

T. BETTINA CORNWELL

University of Oregon
Lundquist College of Business
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EDUCATION

Ph.D., Marketing, The University of Texas at Austin, 1988
Minor area: Cognitive Psychology

M.B.A., The University of Texas at Austin, 1983
Emphasis: International Business

B.A. (Hons), Marketing, Florida State University, 1981

EMPLOYMENT

University of Oregon

Philip H. Knight Chair, University of Oregon, 2020-present
Academic Director, Warsaw Sport Marketing Center, 2017-present
Head, Department of Marketing, 2016-present
Responsible for leadership of 25+ faculty and PhD students as well as departmental budget and endowments.

Judy and Hugh Oliphant Chair in Sport Business, 2018-2020
Edwin E. and June Woldt Cone Professor of Marketing, 2010-2018
Director of Research, Warsaw Sports Marketing Center, 2010-2013
Responsible for research development particularly between the College of Business and the Warsaw Sports Marketing Center as well as developing a conference to showcase research.

University of Michigan

Professor of Marketing and Sport Management, 2007-2010
Executive Committee, 2008-2010
Elected leadership role serving the entire school.

University of Queensland

Marketing Cluster Leader, 2004-2007

Responsible for leadership of 30+ faculty and PhD students. Key contributions in re-design of the PhD program and development of a research incentive program for faculty.

Professor of Marketing, 2002-2007

Reader in Marketing, 2000-2002

University of Memphis

Professor, 1998-2000

Associate Professor, 1992-1998

Assistant Professor, 1987-1992

University of Texas

Research Assistant, 1983-1987

Research Assistant, Paine-Webber (Public Finance), Summer 1983

TEACHING EXPERIENCE

Undergraduate

Advertising and Sales Promotion
Advertising Problems
(EMBA & MBA)

Media and Campaigns

Consumer Behavior

International Marketing

Sales Fundamentals

Introduction to Marketing

Sponsorship-Linked Marketing

Sport Marketing

Graduate

Advertising Management (MBA)

Multinational Marketing Seminar

Global Marketing (IMBA)

Strategic International Marketing (IMBA)

Advanced Consumer Behavior (PhD)

Marketing (MBA)

Sponsorship-Linked Marketing (MBA)

Marketing for Sport Industry (MSM)

Visiting Positions and Courses Taught

German Sport University, Cologne, Sport Sponsorship (UG) 2023

Universität Bayreuth, Sport Sponsorship (UG), 2020-2021

Seoul National University, Sport Sponsorship and Social Responsibility (MS),
2013-2025

Hi Molde, Norway, Sport Sponsorship, 2015, 2017

University of Melbourne, Marketing Communications, 2004

University of Oregon, USA, Promotion & Marketing Communications (MBA),
2003-2004

University of Otago, Dunedin, New Zealand, Consumer Behavior, 1998-1999

Universidad Autonoma de Guadalajara, Guadalajara, Mexico, International
Marketing, 1995

Universität Dortmund, Dortmund, Germany, Global Marketing, 1994

RESEARCH INTERESTS

Communication Effects: Sponsorship-linked Marketing, Advertising Strategy,
Sports Marketing Consumer Behavior: Comprehension and Memory Processes,
Consumer Behavior Patterns
Public Policy: Marketing and Vulnerable Populations, Environment, Health
International Marketing: Trade and Policy Development

RESEARCH AND PUBLICATIONS

Refereed Journal Articles

- Jahn, S. & Cornwell, T. B. (2025). Brand awareness in complex communication ecosystems: Rethinking Research Methods in Sponsorship. *International Journal of Advertising*, forthcoming.
- Mankute, A., Cornwell, T. B., Pappu, R., & Zhang, J. (2025). Experiential engagement: A scale for experiential contexts. *Psychology & Marketing*, 42(11), 2961-2980. <https://doi.org/10.1002/mar.70026>
- Setten, E., & Cornwell, T. B. (2024). Sugar coating cartoons for girls: Gender stereotypical themes and the use of food in toy-tied media. *Journal of Consumer Affairs*. <https://doi.org/10.1111/joca.12613>
- Cornwell, T. B., Frank, A., & Miller-Moudgil, R. (2024). A research agenda at the intersection of sport sponsorship and service. *Journal of Service Management*, 35(1), 108-126.
- Cornwell, T. B., Humphreys, M. S., & Kwon, Y. (2023). Shared brand equity. *Journal of Advertising*, 52(3), 311-329. doi.org/10.1080/00913367.2022.2131656
- Cornwell, T. B., Pappu, R., & Setten, E. (2023). Sport consumers: perceiving and enjoying danger in American football. *International Journal of Sports Marketing and Sponsorship*, 24(5), 853-870. doi.org/10.1108/JOSM-02-2022-0057
- Minton, E. A., Cornwell, T. B. & Yuan, H. (2021). I know what you are thinking: How theory of mind is employed in product evaluations. *Journal of Business Research*, 128, 405-422.
- Kwon, Y. & Cornwell, T. B. (2021). Sport sponsorship announcement and stock returns: A meta-analytic review. *International Journal of Sports Marketing and Sponsorship*, 22(3), 608-630.

- Cornwell, T. B., Setten E., Paik, S. W., & Pappu, R. (2021). Parents, products, and the development of preferences: Child palate and food choice in an obesogenic environment. *Journal of Public Policy & Marketing*, 40(3), 429-446.
- Jensen, J. A., & Cornwell, T. B. (2021). Assessing the dissolution of horizontal marketing relationships: The case of corporate sponsorship of sport. *Journal of Business Research*, (124), 790-799.
- Dreisbach, J., Woisetschläger, D. M., Backhaus, C., & Cornwell, T.B. (2021). The role of fan benefits in shaping responses to sponsorship activation. *Journal of Business Research*, (124), 780-789.
- Cornwell, T. B., & Kwon, Y. (2020). Sponsorship-linked marketing: Research surpluses and shortages. *Journal of the Academy of Marketing Science* (48), 607-629.
- Charlton, A., & Cornwell, T. B. (2019). Authenticity in horizontal marketing partnerships: A better measure of brand compatibility. *Journal of Business Research* (100), 279-298.
- Kelly, S., Cornwell, T. B., & Singh K. (2019). The gladiatorial sponsorship arena: How ambushing impacts memory. *Marketing Intelligence & Planning*, 37(4), 417-432.
- Cornwell, T. B. (2019). Less “sponsorship as advertising” and more sponsorship-linked marketing as authentic engagement. *Journal of Advertising*, 48(1), 49-60.
- Steffen, J., Cornwell, T. B., Drengner, J., & Gaus, H. (2018). Temporary communitas and willingness to return to events. *Journal of Business Research*, 92(2018), 329-338.
- Cornwell, T. B., Jahn, S., Xie, H., & Suh, W. S. (2018). Feeling that in-group feeling at a sponsored sporting event: Links to memory and future attendance. *Journal of Sport Management*, 32(5), 426-437.
- Cornwell, T. B., Howard-Grenville, J., & Hampel, C. (2018). The company you keep: How an organization’s horizontal partnerships affect employee organizational identification. *Academy of Management Review*, 43(4), 772-791.
- Francesco, T., Russo, M. V., Cornwell, T. B., McDonald, A., & Reich, B. (2018). Social sustainability as buying local: Soft policy, meso level actors and social influences on purchase intentions. *Journal of Public Policy & Marketing*, 37(1), 152-166.

