

James R. Coyle, Ph.D.
Curriculum Vitae
Department of Marketing and AIMS, Richard T. Farmer School of Business

EDUCATIONAL BACKGROUND

- Ph.D.** University of Missouri-Columbia, August 1997
Journalism, Specialization in Advertising Research
Dissertation Title: “The Effects of Progressive Levels of Telepresence in On-Line Advertising: Interactivity, Vividness, and Attitude-Behavior Consistency”
- M.A.** University of Missouri-Columbia, December 1994
Journalism
- B.A.** Rockhurst University, December 1986
Major: English

ACADEMIC APPOINTMENTS

Associate Professor, with tenure, of Marketing and Armstrong Interactive Media Studies

Richard T. Farmer School of Business, Miami University, Oxford, OH, 2012 – Present

Assistant Professor of Marketing and Armstrong Interactive Media Studies

Richard T. Farmer School of Business, Miami University, Oxford, OH, 2006 – 2012

Associate Professor, with tenure, of Marketing and International Business

Zicklin School of Business, Baruch College, CUNY, New York, NY, 2004 – 2006

Assistant Professor of Marketing and International Business

Zicklin School of Business, Baruch College, CUNY, New York, NY, 1997 – 2003

NON-ACADEMIC PROFESSIONAL EXPERIENCE

Prior to receiving my M.A. and doctorate degree, I worked for almost five years, from 1988-1992, at Valentine-Radford, Inc., a full-service advertising agency located in Kansas City, Missouri. At Valentine-Radford, I was promoted from supervisor to account executive to senior analyst in their direct marketing department. As senior analyst I was responsible for the planning, implementation and evaluation of client direct marketing programs.

RESEARCH

A. REFEREED PUBLICATIONS

1. Lee, Sooun, Joshua Schwarz, James R. Coyle, Thomas Boulton, and Naoki Kameda (2013)

- “Important Business Considerations For Successful Entry Into the China Market,” *Journal of Business Case Studies*, 10(1) (contribution 20%)
2. Ahrens, Jan, James R. Coyle and Michal Strahilevitz (2013) “Electronic Word of Mouth: The Effects of Incentives on eReferrals by Senders and Receivers,” *European Journal of Marketing*, 47(7), 1034-1051 (contribution 33%)
 3. Coyle, James R., Glenn Platt and Ted Smith (2012) “‘I’m Here to Help’: How Companies’ Microblog Responses to Consumer Problems Influence Brand Perceptions,” *Journal of Research in Interactive Marketing*, 6(1), 27-41. (contribution 60%)
 4. Coyle, James R., Ted Smith, Liz Lightfoot, William Neace, and Glenn Platt (2011) “‘Click Here to Share With a Friend’: A Uses and Gratifications Approach to Word-of-Mouth Marketing Effectiveness,” *International Journal of Electronic Marketing and Retailing*, 4 (4) (contribution 40%; acceptance rate 38% - information provided by editor)
 5. Ahrens, Jan and James R. Coyle (2011), “A Content Analysis of Registration Processes in Websites: How Advertisers Gather Information to Customize Marketing Communications,” *Journal of Interactive Advertising*, 11(2) (contribution: 50%; acceptance rate: 24%)
 6. Clarke, James B. and James R. Coyle (2011) “A Capstone Wiki Knowledge Base: The Usability Test of an Online Engineering Research Tool Designed to Promote Life-Long Learning,” *Issues in Science & Technology Librarianship, Spring* (contribution: 25%; acceptance rate: 70% - information provided by editor)
 7. Coyle, James R. and Rita Ormsby (2010), www.dollarsfromsense.com, [Multimedia Educational Resources for Learning and Online Teaching](#) (contribution: 75%; acceptance rate: 20%--in addition, this work was given a 5-star rating, a rating achieved by only about 13.5% of work that is accepted - information provided by editor)
 8. Kim, Heeman, James R. Coyle, and Stephen J. Gould (2009), “Collectivist and Individualist Influences on Website Design in South Korea and the U.S.: A Cross-Cultural Content Analysis,” *Journal of Computer-Mediated Communication*, 14(3), 581-601 (contribution: 40%; impact factor: 1.96, 3rd highest among 67 communication journals included in the ISI database; acceptance rate 20%; number of times cited – 3)
 9. Coyle, James R., Stephen J. Gould, Pola Gupta, and Reetika Gupta (2009), “‘To Buy or To Pirate’: The Matrix of Music Consumers’ Acquisition-Mode Decision-Making,” *Journal of Business Research*, (contribution 60%; impact factor 1.77; Yoo ranking: 13th out of 79 marketing journals; ABS ranking: 3; acceptance rate 6-10%; number of times cited – 14)
 10. Coyle, James R., Andrew Mendelson, and Heeman Kim (2008), “The Effects of Interactive Images and Goal-Seeking Behavior On Telepresence and Site Ease of Use,” *Journal of Website Promotion*, 3(1/2), 39-61. (contribution 75%; acceptance rate 21-30%; number of times cited – 1)
 11. Smith, Ted, James R. Coyle, Elizabeth Lightfoot, and Amy Scott (2007), “Reconsidering Models of Influence: The Relationship Between Consumer Social Networks and Word-of-Mouth

