

## CURRICULUM VITAE

### JOSEPH F. ROCERETO

#### Home Address

859 Wayside Lane  
Haddonfield, NJ 08033  
(856) 428-1022

E-Mail: [jroceret@monmouth.edu](mailto:jroceret@monmouth.edu)

#### Office Address

Department of Marketing & International  
Business  
Leon Hess Business School  
Monmouth University  
152 Bey Hall  
West Long Branch, NJ 07764  
Tel (732) 263-5713 Fax (732) 263-5518

### EDUCATIONAL BACKGROUND

- Ph.D. Marketing, Drexel University, 2007  
LeBow College of Business
- M.B.A. Marketing, Drexel University, 1996  
School of Business Administration
- B.A. Political Science, Dickinson College, 1990

### ACADEMIC EXPERIENCE

- 2013 – Present Associate Professor of Marketing (tenured)  
Leon Hess Business School Monmouth University
- 2007- 2013 Assistant Professor of Marketing (tenure track)  
Leon Hess Business School, Monmouth University
- 2006-2007 Instructor of Marketing  
School of Business Administration, Monmouth University
- 2004-2006 Adjunct Professor of Marketing  
LeBow College of Business, Drexel University
- 1999-2004 Research Assistant  
LeBow College of Business, Drexel University
- 1998-1999 Adjunct Instructor of Marketing  
LeBow College of Business, Drexel University

## **TEACHING AREAS**

Marketing Research (Graduate, Undergraduate)  
Consumer Behavior (Graduate, Undergraduate)  
Professional Personal Selling  
Principles of Advertising  
Business Marketing  
Services of Marketing  
Principles of Marketing

## **COURSES TAUGHT**

### **MBA LEVEL**

Consumer Behavior, Monmouth University, 2012, 2013

Marketing Research, Monmouth University, 2007, 2008, 2009, 2010, 2011, 2012,

New Product Strategy, Drexel University, 2005

Marketing Strategy and Planning, Drexel University, 2004

### **UNDERGRADUATE LEVEL**

Marketing Research, Monmouth University, 2010, 2011, 2012, 2013; Drexel University, 2005

Consumer Behavior, Monmouth University, 2007, 2008, 2009, 2010, 2011, 2012, 2013

Marketing Management, Monmouth University, 2013

Marketing and Management of Service Organizations, Monmouth University, 2010

Principles of Advertising, Monmouth University, 2009, 2011

Principles of Marketing, Monmouth University, 2006, 2007, 2008, 2009, 2010, 2013; Drexel University, 1997, 1998

Personal Selling, Monmouth University, 2006, 2007, 2008, 2009, 2010, 2011; Drexel University, 2001, 2002

Business Marketing, Monmouth University, 2007, 2013

Marketing Channels, Drexel University, 2005, 2006

Integrated Marketing Communications, Drexel University, 2004

International Marketing, Drexel University, 2004

## **MAJOR RESEARCH AREAS AND INTERESTS**

Effects of Brand Anthropomorphization

Customer Loyalty

Strategic Branding

Consumer Self-Concept Congruities

Integrated Marketing Communication

## **PUBLICATIONS**

### **REFEREED PUBLICATIONS (JOURNAL)**

Puzakova, Marina, Hyokjin Kwak, and Joseph F. Rocereto (2013), "Better Not Smile at the Price: The Contradictory Role of Brand Anthropomorphism on Price Fairness," Advances in Consumer Research, Vol. XLI, Simona Botti and Aparna Labroo, eds., Provo, UT: Association for Consumer Research, forthcoming.

Puzakova, Marina, Joseph F. Rocereto, and Hyokjin Kwak (2013), "Ads Are Watching Me: A View from the Interplay between Anthropomorphism and Customization," International Journal of Advertising, forthcoming.

Puzakova, Marina, Hyokjin Kwak, and Joseph F. Rocereto (2013), "When Humanizing Brands Goes Wrong: The Detrimental Role of Brand Anthropomorphization amidst Product Wrongs," Journal of Marketing, 77 (3), 81-100.