- Weeks, C. S., Humphreys, M. S., & Cornwell, T. B. (2018). Why consumers misattribute sponsorships to non-sponsor brands: Differential roles of item and relational communications. *Journal of Experimental Psychology: Applied*, 24(2), 125-144. Winner Nickerson Best Paper Award 2018 *Journal of Experimental Psychology: Applied*.
- Jensen, J. A., & Cornwell, T. B. (2017). Why do marketing relationships end? Findings from an integrated model of sport sponsorship decision-making. *Journal of Sport Management*, 31(4), 401-418.
- Woisetschlager, D. M., Backhaus, C., & Cornwell, T. B. (2017). Inferring corporate motives: How deal characteristics shape sponsorship perceptions. *Journal of Marketing*, 81(5), 121-141.
- Orth, U. R., Cornwell, T. B., Ohlhoff, J., & Naber, C. (2017). Seeing faces: The role of brand visual processing and social connection in brand liking. *European Journal of Social Psychology*, 47(3), 348-361.
- Minton, E. A., Cornwell, T. B., & Kahle, L. R. (2017). A theoretical review of consumer priming: Prospective theory, retrospective theory and the affective-behavioral-cognitive model. *Journal of Consumer Behaviour*, 16(4), 309-321.
- Kelly, S., Coote, L., Cornwell, T. B., & McAlister A. R. (2017). Mellowing skeptical consumers: An examination of sponsorship-linked advertising. *International Journal of Sport Communication*, 10(1), 58-84.
- Minton, E. A., & Cornwell, T. B. (2016). The cause cue effect: Cause-related marketing and consumer health perceptions. *Journal of Consumer Affairs*, 50(2), 372-402. Winner of the 2017 *Journal of Consumer Affairs Best Paper Award*.
- Proksch, M., Orth, U. R., & Cornwell, T. B. (2015). Competence enhancement and anticipated emotion as motivational drivers of brand attachment. *Psychology & Marketing*, 32(9), 934-949.
- Close, A., Lacey, R., & Cornwell, T. B. (2015). How visual processing and need for cognition enhance event sponsorship outcomes. *Journal of Advertising Research*, 55(2), 206-215.
- Cornwell, T. B., & Kwak, D. H. (2015). Sponsorship-linked marketing: Introduction to topics. *Journal of Sport Management*, 29(2), 133-136.
- Pappu, R., & Cornwell, T. B. (2014). Corporate sponsorship as an image platform: Understanding the roles of relationship fit and sponsor-sponsee similarity. *Journal of the Academy of Marketing Science*, (42), 490-510.

- Cornwell, T. B., McAlister, A. R., & Polmear-Swendris, N. (2014). Children's knowledge of packaged and fast food brands and their BMI. Why the relationship matters for policy makers, *Appetite*, 81, 277-283.
- Tsiotsou, R. H., Kostas A., & Cornwell, T. B. (2014). Using evaluative conditioning to explain corporate co-branding in the context of sport sponsorship. *International Journal of Advertising*, 33(2), 295-327.
- Cornwell, T. B., & Humphreys, M. S., (2013). Memory for sponsorship relationship: A critical juncture in thinking. *Psychology & Marketing*, 30(5), 394-407.
- Marzec, M., Lee, S. P., Cornwell, T. B., & Edington, D. W. (2013). Predictors of behavior change intention using health risk appraisal data. *American Journal of Health Behavior*, 37(4), 478-490.
- Lee, S. P., Cornwell, T. B., & Babiak, K. (2013). Developing an instrument to measure the social impact of sport: Social capital, collective identities, health literacy, well-being and human capital. *Journal of Sport Management*, (27), 24-42.
- Cornwell, T. B., & McAlister, A. R. (2013). Contingent choice. Exploring the relationship between sweetened beverages and vegetable consumption. *Appetite*, 62(March), 203-208.
- Cornwell, T. B., Humphreys, M. S., Quinn, E., & McAlister, A. R. (2012). Memory of sponsorship-linked communications: The effect of competitor mentions. *SAGE Open*, (October-December), 1-14.
- Schultz, C. J., Deshpandé, R., Cornwell, T. B., Ekici, A., Peterson, M., Shapiro, S., Talukdar, D., & Veeck, A. (2012). Marketing and public policy: Transformative research in developing markets. *Journal of Public Policy & Marketing*, 31(2), 178-184.
- McAlister, A. R., & Cornwell, T. B. (2012). Collectable toys as marketing tools: Understanding preschool children's response to foods paired with premiums. *Journal of Public Policy & Marketing*, 31(2), 195-205.
- Wisehart, T., Lee, S. P., & Cornwell, T. B. (2012). Exploring the relationship between sponsorship characteristics and sponsorship asking price. *Journal of Sport Management*, 26(4), 335-349.
- Kelly, S. J., Cornwell, T. B., Coote, L. V., & McAlister, A. R. (2012). Event related advertising and the special case of sponsorship-linked advertising. *International Journal of Advertising*, 41(1), 15-37.
- McAlister, A. R., Kelly, S. J., Humphreys, M. S., & Cornwell, T. B. (2012). Change in a sponsorship alliance and the communication implications of spontaneous recovery. *Journal of Advertising*, 41(1), 5-16.

- Chien, M., Cornwell, T. B., & Pappu, R. (2012). Rejoinder to commentary on Chein, Cornwell, and Pappu. (2010): Advancing research on sponsorship portfolio effects. *Journal of Business Research*, (65), 117-121.
- David, N., Cornwell, T. B., & Johnson, W. J. (2011). Sponsorship-linked marketing: A set of research propositions. *Journal of Business & Industrial Marketing*, 26(8), 577-589.
- Cornwell, T. B., & McAlister, A. R. (2011). Alternative thinking about starting points of obesity: Development of child taste preference. *Appetite*, (56), 428-439.
- Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity endorsement, brand credibility, and brand equity. *European Journal of Marketing*, (45), 882-909.
- McAlister, A. R., Cornwell, T. B., & Cornain, E. R. (2011). Collectible toys and decision to share: I will gift you one to expand my set. *British Journal of Developmental Psychology*, (29), 1-17.
- Chien, M., Cornwell, T. B., & Pappu, R. (2011). Sponsorship portfolio as brand image creation strategy. *Journal of Business Research*, (64), 142-149.
- Humphreys, M. S., Tangen, J. M., Cornwell, T. B., Quinn, E. A., & Murray, K. L. (2010). Unintended effects of memory on decision making: A breakdown in access control. *Journal of Memory and Language*, 63(3), 400-415.
- McAlister, A.R., & Cornwell, T. B. (2010). Children's brand symbolism understanding: Links to theory of mind and executive functioning. *Psychology & Marketing*, 27(3), 203-228.
- Humphreys, M. S., Cornwell, T. B., McAlister, A. R., Kelly, S. J., Quinn, E. A., & Murray, K. M. (2010). Sponsorship, ambushing and counter-strategy: Effects upon memory for sponsor and event. *Journal of Experimental Psychology: Applied*, 16(1), 96-108.
- Wamwara-Mbugua, W., & Cornwell, T. B. (2010). Visitor motivation in attending international festivals. *Event Management: An International Journal*, 13, 277-286.
- Wamwara-Mbugua, W., & Cornwell, T. B. (2010). A dialogical examination of Kenyan immigrants' acculturation in the United States. *Journal of Immigrant & Refugee Studies*, 8(1), 32-49.
- McAlister, A. R., & Cornwell, T. B. (2009). Preschool children's persuasion knowledge: The contribution of theory of mind. *Journal of Public Policy & Marketing*, 28(2), 175-185.