Effectiveness,” *Journal of Advertising Research*, 47(4), 387-397 (contribution 40%; impact factor 0.73; Yoo ranking: 11th out of 79 marketing journals; ABS ranking: 3; acceptance rate 21-30%; number of times cited – 38)

12. Coyle, James R., and Stephen J. Gould (2002), “How Consumers Generate Clickstreams through Web Sites: An Empirical Investigation of Hypertext, Schema and Mapping Theoretical Explanations,” *Journal of Interactive Advertising*, 2(2), (contribution 50%; acceptance rate 25%; number of times cited – 23)

13. Weir, Thomas, and James R. Coyle (2002), “Using the Experimental Method in a Web-Based Environment,” *Southwestern Mass Communication Journal*, 17(2). (contribution 20%; ranking n/a)

14. Coyle, James R., and Esther Thorson (2001), “The Effects of Progressive Levels of Interactivity and Vividness in Web Marketing Sites,” *Journal of Advertising*, 30(3), 65-78. (contribution 85%; impact factor 0.85; Yoo ranking: 12th out of 79 marketing journals; ABS ranking: 3; acceptance rate 11-20%; number of times cited – 344)

15. Coyle, James R., Robert Meeds, and Thomas Weir (2001), “Exploring Student Orientations Toward Advertising: A Q-Methodology Approach,” *Journal of Advertising Education*, 5(1), 34-45. (contribution 33%; acceptance rate 33%)

16. Thorson, Esther, Ekaterina Ognianova, James R. Coyle, and Frank Denton (2000), "Negative Political Ads and Negative Citizen Orientations," *Journal of Current Issues and Research in Advertising*, 22(Spring), 13-40. (contribution 10%; acceptance rate 6-10%; number of times cited – 13)

17. Leshner, Glenn, and James R. Coyle (2000), "Implicit and Explicit Memory for Television News," *Journal of Broadcasting and Electronic Media*, 44(4), 599-613. (contribution 30%; impact factor .67, 39th highest among 67 communication journals included in the ISI database; number of times cited – 10)

B. PUBLISHED ABSTRACTS

Gould, Stephen J., and James R. Coyle (2000), “Netting Out the New in the Consumption of the Internet? Postmodern Versus Longstanding Theme Perspectives,” *Advances in Consumer Research*, vol. 27, 138

C. BOOKS

Coyle, James R. (2002), *Internet Resources and Services for International Marketing and Advertising: A Global Guide*, Oryx Press, 320 pp.