Kwak, Hyokjin, Anupam Jaju, Marina Puzakova, and Joseph F. Rocereto (2013), "The Connubial Relationship between Market Orientation and Entrepreneurial Orientation," Journal of Marketing Theory and Practice, 21 (2), 141-161.

Rocereto, Joseph F. and Joseph B. Mosca (2012), "The Differential Roles of Product Brand Image and Store Brand Image in Retail Loyalty: A Self-Concept Image Congruity Perspective," Journal of Business & Economics Research, 10 (2) (February), 77-96.

Rocereto, Joseph F. and Joseph B. Mosca (2012), "Self-Concept, Gender, and Product Type: An Investigation of Brand Loyalty," Journal of Business & Economics Research, 10 (1) (January), 25-36.

Rocereto, Joseph F., Joseph B. Mosca, Susan Forquer Gupta, and Stuart L. Rosenberg (2011), "The Influence of Coaching on Employee Perceptions of Supervisor Effectiveness and Organizational Policies," Journal of Business & Economics Research, 9 (6) (June), 15-23.

Rocereto, Joseph F., Marina Puzakova, Rolph E. Anderson, and Hyokjin Kwak (2011), "The Role of Response Formats on Extreme Response Style: A Case of Likert-Type versus Semantic Differential Scales," Advances in International Marketing, 22, 53-71.

Rocereto, Joseph F., Susan Forquer Gupta, and Joseph B. Mosca (2011), "The Role of Flextime Appeal on Family and Work Outcomes among Active and Non-Active Flextime Users: A between Groups and within Groups Analysis," Journal of Business & Economics Research, 9 (3) (March), 57-66.

Puzakova, Marina, Hyokjin Kwak, and Joseph F. Rocereto (2008), "Pushing the Envelope of Brand and Personality: Antecedents and Moderators of Anthropomorphized Brands," Advances in Consumer Research, Vol. XXXVI, Ann L McGill and Sharon Shavitt, eds., Provo, UT: Association for Consumer Research, 413-420.

## **REFEREED PUBLICATIONS (CONFERENCE PROCEEDINGS)**

Puzakova, Marina, Joseph F. Rocereto, and Hyokjin Kwak (2013), "When Anthropomorphism and Customization Prove to Be too Much: The Negative Role of an Anthropomorphized Recommendation Agent," Advances in Consumer Psychology, Tom Meyvis and Raj Raghunathan, eds.: Society for Consumer Psychology, forthcoming.

Puzakova, Marina, Hyokjin Kwak, and Joseph F. Rocereto (2011), "Color it Right: The Differential Effects of Color in Coping with Firm Competence versus Ethical Failures," Marketing 2011: Delivering Value in Turbulent Times, Vol. 21, Charles Noble and Stephanie Noble, eds., Chicago: American Marketing Association.