- Mitchell, V. W., Balabanis, G., Schlegelmilch, B. B., & Cornwell, T. B. (2009). Measuring unethical consumer behavior across four countries. *Journal of Business Ethics*, 88(2), 395-412.
- Clark, J. M., Cornwell, T. B., & Pruitt, S. W. (2009). The impact of title event sponsorship announcements on shareholder wealth. *Marketing Letters*, 20(2), 169- 182.
- Cunningham, S., Cornwell, T. B., & Coote, L. (2009). Expressing identity and shaping image: The relationship between corporate mission and corporate sponsorship. *Journal of Sport Management*, 23(1), 65-86.
- Wamwara-Mbugua, W., & Cornwell, T. B. (2008). The impact of tourism on the consumption of environment: Coping and potential praxis in Malindi, Kenya. *African Journal of Business Management*, 2(6), 99-110.
- Weeks, C. S., Cornwell, T. B., & Drennan, J. C. (2008). Leveraging sponsorships on the internet: Activation, congruence, and articulation. *Psychology & Marketing*, 25(7), 637-654.
- Cornwell, T. B. (2008). State of the art and science in sponsorship-linked marketing. *Journal of Advertising*, 37(3), 41-55. Reprinted in Dolles, H., & Soderman, S. (Eds.). (2012). *Handbook of research on sport and business*. Edward Elgar Publishing.
- Cornwell, T. B., Wamwara-Mbugua, W., & Nicovich, S. (2008). Dependence patterns in consumer behavior: Exploration and refinement of a concept. *Journal of Consumer Behaviour*, 7(1), 51-71.
- Wamwara-Mbugua, W., Cornwell, T. B., & Boller, G. (2008). Triple acculturation: The role of African Americans in the consumer acculturation of Kenyan immigrants. *Journal of Business Research*, 61(2), 83-90.
- Wakefield, K. L., Becker-Olsen, K., & Cornwell, T. B. (2007). I spy a sponsor: The effects of sponsorship level, prominence, relatedness and cueing on recall accuracy. *Journal of Advertising*, 36(4), 61-74.
- Arquitt, S. P., & Cornwell, T. B. (2007). Micro-macro linking using system dynamics modeling: An examination of eco-labeling effects for farmed shrimp. *Journal of Macromarketing*, 27(3), 243-255.
- Cornwell, T. B., Humphreys, M. S., Maguire, A. M., Weeks, C. S., & Tellegen, C. L. (2006). Sponsorship-linked marketing: The role of articulation in memory. *Journal of Consumer Research*, 33(3) 312-321.
- Czafrann, A., Cornwell, T. B., Nguyen, D., & Coote, L. (2006). Exploring the usefulness of a consumer activity index in the sponsorship-linked marketing context. *International Journal of Sport Marketing and Sponsorship*, 7(3), 115-124.

- Cui, C. C., Mitchell, V., Schlegelmilch, B., & Cornwell, T. B. (2005). Measuring consumers' ethical position in Austria, Britain, Brunei, Hong Kong and USA. *Journal of Business Ethics*, 62(1), 57-71.
- Cornwell, T. B., Cui, C. C., Mitchell, V., Schlegelmilch, B., Dzulkiflee, A., & Chan, J. (2005). The role of religion in consumers' ethical positions. *International Marketing Review*, 22(5), 531-546.
- Schneider, L., & Cornwell, T. B. (2005). Cashing in on crashing via brand placement in computer games: The effects of experience and flow on memory. *International Journal of Advertising*, 24(3), 321-343.
- Cornwell, T. B., Pruitt, S. W., & Clark, J. M. (2005). The relationship between major league sports' official sponsorship announcements and the stock prices of sponsoring firms. *Journal of the Academy of Marketing Science*, 33(4), 1-12.
- Cornwell, T. B., Weeks, C., & Roy, D. (2005). Sponsorship-linked marketing: Opening the blackbox. *Journal of Advertising*, 34(2), 23-45. Reprinted in Owens, D. L., and Hausknecht, D. R. (Eds.). (2007). *Marketing in the 21st century: Integrated marketing communication*. Praeger Publishers.
- Nicovich, S., & Cornwell, T. B. (2005). Experienced presence within computer mediated communications: Initial explorations on the effects of gender with respect to empathy and immersion. *Journal of Computer-Mediated Communication*, 10(2), article 6.
- Cornwell, T. B., & Coote, L. V. (2005). Corporate sponsorship of a cause: The role of identification in purchase intent. *Journal of Business Research*, 58(3), 268-276.
- Pruitt, S., Cornwell, T. B., & Clark, J. (2004). The NASCAR phenomenon: Auto racing sponsorships and shareholder wealth. *Journal of Advertising Research*, 44(3), 281-296.
- Drennan, J. C., & Cornwell, T. B. (2004). Emerging strategies for sponsorship on the internet. *Journal of Marketing Management*, (20), 1123-1146.
- Cornwell, T. B., & Drennan, J. C. (2004). Cross-cultural consumer/consumption research: Dealing with issues emerging from globalization and fragmentation. *Journal of Macromarketing*, 24(2), 108-121.
- Babakus, E., Cornwell, T. B., Mitchell, V. W., & Schlegelmilch, B. (2004). Reactions to unethical consumer behavior across six countries. *Journal of Consumer Marketing*, 21(4), 245-253.
- Roy, D. P., & Cornwell, T. B. (2004). The effects of consumer knowledge on responses to event sponsorships. *Psychology & Marketing*, 21(3), 185-207.

- Roy, D. P., & Cornwell, T. B. (2003). Brand equity's influence on responses to event sponsorships. *Journal of Product and Brand Management*, 12(6), 377-393.
- Irwin, R. L., Lachowetz, T., Cornwell, T. B., & Clark, J. S. (2003). Cause-related sport sponsorship: An assessment of spectator beliefs, attitudes and behavioral intentions. *Sport Marketing Quarterly*, 12(2), 131-139.
- Clark, J. M., Cornwell, T. B., & Pruitt, S. W. (2002). Heroes in the boardroom? Corporate stadium sponsorship and shareholder wealth. *Journal of Advertising Research*, 41(6), 1-17.
- Juric, B., Cornwell, T. B., & Mather, D. (2002). Exploring the usefulness of an ecotourism interest scale. *Journal of Travel Research*, 40(3), 259-269.
- Squires, L., Juric, B., & Cornwell, T. B. (2001). Level of market development and intensity of organic food consumption: Cross-cultural study of Danish and New Zealand consumers. *Journal of Consumer Marketing*, 18(5), 392-407.
- Cornwell, T. B., & Smith, R. (2001). The communications importance of consumer meaning in cause-linked events: Findings from a U.S. event to benefit breast cancer research. *Journal of Marketing Communications*, 7(4), 213-229.
- Cornwell, T. B., Roy, D. P., & Steinard, E. A. (2001). Exploring managers' perceptions of the impact of sponsorship on brand equity. *Journal of Advertising*, 30(2), 41-51.
- Cornwell, T. B., Pruitt, S. W., & Ness, R. V. (2001). An exploratory analysis of the value of winning in motorsports: Sponsorship-linked marketing and shareholder wealth. *Journal of Advertising Research*, 41(1), 17-31.
- Cornwell, T. B., Relyea, G. E., Irwin, R. L., & Maignan, I. (2000). Understanding long-term effects of sports sponsorship: Role of experience, involvement, enthusiasm and clutter. *International Journal of Sports Marketing and Sponsorship*, (June/July), 127-143.
- Roy, D. P., & Cornwell, T. B. (1999). Managers' use of sponsorship in building brands: Service and product firms contrasted. *International Journal of Sports Marketing and Sponsorship*, (November/December), 345-360.
- Cornwell, T. B. (1999). Recent developments in international sponsorship research. *Sponsorship Business Review*, 2(December), 36-42.
- Cornwell, T. B., & Maignan, I. (1998). Research on sponsorship: International review and appraisal. *Journal of Advertising*, 27(2), 1-21.

