoo (Ph.D., 1991, Dissertation Co-chair)
Shankar Krishnan (Ph.D., 1991, Committee Member)

UCLA

Marketing Management (MBA)
Advertising Management (MBA)
Consumer Behavior (MBA)
Seminar in Consumer Information Processing (Ph.D.)

Doctoral Students

Mary T. Curren (Ph.D., 1987, Committee Member)

Professional Memberships and Service

Memberships: American Marketing Association, American Psychological Association,
Association for Consumer Research, Society for Consumer Psychology, INFORMS (formerly
The Institute for Management Science).

Co-Chair, Association for Consumer Research Annual Conference, 2001.

Member, Program Committee, Association for Consumer Research Annual Conference,
1995, 1996, 1997.

Co-Chair, 1996 AMA Doctoral Consortium.

Member, Editorial Review Boards: *Journal of Consumer Psychology*, 1993-2002; *Journal of
the Academy of Marketing Science*, 2000-present, *Journal of Public Policy and Marketing*,
2002-present.

Virginia Tech Intellectual Properties, Inc., Member, Board of Directors, 2000-2006

Administrative Experience

Virginia Tech: Department Head, Pamplin College of Business (1999-present)

Responsibilities include management of annual budget, teaching assignments and student enrollments, undergraduate, MBA, MS, and PhD curricula, including periodic University-mandated program reviews, relations and joint offerings with other College and University units, faculty recruiting and development, annual faculty evaluation and salary recommendations, department's promotion and tenure reviews, student relations, advising, and appeals, alumni relations, department support staff.

Recent department initiatives have included development of 5-year honors BS/MS program, increased sponsored research funding through formation of Sloan Forest Industries Center and increased contact with other campus centers and faculty involved in sponsored research, curriculum review and revision at undergraduate and PhD levels, introduction of new undergraduate and MBA courses in the area of technology and marketing and new undergraduate course in Marketing and Society, and participation in 4-university international cooperative doctoral program in Communications and Health.

University of Colorado Service and Administrative Activities

University of Colorado: Director of Research, College of Business and Administration (1995-1997)

Reporting directly to the Dean of the College, responsibilities focused on college support of faculty research, including development of support initiatives, proposal and allocation of budget including faculty summer research support, research computing support, colloquia, oversight of Ph.D. program and program administrative staff, oversight of Computer Support Services unit and Business Research Division. Served as member of College Personnel Advisory Committee (Promotion and Tenure) and College Executive Committee. Also served as member of the Vice Chancellor's Budget Advisory Committee and numerous University and College committees and task forces.