- Rocereto, Joseph F. (2010), "When which Self Matters? The Role of Personality, Color, and Product Type on Actual and Ideal Social Self-Concept Congruities," Marketing in a Turbulent Environment, Arch G. Woodside, Charles R. Taylor, Graham Hooley, and Ikuo Takahashi, eds., Tokyo, Japan: Korean Academy of Marketing Science and Society for Marketing Advances, 682-686.
- Puzakova, Marina, Hyokjin Kwak, and Joseph F. Rocereto (2009), "Breaking through the Glass Ceiling of Brand Personality: A Five-Stage Process of Brand Anthropomorphization," Enhancing Knowledge Development in Marketing, Vol. 20, Michael Kamins and Ingrid M. Martin, eds., Chicago: American Marketing Association, 371.
- Rocereto, Joseph F., Hyokjin Kwak, and Marina Puzakova (2009), "The Role of Self-Concept Brand Image Congruity in Consumers' Attitudinal Formation and Attitudinal Brand Loyalty: A View from Utilitarian and Hedonic Product Brands," Marketing for a Better World, Vol. XXXII, Michael R. Czinkota and Ilkka Ronkainen, eds., Coral Gables, FL: Academy of Marketing Science, 141.
- Rocereto, Joseph F., Marina Puzakova, Hyokjin Kwak, and Trina Larsen-Andras (2009), "Brand Interdependency versus Brand Dependency: A Maslow's Self-Actualization Perspective," Marketing for a Better World, Vol. XXXII, Michael R. Czinkota and Ilkka Ronkainen, eds., Coral Gables, FL: Academy of Marketing Science, 92 - 96.
- Rocereto, Joseph F., Hyokjin Kwak, and Marina Puzakova (2008), "The Role of Self-Concept Congruency on Product-Brand Image and Store-Brand Image: Antecedents and Consequences," Unleashing the Power of Marketing to Transform Consumers, Organizations, Markets, and Society, Vol. 19, James R. Brown and Rajiv P. Dant, eds., Chicago: American Marketing Association, 402.
- Rocereto, Joseph F. (2008), "Patient Loyalty: The Role of Patient Attitude in Creating Loyal Patients in the Context of High-Risk and Low-Risk Physician-Patient Relationships," Focus on Change: Succeeding in a Global Environment, Bill Stroube and Jack Newhouse, eds., Chicago: Business and Health Administration Association, 227.
- Rocereto, Joseph F., Hyokjin Kwak, and Marina Puzakova (2008), "Antecedents and Consequences of Product-Brand Image: A Congruity Perspective," Marketing in The Dynamic Global World, Charles R. Taylor, Bernd Schmitt, Udo Wagner, and Jianmin Jia, eds., Shanghai, China: Korean Academy of Marketing Science, Shanghai Jiao Tong University, Yonsei University of Korea, China Marketing Academy, and Marketing Committee of China Management Society.

- Rocereto, Joseph F. and Marina Puzakova (2008), "Properties of Multi-Dimensional Self-Concept Brand Image Congruity," Marketing in The Dynamic Global World, Charles R. Taylor, Bernd Schmitt, Udo Wagner, and Jianmin Jia, eds., Shanghai, China: Korean Academy of Marketing Science, Shanghai Jiao Tong University, Yonsei University of Korea, China Marketing Academy, and Marketing Committee of China Management Society.
- Puzakova, Marina and Joseph F. Rocereto (2008), "Psychological Situation Effects and the Role of Personality Traits in Situational Brand Image Congruity: A Conceptual Model," Marketing in The Dynamic Global World, Charles R. Taylor, Bernd Schmitt, Udo Wagner, and Jianmin Jia, eds., Shanghai, China: Korean Academy of Marketing Science, Shanghai Jiao Tong University, Yonsei University of Korea, China Marketing Academy, and Marketing Committee of China Management Society.
- Rocereto, Joseph F. (2008), "The Role of Self-Concept Brand Image Identification and the Moderating Effect of Product Type on Attitudinal Customer Loyalty: A Conceptual Framework," Marketing in The Dynamic Global World, Charles R. Taylor, Bernd Schmitt, Udo Wagner, and Jianmin Jia, eds., Shanghai, China: Korean Academy of Marketing Science, Shanghai Jiao Tong University, Yonsei University of Korea, China Marketing Academy, and Marketing Committee of China Management Society.
- Rocereto, Joseph F. (2004), "Customer Loyalty: Product Identification and Consumer Purchasing Orientation as Key Antecedents," Enhancing Knowledge Development in Marketing, Kenneth L. Bernhardt, James S. Boles, and Pam Scholder Ellen, eds., Scottsdale, AZ: American Marketing Association, CD-ROM (ISBN: 0888-1839), 383-385.
- Rocereto, Joseph F. and Trina Larsen (2002), "Salesperson Motivation and Countries in Economic Transition," Global Transformation, Richard C. Hoffman and Janine Vienna, eds., Salisbury, MD: Academy of International Business, 284-294.

## **REFEREED CONFERENCE PROCEEDINGS (PRESENTATIONS)**

- 2010 "When which Self Matters? The Role of Personality, Color, and Product Type on Actual and Ideal Social Self-Concept Congruities," presented at Global Marketing Conference, Tokyo, Japan.