D. BOOK CHAPTERS

Coyle, James R., and Stephen J. Gould (2007), “Internet Integrated Marketing Communications

(I-IMC): Theory and Practice,” In (Eds.), David W. Schumann and Esther Thorson, *Internet Advertising: Theory and Research*. Mahwah, NJ: Lawrence Erlbaum Associates.

Thorson, Esther, Ekaterina Ognianova, James R. Coyle, and Ed Lambeth (1998), “Evaluation of the Audience Impact of Two Public Journalism Projects in Columbia, Missouri,” In (Eds.), Ed Lambeth, Esther Thorson and Phillip Meyer, *Assessing Public Journalism*. Columbia, MO: University of Missouri Press, 158-177.

E. Refereed Conference Papers/Presentations/Proceedings

Grace, Lindsay, James R. Coyle and Dirk Janssen (2015), “Persuasive Content: Understanding In-Game Advertising Retention in Players and Onlookers,” *Foundations of Digital Games*, Pacific Grove, CA.

Coyle, James R., Ted Smith, David Sideways Silver and Glenn Platt (2010), “The Influence of Source Interface and Perceived Helpfulness on Company Use of Social Media for CRM,” *International Network for Social Network Analysis Conference*, July, Trento, Italy.

Smith, Ted, Liz Lightfoot, James R. Coyle, William Neace and Glenn Platt (2008), “The Shareability Measure: What Makes Consumers Share Viral Marketing Communications,” *Re: Think 2008, The Advertising Research Foundation 54th Annual Convention+Expo*, April, New York, NY.

Kim, Heeman, James R. Coyle, Stephen J. Gould and Andrew Mendelson (2008), “How Cultural Differences Dictate Web Site Design: A Content Analysis of S. Korean and U.S. Organizational Home Pages,” *Broadcast Education Association*, April, Las Vegas, NV.

Gould, Stephen J., James R. Coyle and Andreas Grein (2006), “An Exploratory Study of Socially Responsible Investing Among Young Adults: A Thematic Analysis,” *Marketing of Financial Services Conference*, New York, NY, November.

Coyle, James R., Andrew Mendelson and Heeman Kim (2006), “The Effects of Interactive Images and Goal-Seeking Behavior on Telepresence and Site Ease of Use,” *CODE Conference*, Oxford, Ohio, April.

Coyle, James R., and Andrew Mendelson (2004), “How Graphical Icons in Commercial Web Sites Affect Browsers and Seekers,” *Direct Marketing Educational Foundation Conference*, New Orleans, October. Also published in Conference Proceedings.

Coyle, James R., and Reetika Gupta (2001), “Understanding the Role of Mapping in Web Sites,” *Presence 2001 Conference*, Philadelphia, May.

Coyle, James R., and Stephen J. Gould (2000), “Exploring the Clickstream: How Internet Users Navigate Web Sites,” *American Academy of Advertising Conference*, Newport, April. Also published in Conference Proceedings.

Coyle, James R., Robert Meeds, and Thomas Weir (2000), “A Q-Sort Analysis of Student Attitudes Towards Advertising,” *American Academy of Advertising Conference*, Newport, April.

Also published in Conference Proceedings.

Gould, Stephen J., and James R. Coyle (1999), "Situating the Consumer Experience of the Internet in Relation to E-Commerce, Business Model Dynamics: A Postmodernized, Hermeneutic Perspective," *Conference on Telecommunications and Information Markets*, Providence, September.

Coyle, James R., and Esther Friedman (1999), "A Model of the Effectiveness of Interface Mapping in Web Site Advertising," *American Academy of Advertising Conference*, Albuquerque, March. Also published in Conference Proceedings.

Coyle, James R. (1998), "The Effects of Progressive Levels of Interactivity and Vividness in Web Marketing Sites," *Direct Marketing Educational Foundation's Educator's Conference*, San Francisco, October. Also published in Conference Proceedings.

Coyle, James R., and Ann Brill (1998), "Examining Metaphor Use in On-Line Advertising," *Association for Education in Journalism and Mass Communication Conference*, Baltimore, August.