- Keillor, B. D., R. Parker, S., & Cornwell, T. B. (1998). Using advertising to manage consumer satisfaction in an international market. *Journal of Global Marketing*, 12(1), 27-46.
- Keillor, B. D., R. Parker, S., & Cornwell, T. B. (1998). Free market consumers in a centrally controlled market: The perspective from Hong Kong. *Journal of International Marketing and Exporting*, 2(2), 115-124.
- Nicovich, S., & Cornwell, T. B. (1998). An internet culture?: Implications for international marketing. *Journal of Interactive Marketing*, 12(4), 22-33.
- Cornwell, T. B., Maignan, I., & Irwin, R. (1997). Long-term recall of sponsorship sources: An empirical investigation of stadium and sport cafe audiences. *Asia-Australia Marketing Journal*, 5(1), 45-57.
- Cornwell, T. B. (1997). The use of sponsorship-linked marketing by tobacco firms: International public policy issues. *Journal of Consumer Affairs*, 31(2), 238-254.
- Cornwell, T. B., & Gabel, T. G. (1996). Out of sight, out of mind: An exploratory examination of institutionalization and consumption. *Journal of Public Policy and Marketing*, 15(2), 278-295.
- Tat, P. K., & Cornwell, T. B. (1996). A motivation-based model of coupon usage. *Journal of Promotion Management*, 3(1/2), 1-14.
- Cornwell, T. B. (1995). Sponsorship-linked marketing development. *Sport Marketing Quarterly*, 4(4), 13-24.
- Cornwell, T. B. (1994). Advertising, ethnicity and attendance at the performing arts. *Journal of Professional Services Marketing*, 10(2), 145-156.
- Kedia, B. L., & Cornwell, T. B. (1994). Mission based strategies for internationalizing U.S. business schools. *Journal of Teaching in International Business*, 5(3), 11-29.
- Cornwell, T. B., Babakus, E., Vozikis, G., & Mescon, T. (1991). American perceptions of Japanese foreign direct investment. *Issues in International Business*, 9(2), 16-25.
- Cornwell, T. B., & Bruce, T. R. (1991). Strategic perspectives for international education providers. *Journal of Teaching in International Business*, 3(2), 41-51.
- Schweper, C. & Cornwell, T. B. (1991). An examination of ecologically concerned consumers and their intention to purchase ecologically package products. *Journal of Public Policy and Marketing*, 10(2), 77-101.

- Tat, P. K., & Cornwell, T. B. (1991). Consumer motivation: A new focus for rebate redemption. *Journal of Promotion Management*, 1(1), 21-39.
- Cornwell, T. B., Bligh, A., & Babakus, E. (1991). Complaint behavior of Mexican American consumers to a third-party. *Journal of Consumer Affairs*, 25(1), 1-18.
- Wiles, J. & Cornwell, T. B. (1991). A review of methodologies utilized in measuring affect, feeling and emotion in advertising. *Current Issues and Research in Advertising*, 13(1/2), 241-275.
- Cornwell, T. B. (1989). Foreign-trade zones in the United States: A longitudinal management perspective. *International Marketing Review*, 6(6), 42-52.

Refereed Proceedings

- Cornwell, T. B., Clithero, J. & Setten, E. (2025). Identification Forms: Simultaneous Sponsorship in Sport and Split Identification. 33rd European Association for Sport Management Conference, *forthcoming*.
- Mankute, A. Cornwell, T. B. (2025). A Multi-Sensory Processing Account of Sport Sponsorship. American Marketing Association Summer Academic Conference Proceedings, *forthcoming*.
- Mankute, A., Cornwell, T. B., Zhang, J. & Pappu, R. (2025). Responding to the Demand for Short Scales Via Adaptation: a Case Example in Consumer Experience. Academy of Marketing Science Conference Proceedings, *forthcoming*.
- Cornwell, T. B. (2025). Consciousness Washing: Implications of New Reputation Laundering. Association for Consumer Research, *forthcoming*.
- Cornwell, T. B., Pappu, R. & Clithero, J. (2024). Political Orientation Effects on Environmentally Friendly Behavior. Australian & New Zealand Marketing Academy Conference Proceedings. 714.
- Cornwell, T. B. (2024). The Not So Small Consumer Challenge in Refusing Single Use Plastics. *Advances in Consumer Research*, 52, *forthcoming*.
- Mankute, A., Zhang, J. & Cornwell, T. B. (2024). An Ecosystems Perspective on Memory Biases in Sponsorship. *Advances in Consumer Research*, 52, *forthcoming*.
- Jahn, S., Cornwell, T. B. & Humphreys, M. (2023). Complexity of Recognition in Sponsorship Ecosystems: An Expanded Role of Proactive Interference, *Advances in Consumer Research*, 51, 136-136.

- Setten, E. & Cornwell, T. B. (2023). What Does Barbie Eat? Parental Perspectives on Food Depictions and Stereotypical Themes in Children's Toy Tied Media, International Conference on Research in Advertising, 12.
- Mankut, A., Zhang, J. & Cornwell, T. B. (2023). An Ecosystems Perspective on Sponsor Identification, American Marketing Association Summer Educator Conference, 34, 164-169.
- Clithero, J. A., Cornwell, T. B., & Setten, E. (2022). I am a Fan of my Team, but I am not a Fan of this Sponsor: Sport, Sponsorship, and Split Identification. *Advances in Consumer Research*, 50, 269-270.
- Setten, E., & Cornwell, T. B. (2020). Tempting sponsors: The importance of aligning event sponsor associations with event relevant consumer goals. American Marketing Association Summer Educator's Conference, forthcoming.
- Kwon, Y., & Cornwell, T. B. (2019). A meta-analytic review of the influence on sponsorship-linked marketing, European Association for Sport Management, forthcoming.
- Cornwell, T. B., & Jahn, S. (2019). Rethinking international sponsorship recognition. Academy of International Business Conference, 95.
- Setten, E., & Cornwell, T. B. (2019). Princesses eat cupcakes and ninjas eat pizza: A quantitative content analysis of how food is portrayed in children's toy tied media. American Marketing Association Summer Educator's Conference, CWB-12-13.
- Kwon, Y., & Cornwell, T. B. (2019). Meta-analysis of event studies in sponsorship. North American Society for Sport Management Conference, 253.
- Cornwell, T. B., & Jahn, S. (2017). Rethinking sponsorship recognition: An abstract. Academy of Marketing Science World Marketing Congress, 77-78.
- Drengner, J., Jahn S., Gaus, H., Cornwell, T. B., Lunardo, R., Mbengue, A., Gao, H., & Wang Y. (2017). Delivering linking value through events: Investigating communal and experiential drivers of loyalty. In *The customer is not always right? Marketing orientations in a dynamic business world*. Proceedings of the 2011 World Marketing Congress, 381.
- Bargh, D., McAlister, A. R., & Cornwell, T. B. (2012). Paths to persuasion when advertising to young children. American Academy of Advertising Conference Proceedings, 66-68.
- Pappu, R., Cornwell, T. B., & Wallin, A. (2011). Emotion and identification: Endorsement: It's about how you identify with Kate and then how Kate

fits with the brand. American Marketing Association Summer Educator's Conference, (22), 40-41.

Cornwell, T. B., McAlister, A. R., Lee, S. P., Swift, C., Mellen, A., & Maurer, M. (2011). Emerging issues in sustainability and green marketing: Promoting healthful foods: Could water be the answer? American Marketing Association Summer Educator's Conference, (22), 130-131.

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Miscellaneous Publications

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- Cornwell, T. B. (2016, February 5). Super Bowl advertisers spend \$5 million for 30 seconds: Is there a better use for that cash? *The Conversation*.
- Cornwell, T. B. (2015, April 10). Dropping soft drinks from kids' menus is good, but doesn't make a healthy meal. *The Conversation*.
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Presentations, Seminars, Invited Lectures, and Keynotes

- Cornwell, T. B. (2025, 30 June). Graduation Keynote. Marketing Communications: Past, Present, Future and YOU. University of Sao Paulo, Brazil.
- Cornwell, T. B. (2024, August 23). Creating Experiences: The Impact of Event Marketing. Exclusive AMA Member Webinar [Panel Member]. American Marketing Association, Online Webinar.
- Cornwell, T. B. (2024, June). Developing a Stream of Research that will be Cited. [Presenter] International Conference on Research in Advertising (ICORIA) Doctoral Colloquium, Thessaloniki, Greece.
- Cornwell, T. B. (2024, March). Global Sports Event Challenges in Partnering. Belgian Olympic Academy Graduation. Louvain, Belgium.