- 2009 “The Role of Self-Concept Brand Image Congruity in Consumers’ Attitudinal Formation and Attitudinal Brand Loyalty: A View from Utilitarian and Hedonic Product Brands,” presented at Academy of Marketing Science Conference, Baltimore, MD.
- 2009 “Brand Interdependency versus Brand Dependency: A Maslow’s Self-Actualization Perspective,” presented at Academy of Marketing Science Conference, Baltimore, MD.
- 2008 “Pushing the Envelope of Brand and Personality: Antecedents and Moderators of Anthropomorphized Brands,” presented at Advances in Consumer Research, San Francisco, CA.
- 2008 “Impact of Salesperson Macro-Adaptive Selling Strategy on Job Performance and Satisfaction,” presented at American Marketing Association Conference, San Diego, CA.
- 2008 “The Role of Self-Concept Congruency on Product-Brand Image and Store-Brand Image: Antecedents and Consequences,” presented at American Marketing Association Conference, San Diego, CA.
- 2008 “Patient Loyalty: The Role of Patient Attitude in Creating Loyal Patients in the Context of High-Risk and Low-Risk Physician-Patient Relationships,” presented at MBAA International Conference, Chicago, IL.
- 2008 “Antecedents and Consequences of Product-Brand Image: A Congruity Perspective,” presented at Global Marketing Conference, Shanghai, China.
- 2008 “Properties of Multi-Dimensional Self-Concept Brand Image Congruity,” presented at Global Marketing Conference, Shanghai, China.
- 2008 “The Role of Self-Concept Brand Image Identification and the Moderating Effect of Product Type on Attitudinal Customer Loyalty: A Conceptual Framework,” presented at Global Marketing Conference, Shanghai, China.
- 2004 “Customer Loyalty: Product Identification and Consumer Purchasing Orientation as Key Antecedents,” presented at American Marketing Association Conference, Scottsdale, AZ.
- 2002 “Salesperson Motivation and Countries in Economic Transition,” presented at Academy of International Business Conference, Salisbury, MD.

## **RESEARCH PAPERS UNDER REVIEW**

Hyokjin Kwak, Marina Puzakova, and Joseph F. Rocereto, "Color it Right: Blue versus Red in Firms' Strategic Responses to Product-Harm Crises," Under Review at Journal of Marketing.

Rocereto, Joseph F., "The Differential Role of Attitude in Fostering Patient Loyalty in High-Risk and Low-Risk Physician-Patient Relationships," Under Review at International Journal of Pharmaceutical and Healthcare Marketing.

## **RESEARCH PAPERS UNDER PREPARATION**

Rocereto, Joseph F., "The Role of Color in Advertising for Luxury and Value-Based Products," Data Collected and Analyzed.

Kwak, Hyokjin, Joseph F. Rocereto, and Marina Puzakova, "The Price is Smiling at Me: The Detrimental Role of Brand Anthropomorphization in Perceived Price Fairness," Data Collected and Analyzed.

Rocereto, Joseph, Hyokjin Kwak, and Marina Puzakova, "The Negative Effects of Anthropomorphized Brands in Comparative Advertising," Qualitative Data Being Collected.

## **NATIONAL/INTERNATIONAL ACADEMIC SERVICE**

### **JOURNAL REVIEWER**

International Journal of Advertising, 2012 – present

Journal of Business Research, 2012 – present

European Journal of Marketing, 2012 – present

International Journal of Marketing, 2012 – present

Journal of Retailing and Consumer Service, 2010 – present

Journal of Global Academy of Science, 2009 – present

The Association for Consumer Research, 2009 – present



## ACADEMIC CONFERENCE REVIEWER

2010 Global Marketing Conference – Tokyo, Japan, Advertising and Integrated Marketing Communications Track (Best Reviewer Award)