Coyle, James R., and Ekaterina O. Walsh (1998), "Product Trial Vs. Virtual Reality: Comparing Consumer Responses to Direct and Web Advertising Experiences," *International Communications Association Conference*, Israel, July.

Walsh, Ekaterina O., and James R. Coyle (1998), "Cognitive, Attitudinal and Behavioral Effects of Incorporating Web Addresses in Traditional Media Ads," *International Communications Association Conference*, Israel, July.

Coyle, James R. (1998), "Different Meanings of Interactivity and Consumer Processing of Web Advertising," *American Academy of Advertising Conference*, Lexington, KY, March.

Li, Hairong, and James R. Coyle (1997), "Determinants of Purchases on the World Wide Web: A Path Analysis," *American Academy of Advertising*, St. Louis, MO, April. Also published in Conference Proceedings.

Leshner, Glenn and James R. Coyle (1997), "Exploring Differential Performance on Memory Tests of Television News," *International Communications Association*, Montreal, Canada, May.

Gade, Peter, Ernest Perry, and James R. Coyle (1997), "Predicting the Future: How St. Louis Post-Dispatch Journalists Perceive a New Editor Will Affect Their Jobs," *Association for Education in Journalism and Mass Communication*, Chicago, IL, July.

Thorson, Esther, Ekaterina Ognianova, James R. Coyle, and Frank Denton (1996), "Negative Political Ads and Negative Citizen Orientations Toward Politics," *American Academy of Advertising*, Vancouver, British Columbia, March. Also published in Conference Proceedings.

Ognianova, Ekaterina, James R. Coyle, and Esther Thorson (1996), "The Mediating Role of Public Mood: New Explorations in the Relationship Between Media Use and Knowledge," *Association for Education in Journalism and Mass Communication*, Anaheim, CA, August.

Top Faculty Research Paper Award, Mass Communication and Society Division

Ognianova, Ekaterina, Robert Meeds, Esther Thorson, and James R. Coyle (1996), "Political Adwatches and the Third-Person Effect," *Association for Education in Journalism and Mass Communication*, Anaheim, CA, August.

Leshner, Glenn, and James R. Coyle (1996), "Implicit and Explicit Memory For Television News," *International Communication Association*, Sydney, Chicago, IL, May.

Thorson, Esther, James R. Coyle, Robert Meeds, and Ekaterina Ognianova (1996), "Political Ads and Political Adwatches: How Their Relationships Determine Attitude and Learning," *Society for Consumer Psychology*, Hilton Head, SC, January.

Denton, Frank, Esther Thorson, and James R. Coyle (1995), "Effects of a Multimedia Public Journalism Project on Political Knowledge and Attitudes," *Association for Education in Journalism and Mass Communication*, Washington, D.C., August.

Chi, A., Esther Thorson, and James R. Coyle (1995), "An Application of the Intensity-Affect Model: Using Commercial-to-Program Involvement Ratios to Predict Ad Memory," *American Academy of Advertising*, Norfolk, VA, March. Also published in Conference Proceedings.

Thorson, Esther, and James R. Coyle (1994), "A Comparison of the Impact of Political Ads Appearing in Radio, Newspaper, and Television," *International Communication Association*, Sydney, Australia, July.

Thorson, Esther, and James R. Coyle (1994), "The Third-Person Effect in Three Genres of Commercials: Product and Greening Ads, and Public Service Announcements," *American Academy of Advertising*, Tucson, AZ, April. Also published in Conference Proceedings.

F. Invited Papers and Presentations

Coyle, James R. (2014), "Fostering Global Citizenship Through a Culture of Learning," Transatlantic Dialogue Conference, Luxembourg City

Coyle, James R. (September, 2009), "Lessons Learned: Armstrong Institute for Interactive Media Studies," Presented at the 2009 Digital Expo, Miami University.