- Cornwell, T. B. (2023, October). A Stream of Sponsorship Research. [Keynote]. Waseda University, International Symposium, Tokyo, Japan.
- Cornwell, T. B. (2023, September). Developing a Stream of Research that will be Cited. [Keynote]. European Academy of Sport Management, PhD Student Seminar, Belfast, NI.
- Cornwell, T. B. (2023, September). Panel Moderation, Global Sport University Network, Loughborough University, Loughborough, UK.
- Cornwell, T. B. (2022, October). Corporate Sponsoring and Identification: Why Authenticity Matters. University of Queensland Marketing Summit, Brisbane, Australia.
- Cornwell, T. B. (2020, February). *Sponsorship linked marketing*. [Keynote]. Applied Sport Management Association, Baylor University, Waco, TX.
- Cornwell, T. B. (2019, March). *Research in the sponsorship ecosystem*. University of Queensland Marketing Summit, Brisbane, Australia.
- Cornwell, T. B. (2019, August). Conceptualizing authentic sponsorship engagement. American Marketing Association Summer Educator's Conference, Chicago, IL.
- Cornwell, T. B. (2015, September). *Finding sponsorship value by finding sponsorship focus*. [Keynote]. Relevant Sponsorship Marketing Conference, Montreal, Canada.
- Pappu, R., & Cornwell, T. B. (2015, December). *How do celebrity endorsements affect non-profit brand evaluations?* Australia-New Zealand Marketing Conference, Australia.
- Cornwell, T. B., Lee, C., & Lee, S. L. (2015, September). *Employer branding and the role of corporate sponsor*. European Association of Sports Management, Dublin, Ireland.
- Cornwell, T. B., & Charlton, A. (2015, June). *Authentic partnerships in marketing: Measurement and roles in CSR*. Global Fashion Management Conference, Florence, Italy.
- Cornwell, T. B., Jahn S., & Suh, W. S. (2015, June). *The conceptual chain from event activities to emotions to atmosphere, and sponsor awareness and patronage*. [Poster presentation]. Academy of Marketing Science World Marketing Congress, Bari, Italy.
- Suh, W. S., Kim, Y., & Cornwell, T. B. (2015, August). *Is the price fair? The formation and influence of perceived price fairness at the early stage of dynamic pricing*. AMA Summer Marketing Educator's Conference, Chicago, IL.
- Karnal, N., Mareike W., Tatiana B., Cornwell, T. B., & Ulrich R. Orth (2014, June). *Love at second sight: Temporal effects of design typicality on brand liking*. Academy of Wine Business Research, Geisenheim, Germany.

- Orth, U., Ohlhoff, J., Naber, C., & Cornwell, T. B. (2014, June). *Putting a face to the brand: How wishful seeing enhances brand liking*. Academy of Wine Business Research, Geisenheim, Germany. *Best Paper Award*.
- Cornwell, T. B. (2014, March). *Big data at what cost?* Special Session, American Academy of Advertising, Atlanta, GA.
- Xie, J. H. & Cornwell, T. B. (2014, June). *Corporate personage: How we in marketing communications anthropomorphizes and alters perceptions of corporate capability*. International Conference on Research in Advertising, Amsterdam.
- Cornwell, T. B. (2014, September). *Marketing through sport: Research in sponsorship that practitioners want to see*. European Association of Sport Management, Coventry, England.
- Cornwell, T. B., McAlister, A. R., & Polmear-Swendris, N. (2014, June). *Children's knowledge of packaged and fast food brands and their BMI*. American Marketing Association, Public Policy & Marketing Conference, Boston, MA.
- Cornwell, T. B. (2014, June). *Corporate and public policy at the intersection of marketing and food decision-making*. [Invited Presentation]. Rudd Center for Food Policy and Obesity.
- Cornwell, T. B. (2014, January). *Similarity and fit in sponsorship*. [Invited presentation]. Michigan State University, Lansing, MI.
- Cornwell, T. B. (2013, June). *Sports marketing and sponsorship into the dynamically different future*. [Keynote]. Management du Sport Conference, Paris, France.
- Jahn, S., Cornwell, T. B., & Drengner, J. (2013, June). *Activational sponsorship communications and the development of self-brand connections*. European Marketing Academy 42nd Annual Conference, Istanbul, Turkey.
- Cornwell, T. B., & McAlister, A. R. (2013, May). *Commencing and maintaining consumption patterns: young children's preferences for sugar, salt, and fat*. 25th American Psychological Science Convention, Washington, DC.
- Cornwell, T. B. (2013, April). *Sponsorship-linked marketing: Broadening the agenda*. [Keynote]. 7th International Research Days on Marketing Communication, Wolfsburg, Germany.
- Cornwell, T. B. (2013, April). *They don't remember you're the sponsor: How it happened and what you can do*. [Round table]. International Events Group 30th Annual Sponsorship Conference, Chicago, IL.
- Cornwell, T. B. (2012, March). *Sponsorship-linked marketing: What worked before, may no longer*. American Academy of Advertising Special Topic Session: Medium and Message: A 21st Century Approach, Myrtle Beach, SC.
- Drengner, J., Jahn, S., Gaus, H., & Cornwell, T. B. (2011, June). *Delivering linking value: Investigating communal and experiential drivers of event loyalty*. Academy of Marketing Science World Marketing Congress, Reims, France.

- Cornwell, T. B., & Lipp, O. (2011, February). *Examination of affective responses to sponsorship linked marketing*. Brand Camp. Obergurgl, Austria.
- McAlister, A. R., Kelly, S. J., Humphreys, M. S., & Cornwell, T. B. (2011, June). *Changing a sponsorship alliance: Communication implications of spontaneous recovery*. American Academy of Advertising Asia-Pacific Conference, Brisbane, Australia.
- McAlister, A. R., & Cornwell, T. B. (2011, May). *Preschool children's preference for energy-dense, branded foods: An unsustainable trajectory*. Advertising and Consumer Psychology Conference, Eugene, OR.
- Cornwell, T. B., & Kwon, Y. (2011, February). *Sponsorship-linked marketing research: A review*. American Marketing Association Winter Educator's Conference, Austin, TX.
- Shultz, C. J., Cornwell, T. B., Jaspers, P., Lambrecht, K. W., Healy, J. C., & Rabello, H. (2010, May). *The global marketing and consumption of sport*. Developments in Marketing Science, Portland, OR.
- Cornwell, T. B., Humphreys, M. S., Quinn, E., & McAlister, A. R. (2010, February). *Competitive mentions in sponsorship communications: Sources of interference*. American Marketing Association Winter Educator's Conference, New Orleans, LA.
- Lee, S. P., & Cornwell, T. B. (2009, August). *Measuring the contribution of sport, exercise and physical education to social and economic development*. American Marketing Association Summer Educator's Conference, Chicago, IL.
- Kelly, S. J., Cornwell, T. B., Coote, L., & McAlister, A. R. (2009, June). *Ambushing and sponsorship-linked advertising*. University of Chemnitz, Chemnitz, Germany.
- Cornwell, T. B. (2009, June). *Developing markets*. Second Transformative Consumer Research Conference, Villanova, PA.
- Cornwell, T. B. (2009, January). *The role of organization identification in citizenship behaviors and retention*. Gates Grant Proposal Project, Accra, Ghana.
- McAlister, A. R., & Cornwell, T. B. (2009). *Preschool children's knowledge of food brands impacts their development of a taste palate*. Australasian Society for Behavioural and Health Medicine 6th Annual Scientific Conference, Auckland, New Zealand. Winner of Best Paper award for the conference.
- Kelly, S., Cornwell, T. B., & Coote, L. V. (2009, February). *The impact of ambush advertising on consumer memory for sponsor brand, excellence in marketing research: Striving for impact*. American Marketing Association, Winter Educator's Conference, Tampa, FL.
- McAlister, A. R., & Cornwell, T. B. (2009, March). *Preschool children's persuasion knowledge: the contribution of theory of mind and siblings*. American Academy of Advertising Conference, Cincinnati, OH. Winner of Best Paper award for the conference.