2010 European Management Academy Conference – Rome, Italy, Product and Brand Management Track

2009 Academy of Marketing Science Conference – Baltimore, MD, Consumer Behavior Track

2008 Global Marketing Conference – Shanghai, China, Integrated Marketing Communications Track

## ACADEMIC CONFERENCE SESSION CHAIR

2010 Global Marketing Conference – Tokyo, Japan, Advertising and Integrated Marketing Communications Track

2010 European Management Academy Conference – Rome, Italy, Product and Brand Management Track

2009 Academy of Marketing Science Conference – Baltimore, MD, Consumer Behavior Track

2008 Global Marketing Conference – Shanghai, China, Integrated Marketing Communications Track

## ACADEMIC CONFERENCE DISCUSSANT

2012 The Clute Institute Conference – Orlando, FL, Marketing Track

2009 Academy of Marketing Science Conference – Baltimore, MD, Consumer Behavior Track

## **INSTITUTIONAL ACADEMIC SERVICE**

### UNIVERSITY

Faculty Council, Governance Secretary, Executive Committee, 2011 – present

Governance Committee, 2011 – present

Marketing Professionals Committee, 2011 – present

## COLLEGE

Search Committee, Entrepreneurial Tenure Track Line, 2012 – present

Leon Hess Business School Assessment Committee, Co-Chair, 2007 – present

Leon Hess Business School Curriculum Committee, 2011 – present

## DEPARTMENT

Faculty Advisor, American Marketing Association Student Chapter, 2012 – present

Library Liaison, 2008 – present

## GRADUATE INSTRUCTION

### MEMBER OF THE FOLLOWING PH.D. DISSERTATION COMMITTEES:

Brooke Reavey, Marketing, Drexel University, 2013

Xia Zhou, Marketing, Drexel University, 2013

Marina Puzakova, Marketing, Drexel University, 2012

\*The Runner-up in 2012 Mary Kay Dissertation Competition

\*Winner of 2012 Drexel Outstanding Dissertation Award

\* Assistant Professor of Marketing in Oregon State University since 2012

## UNDERGRADUATE INSTRUCTION

### STUDENT HONOR THESES SUPERVISED

Michael Capon, Spring 2008

Ian C. Craig, Fall 2007

## INDEPENDENT STUDIES SUPERVISED

William Lewis, "The Impacts of Viral Marketing," (BK 399), Spring 2008

Patrick McGraner, "A Marketing Strategy for Increasing Not-for-Profit Donations," (BK 399), Spring 2008

## COOPERATIVE EDUCATION SUPERVISED

Jeff Perez, Marketing and Sales Coordinator, Meadowlink Commuter Services, West Long Branch, NJ, (BK 488), Spring 2007

Louis Roberts, Marketing and Sales Coordinator, Xela Communications, West Long Branch, NJ (BK 488), Summer 2007

## INTERNSHIP SUPERVISED

Kimberly Nadeau, Amerimade Coat, Inc., New York, NY (BK 488), Summer 2010

Ruark Tang, DC Comics, New York, NY (BK 488). Summer 2008

## AWARDS AND HONORS AND GRANTS

*Best Paper in Session Award* (Marketing Track), 2012 The Clute Institute Conference – Orlando, FL, for "Self-Concept, Gender, and Product Type: An Investigation of Brand Loyalty."

*Best Reviewer Award*, 2010 Global Marketing Conference – Tokyo, Japan (1 of 5 award recipients out of 274 conference reviewers)

Member, Who's Who Among Executives and Professionals, 2008-2009

Member, Who's Who Among America's Teachers, 2006-2007

Summer Research Grant (\$3,750), Business Council, 2008

Summer Research Grant (\$1,000), Business Council, 2007

## PROFESSIONAL EMPLOYMENT HISTORY

1998-1999 Associate Director, Alumni Relations  
Drexel University, Philadelphia, PA

- 1996-1997 Account Representative  
AmeriStar Technologies, New Castle, DE
- 1995-1996 Market Analyst  
Andersen Consulting, Philadelphia, PA
- 1991-1995 Assistant Director, Undergraduate Admissions  
Drexel University, Philadelphia, PA
- 1990-1991 Account Representative  
Financial Options, Voorhees, NJ

### **ACADEMIC AFFILIATION**

Member of Academy of Marketing Science

Member of American Marketing Association

Member of Association for Consumer Research

Member of Korean Academy of Marketing Science

Member of Business and Health Administration Association

Member of Academy of International Business

### **REFERENCES**

Available upon request.