Coyle, James R. with Glenn Platt and Ted Smith (2008), "Connecting with the Connected: Influencer Research Highlights," Presented at Cincinnati American Marketing Association's Word of Mouth Marketing Shared Interest Group, Cincinnati.

Coyle, James R. (1998), "Current Research on Formal Features of Internet Advertising," Presented at Hampel-Stefanides Advertising, New York.

G. Professional Grants and Honors Related to Research

FSB Summer Research Grant (2010)

Farmer School of Business, \$7,900

Young Investor Online Guide (2005)

NASD Investor Education Foundation Grant, \$240,000

Winner of Doctoral Dissertation Award (1997)

American Academy of Advertising

SERVICE

A. Service to the Profession

1. Journal Review Boards

Journal of Business Research

Journal of Interactive Advertising

Journal of Research in Interactive Marketing

2. Ad Hoc Reviewer

New Media and Society

Journal of Computer-Mediated Communication

International Journal of Internet Marketing and Advertising

Journal of Advertising

Journal of Interactive Marketing

B. Service to the University

1. Departmental Service

Interactive Media Studies Internship Coordinator (2008 – Present)

IMS Chair of Search Committee for Game-Based Art Faculty Appointment (2013-2015)

IMS Curriculum Committee (2010 – Present)

MKT Dept. Curriculum and Assessment Committee (2014 – Present)

MKT Dept. Committee on Access to Human Subjects (2008)

Top 25 MKT 291 Project (2007) – I participated in the department's Top 25 project to redesign the MKT 291 class. I prepared and delivered a lecture that was videotaped as part of this project. I also identified and arranged for industry experts to be interviewed for the videotaped content portion of the class.

2. University and Divisional Service

Co-Director Center for Research in User Experience (2010 – Present)

Co-Chair Farmer School of Business AIMS Chair (2011 – Present)

AIMS Inter-divisional Curriculum Committee (2011 – Present)

Teaching Effectiveness Committee (2014 – Present)

Affiliate to Center for Augmented Reality (2013 – Present)

University Senate (Fall, 2014)

Campus Planning Committee (Fall, 2014)

Luxembourg Campus US Faculty Advisory Committee (2013 – 2014)

eLearning Committee (2013-2014)

Sakai Project User Interface Committee (2010 – 2012)

AIMS Clinical Position Search Committee (2010 – 2011)

Portfolio Committee (2007 – 2013)

Miami IT Services Web Site Project (2010) – I evaluated the overall usability, organization and navigation of the prototype for the new Miami IT Services site. To do this usability and card sort research was conducted. My final report contained specific recommendations that designers and content developers could use to make navigation of the new IT Services site a seamless experience. Many of these recommendations were immediately implemented.

Divisional Appeals Committee (2009 – Present)

Website Steering Committee (2008 – 2009)

Interactive Media Studies/School of Education Search Committee (2008 – 2009)

RTFSB Web Site Project (2007) – I helped facilitate a focus group exploring competitive web sites, the existing RTFSB web site, and potential new designs. I also participated in subsequent analysis of the focus group data.

2006 CACR Lecture Series on Computational Research in Business – I nominated Pete Blackshaw, Chief Marketing Officer of Nielsen BuzzMetrics, as the speaker for Fall 2006. Along with other members of IMS and the Marketing Department, I helped coordinate and host Pete's visit on November 29th. This event was sponsored by the Marketing Department, IMS, and the Center for Advanced Computing Resources.

C. Service to Students

Brulant Campus Visit (2007) – Beginning with a trip to Cleveland in December, 2006, I began coordinating, along with Peg Faimon and Glenn Platt, a campus visit for Brulant, an online marketing solutions provider. On February 28, Brulant brought down six representatives, who visited my marketing and IMS classes and then conducted an information session for students interested in employment and internships. Peg Faimon and I hosted their visit.

D. Service to Community

McGuffey Foundation School Board Co-Chair (2011 – 2013)

McGuffey Foundation School Board Member (2008 – 2011)