- Chien, P. M., Cornwell, T. B., & Pappu, R. (2008, August). *Exploring sponsorship framing effects*. American Psychological Association 116th Annual Convention, Boston, MA.
- Chien, P. M., Cornwell, T. B., & Pappu, R. (2008, May). *The effects of sponsorship portfolio on consumer associations of the sponsor brand*. Academy of Marketing Science Annual Conference, Vancouver, Canada.
- Chien, P. M., Cornwell, T. B., & Pappu, R. (2008, June). *A theoretical framework for analysis of multiple sponsorship effects on consumer responses*. 6th International Conference on Research in Advertising, Lisbon, Portugal.
- McAlister, A. R., & Cornwell, T. B. (2008, February). *Preschool children's brand symbolism understanding: Links to social and cognitive development*. Society for Consumer Psychology Conference, New Orleans, LA. Winner of Best Paper award for the conference.
- McAlister, A. R., & Cornwell, T. B. (2008). *Consumer psychology: Theory of mind as a predictor of children's understanding of advertising intent*. International Society for the Study of Behavioral Development, Würzburg, Germany.
- Smith, A., Humphreys, M. S., & Cornwell, T. B. (2007, July). *Automatic extraction and modelling of human knowledge networks from natural language using a complex systems approach*. 8th Asia-Pacific Complex Systems Conference, Gold Coast, Australia.
- McAlister, A. R., & Cornwell, T. B. (2007, August). *Understanding the vulnerability of child consumers: Links between theory of mind deficits and preschool children's misunderstanding of consumer processes*. 13th European Conference on Developmental Psychology, Jena, Germany.
- McAlister, A. R., & Cornwell, T. B. (2007, July). *Consumer psychology: A framework for investigating the effects of individual differences in theory of mind, executive functioning and cognition*. 15th Biennial Conference of the Australasian Human Development Association, Sydney, Australia.
- McAlister, A. R., & Cornwell, T. B. (2007, June). *Children's formation of brand attitudes: Age of onset and importance of product category*. Advertising and Consumer Psychology Conference, Santa Monica, CA.
- Cornwell, T. B. (2006, January). *Sponsorship-linked marketing: The role of articulation*. Seminar, Marketing, University of British Columbia.
- Cornwell, T. B., & Kelly, S. (2006, August). *Research in sports marketing and sponsorship*. Sports Marketing SIG Special Session, Chicago, IL.
- Cornwell, T. B. (2006, March). *Sponsorship-linked marketing communications*. Pre-conference session organizer and chair, American Academy of Advertising, Reno, NV.
- Chien, P. M., Cornwell, T. B., & Stokes, R. (2005, December). *A theoretical framework for analysis of image transfer in multiple sponsorships*. Australia and New Zealand Marketing Academy Conference (ANZMAC), Perth, Australia.

- Wamwara-Mbugu, W., Cornwell, T. B., & Boller, G. (2005, October). *Triple acculturation: The role of African Americans in the consumer acculturation of Kenyan immigrants*. Association for Consumer Research, San Antonio, TX.
- Weeks, C. S., Cornwell, T. B., & Humphreys, M. S. (2005, October). *Empirical support for an item and relational conceptualization of sponsorship*. Association for Consumer Research, San Antonio, TX.
- Cornwell T. B., Dalakas, V., & Mokwa, M. (2005, July). *The role of sports marketing in the B-School*. [Panel Discussion]. American Marketing Association Summer Educators Meeting, San Francisco, CA.
- Cornwell, T. B. (2005, March). *Marketing on toast!* The Australian Marketing Institute, Brisbane, Australia.
- Cornwell, T. B., Drennan, J., & Weeks, C. (2004, October). *Sponsorship on the internet: Congruence, articulation and interactivity*. Association for Consumer Research Conference, Portland, OR.
- Coote, L. V., Cornwell, T. B., & Stephen, A. T. (2004, August). *Consumer-company identification and consumer-company relationships: A conceptual framework*. American Marketing Association Summer Educator's Conference, Boston, MA.
- Johnston, M., & Cornwell, T. B. (2004, summer). *Sponsorship-linked marketing in a small country context: Event study findings*. Academy of International Business, Stockholm, Sweden.
- Cornwell, T. B., & Coote, L. V. (2003, August). *Sponsorship of a cause: Exploring the role of organizational identification in sponsorship-linked purchase commitment*. American Marketing Association Summer Educator's Conference, Chicago, IL.
- Nicovich, S. G., Boller, G. W., & Cornwell, T. B. (2003, August). *Gender and the role of empathy in experienced presence within computer mediated communications*. American Marketing Association Summer Educator's Conference, Chicago, IL.
- Cornwell, T. B. (2002, November). *Corporate sponsorship: What makes it work effectively?* Executive Development Program, Brisbane, Australia.
- Irwin, R. L., Cornwell, T. B., Lachowetz,, T., & Clark, J. S. (2002, October). *Cause-related sport sponsorship: Assessing beliefs, attitudes, and behavioral intentions of event spectators and corporate decision makers*. International Conference on Sport and Entertainment Business, Columbia, SC.
- Dembla, P., & Cornwell, T. B. (2001, June). *Analysis of instruments in global information technology*. Second Annual Global Information Technology Management World Conference, Dallas, TX.
- Wamwara, W., & Cornwell, T. B. (2001, August). *Tourism's impact on the consumption environment of consumer in Malindi, Kenya*. American Marketing Association Summer Educator's Conference, Washington, DC.

- Cornwell, T. B. (2000, December). *Developing a measure of sponsorship-linked purchase commitment*. Measurement Issues in Sponsorship Research Special Session, Australia New Zealand Marketing Conference, Gold Coast, Australia.
- Dembla, P., Cornwell, T. B., & Keillor, B. (2000, August). *Scale development in cross-cultural consumer behavior*. American Marketing Association Summer Educator's Conference, Chicago, IL.
- Mukherji, J., Sherrell, D. L., & Cornwell, T. B. (2000, October). *Understanding intergenerational transfer of influence processes and facilitating conditions*. [Poster Session]. Association for Consumer Research. Hoch, S. J., Myer, R. J. (Eds.). *Advances in Consumer Research*, 27, Provo, UT, 244-250.
- Cornwell, T. B., & Roy, D. (1998, February). *Theory and measurement in sponsorship research*. Winter American Marketing Association Meeting.
- Katz, H., Cornwell, T. B., Lee, W., Bergh, B. V., & Forman, E. (1997, April) *A health check on the doctorate: How best to prepare doctoral students for their careers*. [Panel discussion]. Conference of the American Academy of Advertising, Cincinnati, OH, 281-282.
- Cornwell, T. B., & Wamwara, W. (1997, October). *The influence of dependence patterns on consumer behavior: Exploration and refinement of a concept*. [Working paper presentation]. Association for Consumer Research, Denver, CO.
- Cavusgil, S. T., & Cornwell, T. B. (1997, June). *Faculty development in international business seminar series in international marketing*. The Center for International Business Education and Research at the University of Memphis.
- Cornwell, T. B., Maignan, I., & Irwin, R. (1997, May). *The long-term recall of sponsorship stimuli: An empirical investigation*. Academy of Marketing Science, Miami, FL.
- Cornwell, T. B., Nenon, M., & Wamwara, W. (1996, September). *The new intern expatriate: An empirical examination of business, culture and language preparation*. Academy of International Business Poster Session, Banff, Canada.
- Cornwell, T. B., & Maignan, I. (1996, August). *Sponsorship-linked marketing*. [Panel discussion]. American Marketing Association, San Diego, CA.
- Cornwell, T. B. (1995, April). *CIBER business workshop: Doing business in Germany*. Fogelman Executive Center, The University of Memphis.
- Cornwell, T. B. (1994, November). *Future directions: International selling*. Pi Sigma Epsilon Regional Convention.
- Cornwell, T. B. (1994, April). *The green movement and green marketing in the U.S.* Amerika Haus Stuttgart.
- Walters, P., & Cornwell, T. B. (1994, October). *Culture, consumer behavior and the segmentation of global markets*. Academy of International Business, Maui, HI.

- Cornwell, T. B. (1993, June). *Faculty development in international business seminar series in international marketing*. The Center for International Business Education and Research, University of Memphis.
- Cornwell, T. B. (1993, February). *An overview of the European community*. International Cross-Cultural Seminars for Kellogg's Company, Rhodes College.
- Cornwell, T. B. (1992, April). *Faculty development in international business seminar series in international marketing*. The Center for International Business Education and Research, Memphis State University and Southern Illinois University at Carbondale.
- Cornwell, T. B. (1992, June). *Business policy*. Universität Dortmund.
- Cornwell, T. B. (1992, August). *Solidarity through reactive ethnicity: Communication with the cultural fringe*. American Psychological Association.
- Cornwell, T. B., & Keillor, B. (1992, May). *Contemporary literature and the embedded consumer culture: The case of Updike's rabbit*. Third Internationale Gesellschaft für Empirische Literaturwissenschaft, Rhodes College.
- Cornwell, T. B. (1988, July). *Sales promotion*. American Cemetery Association, Fogelman Executive Center, Memphis State University.

Research Grants

- Cornwell, T. B. (2022). Bounded Awareness in Consumer Decision Making Regarding Plastics. Oregon Consumer Justice Grant, US\$ 21,200.
- Cornwell, T. B. (2010). *Understanding development of child 'flavor hit' palate and designing strategies for change*. University of Michigan OVPR Grant Program: US\$ 10,000.
- Humphreys, M., S., Tangen, J., Cornwell, T. B., Vokey, J., & Pearce, J. (2009). *Learning and deciding under low levels of awareness: Representation issues and memory processes*. Australian Research Council Discovery Grant, ACR direct only: AUS\$ 174,000.
- Cornwell, T. B., (2008). Summer Research Grant Program, University of Michigan Rackham School of Graduate Studies: US\$ 4,000
- Pappu, R. S., Cornwell, T. B., Doherty, K., & Cavalchini, D. (2007). *Examining the impact of marketing communications on brand image, brand equity, and behavior outcomes*. Overall value including salaries and overhead: AUS\$ 161,828.
- Cornwell, T. B., & Humphreys, M. S., (2006). *Effective marketing communication: Pre-existing knowledge structures and contextual effects*. Australian Research Council Discovery Grant. Overall value including salaries and overhead: AUS\$ 746,986.
- Cornwell, T. B., & Coote, L. V. (2004). *Internet companies and consumer behavior: A study of consumer-company identification and word of mouth*. Australian Research Council Linkage Project. Overall value including salaries and overhead: AUS\$ 214,345.

Cornwell, T. B., & Drennan, J. (2002). *Internet sponsorship: Evaluation of corporate strategies and consumer experiences*. Australian Research Council Discovery Grant: AUS\$ 12,000.

Cornwell, T. B. (2000). *The role of episodic memory in consumer response to sponsorship-linked marketing communications*. The University of Queensland NSR Grant: AUS\$ 10,000.

Several grants prior to 2000, each under US\$ 3,000.

Dissertation

Cornwell, T. B. (1988). *Comprehension and miscomprehension of selected print advertisements: Focus on the Hispanic consumer*. (Chairperson: Wayne D. Hoyer)

Professional Report (MBA Thesis)

Cornwell, T. B. (1983). *Foreign-trade zones in the United States: A management survey*. (Supervisor: Robert T. Green)

SERVICE TO THE MARKETING DISCIPLINE

International Marketing Taskforce, Academy of International Business, 2019

Associate Editor, Journal of Advertising, 2010-2014, 2019-2022

Editorial Review Board, Journal of the Academy of Marketing Science, 2022-present

Editorial Review Board, Journal of Advertising, 2009-present

Editorial Review Board, International Journal of Advertising, 2009-2013

Editorial Review Board, Journal of Public Policy and Marketing, 2006-present

Editorial Review Board, International Journal of Sports Marketing and Sponsorship, 1998-2013

Editorial Review Board, Journal of Macro Marketing and Policy Review Board, The Macromarketing Society, (elected) 2005-2012

Editorial Review Board, International Marketing Review, 1992-1998

Editorial Review Board, Journal of Business Research, 2005-2012, 2017-present

Editorial Review Board, Association for Consumer Research, 1998

Ad Hoc Reviewer, Journal of Sport Management

Ad Hoc Reviewer, Journal of Marketing

Ad Hoc Reviewer, Journal of the Academy of Marketing Science

Ad Hoc Reviewer, Journal of Services Marketing

Ad Hoc Reviewer, Journal of Public Policy and Marketing

Ad Hoc Reviewer, Journal of Consumer Research

Ad Hoc Reviewer, Journal of Advertising

Ad Hoc Reviewer, Journal of Consumer Affairs

Ad Hoc Reviewer, Journal of Business Research

Ad Hoc Reviewer International Business Review

Ad Hoc Reviewer, Journal of International Marketing

Ad Hoc Reviewer, Journal of International Business Studies

Ad Hoc Reviewer, Marketing Theory
 Special Issue Co-editor, Journal of International Business Studies, 2021-2022
 Special Issue Editor, Journal of Sport Management, 2014
 Special Issue Editor, International Marketing Review, 1997
 Scientific Committee, Sport Marketing and Sponsorship Conference, 2016
 Chair-Elect, American Marketing Association Special Interest Group for Sports
 Marketing and Special Events, 2008-2009
 Chair, American Marketing Association Special Interest Group for Sports
 Marketing and Special Events, 2009-2012
 Member, American Academy of Advertising, Research Committee, 1993
 Co-Track Chair, Academy of Marketing Science World Marketing Congress, 2016
 Track Co-chair, Academy of International Business, 2019
 Track Chair, The Macromarketing Society, Micro-Macro Linking in
 Transformative Consumer Research, 2007
 Co-Track Chair, Academy of Marketing Science, Sports Marketing, 2007
 Track Chair, Australian and New Zealand Marketing Academy Conference,
 Advertising and Communications, 2006
 Track Chair, 2006 Macromarketing Conference, Policy and System Dynamics,
 2006
 Track Chair, Association for Consumer Research, Asia Pacific, 2006
 Track Chair, Australia-New Zealand Marketing Academy, Marketing
 Communications, 2006
 Track Chair, Academy of International Business, U.S. Southwest Student Track,
 1993
 Track Chair, Academy of Marketing Science, International Marketing Track, 1995

UNIVERSITY SERVICE

University of Oregon

Academic Director, University of Oregon, Olympic Studies Hub, 2025- present
 UO Brand Advisory Committee, University Communications, 2025- present
 Global Sport University Network Committee (GSUN), 2022- present
 Search Committee, Faculty in Sport and Wellness, College of Education, 2023
 Search Committee, Faculty in Prevention Science, College of Education, 2023
 Presenter Student Academy to Inspire Learning (SAIL) Summer Program, 2023
 VPIR's IRB Faculty Advisory Working Group, 2023-2024
 Search Committee, Faculty in Cultural Diversity and Branding, School of
 Journalism and Communication, 2022
 Provost's Sport and Wellness Initiative, now Human Performance and Sport
 Initiative, Faculty Leadership Council, 2020- continuing
 Research Advisory Board, Business School Representative, (2020-2022)
 Committee on Consumers, Law School, Member, 2020
 Senate University Library Committee, 2019-2020
 Search Committee, Head, Assistant Professor of Marketing, 2017, 2018, 2019
 Search Committee, Provost, University of Oregon, 2016-2017
 Search Committee, Dean of the Lundquist College, 2015-2016

Academic Advisor, Warsaw Sports Marketing Center, 2021-continuing
Head, Department of Marketing, 2016- continuing
University of Oregon, Faculty Tenure and Promotion Committee, 2013-2014
Selection Committee, Assistant Professor of Marketing, 2012, 2013, 2014
Lundquist College of Business, Committee on External Funding Policies, 2011
Selection Committee, Assistant Professor of Management, 2011
Lundquist College of Business, Interim PhD Coordinator, 2010-2011

University of Michigan

School of Kinesiology, Executive Committee, elected in 2008 for two-year term
Selection Committee, Assistant Professor in Sport Management, 2009
Selection Committee, Assistant Professor in Sport Management, 2008

University of Queensland

University of Otago, Selection Committee, Chair in Entrepreneurship, 2006
Selection Committee, Professor of Finance, 2006
Selection Committee, Lecturer / Senior Lecturer in Marketing, 2005
Marketing Cluster Leader, 2004-2007
Selection Committee, Lecturer / Senior Lecturer in Law, 2004
University of Auckland, Master's Thesis Examiner, 2004
Selection Committee, Lecturer / Senior Lecturer in Marketing, 2003
Selection Committee, Professor of Marketing, University of Otago, 2003
Selection Committee, Professor of Marketing, Melbourne Business School, 2003
Subject Chair, Consumer Behavior, 2003
Subject Chair, Advertising Management, 2003
Selection Committee, Professor of Management, 2002
Selection Committee, Associate Professor of Entrepreneurship, 2002
Selection Committee, Marketing, 2002
Subject Chair, Consumer Behavior, 2002
Subject Chair, Advertising Management, 2002
Board Member, Faculty of Engineering, Physical Sciences and Architecture, 2002
Selection Committee, Marketing, 2002
Selection Committee, International Business, 2002
University of Adelaide, Ph.D. Dissertation Examiner, Farrelly, 2002
School of Management, Ph.D. Dissertation Examiner, Summers, 2001
School of Management, Ph.D. Dissertation Examiner, Hodgkinson, 2001
Marketing Area Chair, Semester 1, 2001
Subject Chair, Marketing, Semester 1, 2001
Subject Chair, Marketing on the Internet, Semester 1, 2001
Subject Chair, Internet Marketing, Semester 1, 2001
Subject Chair, Business-to-Business Marketing, Semester 1, 2001

University of Memphis

Fogelman College of Business and Economics, Sparks Family Chair of Excellence
 in International Business Search Committee, 1999-2000
 University of Otago, Division of Commerce, Ph.D. Dissertation Examiner, 1998
 Fogelman College of Business and Economics, Sparks Family Chair of Excellence
 in International Business Search Committee, 1998
 Fogelman College of Business and Economics, Re-Structuring Implementation
 Committee, 1997
 Center for International Business Education and Research (CIBER) Advisory
 Council, 1991-1997
 Department of Economics, International Economics Search Committee, 1996
 Fogelman College of Business and Economics, Structure Review Committee,
 1996
 International MBA, Curriculum Review Committee, 1996
 Department of Marketing, Sales and Marketing Executives Chair of Excellence
 Search Committee, 1995-1996
 Faculty Senate, 1995-1997
 Fogelman College of Business and Economics, Marketing Strategy Advisory
 Committee, 1994-1995
 Study Abroad Scholarship Committee, 1993-1995
 Fogelman College of Business and Economics International Task Force,
 Committee Chair, 1992-1993
 Southern Association of Colleges and Schools, Self-Study Departmental
 Committee Member, 1992
 Southern Association of Colleges and Schools, Self-Study Library Committee
 Member, Chair of Subcommittee on Library Staff, 1992-1993
 Fogelman College of Business and Economics, Departmental Chair, Search
 Committee, 1992
 Faculty Associate of the Robert Wang Center for International Business, 1990 to
 1999
 Undergraduate Liaison, 1990 to 1999
 Department of Marketing, Doctoral Student Screening Committee, 1990-1992
 Library Committee Chair, 1987-1993
 Fogelman College of Business and Economics, Graduate Curriculum Committee,
 1995-1996
 Fogelman College of Business and Economics, Undergraduate Curriculum
 Committee, 1987-1994
 Faculty Sponsor, National Network of Graduate Business School Women, 1988-
 1991
 Peer-Mentor Program, 1989-91, 1993

COMMUNITY SERVICE AND BUSINESS RELATIONSHIPS

Reviewer, Social Sciences and Humanities Research Council of Canada, 2008,
 2009
 Reviewer, Fonds zur Förderung der Wissenschaftlichen Forschung (Austrian
 Science Fund), 2007
 Reviewer, Australian Research Council, Discovery and Linkage Projects, 2005,
 2006, 2007

Consultant, sponsorship and advertising, Wotif.com Last Minute Accommodations, 2002
Consultant, preparation of business training materials, International Paper Company, 1998-1999
Research Advisor, Dixon Garden and Galleries, 1998 Judge, Greater Tri-Cities Business Awards, 1997 Board of Directors, Mason YMCA, 1997-98
Peer Reviewer, Social Sciences and Humanities Research Council of Canada, Ottawa Canada, 1996
Field Reviewer, U.S. Department of Education, Business and International Education Program, Washington DC, 1992, 1994
Tutor, Memphis Literacy Council, 1994-95
Participant, A.B. Hill Elementary School CLUE Program, 1991
Presenter, Memphis Chapter of the American Marketing Association, 1991
Member of PROVIDA, a financial and role model support organization for the Girls Clubs of Memphis 1988-1996
PROVIDA Publicity Director, 1988-89
PROVIDA Presenter, Career Seminars in Marketing and Sales, 1990
Representative, Women of Achievement Board, 1991-92
Funding and research advisor to the Memphis Symphony Orchestra, minority market analysis project, 1988-89

PROFESSIONAL AFFILIATIONS

Academy of International Business
Academy of Marketing Science
American Marketing Association
American Academy of Advertising
Association of Consumer Research

SPECIAL RECOGNITION, ACTIVITIES, AND AWARDS

Recipient, Applied Sport Management Association, Achievement Award Winner, 2020
Recipient, Research Fellow Award, North American Academy of Sport Management, 2019
Winner, Nickerson Best Paper, Journal of Experimental Psychology: Applied, 2018
Winner, Best Paper, American Marketing Association Sports Marketing SIG, 2018
Winner, Best Paper, Journal of Consumer Affairs, 2016
Recipient, Stewart Distinguished Faculty Award, Lundquist College of Business, University of Oregon, 2016
Recipient, Goulet Outstanding Research Award, Lundquist College of Business, University of Oregon, 2015
Winner, Best Paper Academy of Wine Business Conference, 2014

Participant, Faculty Scholars Program in Integrative Health Care, University of Michigan, 2009-2010
Recipient, Distinguished Career Contributions to the Scientific Understanding of Sports Business, American Marketing Association, Sport and Event Marketing Special Interest Group, 2009
Special Studies Leave, UQ Business School, to visit University of Oregon, December 2003-March 2004
Recipient, Fogelman College of Business and Economics Faculty Development Leave Award, to visit University of Otago, Dunedin New Zealand, July 1998-June 1999
Recipient, Fulbright Research and Lecturing Award, Dortmund Germany, January 1994-August 1994
Recipient, Robert Wang Center for International Business, Faculty Fellowship, Faculty Study Abroad program in Antwerp Belgium, 1993
Participant, University of South Carolina Faculty Development in International Business, 1991
Recipient, DDB Needham Media Faculty Intern Fellowship, 1989
Recipient, American Association of Advertising Agencies Educator's Scholarship, 1988
Recipient, Maas Brother's Fellowship, 1981
Member, Beta Gamma Sigma Honor Society Member, Golden Key Honor Society

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