

## Michael S. McCarthy

Farmer School of Business  
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South Lebanon, OH 45065  
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### EDUCATION

#### Doctor of Philosophy

Joseph M. Katz Graduate School of Business, University of Pittsburgh  
Major in Marketing, Minor in Strategic Planning and Policy  
Graduated -- December 1996

#### Master of Business Administration

College of Business, Rochester Institute of Technology  
Major in Marketing  
Graduated with Highest Honors -- November 1988

#### Bachelor of Science in Business Administration

College of Business, Rochester Institute of Technology  
Graduated with Highest Honors -- August 1979

### ACADEMIC POSITIONS

#### Farmer School of Business, Miami University

Visiting Instructor	Fall 1993 to Spring 1996
Assistant Professor of Marketing	Fall 1996 to Spring 2001
Associate Professor of Marketing	Fall 2001 to Spring 2012
Professor	Fall 2012 to Present

Teaching/Taught: *Branding and Integrated Marketing Communications, Highwire Brand Studio, Strategy Works, Marketing Management (MBA), Brand Equity Management (MBA)*

#### Slippery Rock University

Assistant Professor of Marketing	Winter 1993
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Taught *Principles of Marketing, Promotion Management, and Sales Management*

#### Katz Graduate School of Business, University of Pittsburgh

Graduate Research Assistant	Fall 1989 to Summer 1992
Part-time Instructor	Winter 1991 to Spring 1992

Taught *Advertising and Promotion*

#### College of General Studies, University of Pittsburgh

Part-time Instructor	Fall 1990 to Fall 1992
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Taught *Principles of Marketing and Advertising and Promotion*

#### English Department, University of Pittsburgh at Greensburg

Part-time Instructor  
Taught *Advertising and Promotion*

Fall 1990 to Fall 1991

College of Business, Rochester Institute of Technology  
Adjunct Instructor  
Taught *Advertising and Promotion*

Winter 1985

## SCHOLARLY ACTIVITY

### Journal Articles:

McCarthy, Michael S. and Gillian W. Oakenfull, (2014) "CAUCUS: Brand Association Elicitation in a Competitive Context," *Journal of Advertising Research* 54 (2), 163-177.

Fram, Eugene H. and Michael S. McCarthy, (2011) "Retaining Customer in Turbulent Times." *International Journal of Bank Marketing*, 29 (7).

Heath, Timothy B., Devon DelVecchio and Michael S. McCarthy, (2011) "The Asymmetric Effects of Extending Brands to Lower and Higher Quality," *Journal of Marketing*, 75 (July), 3-20.

Abridged version being re-printed as, "Line Extension Asymmetry: Higher-Quality Line Extensions Help—Lower-Quality Line Extensions Do Only Little Harm," in GfK Marketing Intelligence Review, May 2013.

Oakenfull, Gillian and Michael S. McCarthy, (2010) "Examining the Relationship Between Brand Usage and Brand Knowledge Structures," *Journal of Brand Management*, 17 (Oct), 279-288.

Oakenfull, Gillian K., Michael S. McCarthy and Timothy B. Greenlee, (2008) "Targeting a Minority Without Alienating the Majority: Advertising to Gays and Lesbians in Mainstream Media," *Journal of Advertising Research*, 48 (June), 191-198.

McCarthy, Michael S. and Eugene H. Fram, (2008) "Synergistic Effects of Promotional Products and Print Advertising in Building Brand Equity for a New Brand," *Journal of Promotion Management*, 14, 3-15.

McCarthy, Michael S. and Eugene H. Fram, (2007) "Hike Up Brand Equity," *Promotional Products Business*, August.

Borna, Shaheen, James Stearns, Ramon Avila and Michael McCarthy, (2005) "Obesity Effects and Interactions in the Sales Management Context: Social Category and Social Identity Explanations," *Marketing Management Journal*, 15 (Fall), 132-143.

Fram, Eugene H. and Michael S. McCarthy, (2004) "What's Not To Like?" *Marketing Management*, 13 (July/Aug), 36-39.

Fram, Eugene H. and Michael S. McCarthy, (2003) "The Authors Respond" *Marketing Management*, 12 (Sept/Oct), 51.

Fram, Eugene H. and Michael S. McCarthy, (2003) "From Employees to Brand Champion" *Marketing Management*, 12 (Jan/Feb), 24-29.

McCarthy, Michael S. and David L. Mothersbaugh, (2002) "Effects of Typographic Factors in Advertising-Based Persuasion: A General Model and Initial Empirical Tests" *Psychology and Marketing*, 19 (Jul/Aug), 663-692.

This article was selected for translation and inclusion in *RAM: Recherche et Applications en Marketing*, a managerially-focused research journal published by the Association Française du Marketing and INSEAD. The citation for that article is as follows:

McCarthy, Michael S. and David L. Mothersbaugh, (2002) "Les effets de la typographie sur la persuasion publicitaire: un modèle general et des tests empiriques preliminaries" *RAM: Recherche et Applications en Marketing*, 17 (4), 67-89.

McCarthy, Michael S., Timothy B. Heath, and Sandra J. Milberg, (2001) "New Brands Versus Brand Extensions, Attitudes Versus Choice: Experimental Evidence for Theory and Practice" *Marketing Letters*, 12 (February), 75-90.

This article was selected for full reproduction in *Brand Management* a four-volume collection of influential articles related to branding and brand equity management, edited by Francesca Dall'Olmo Riley and published by Sage Publications, Thousand Oaks, CA in December 2009.

Fram, Eugene H. and Michael S. McCarthy, (2000) "For the Sales Function Is E-Commerce Friend or Foe?" *Marketing Management*, 9 (Fall), 24-31.

McCarthy, Michael S. and Eugene H. Fram, (2000) "An Exploratory Investigation of Customer Penalties: Assessing Efficacy, Consequences, and Fairness Perceptions." *Journal of Services Marketing*, 14 (6), 479-501.

Heath, Timothy B., Gangseog Ryu, Subimal Chatterjee, Michael S. McCarthy, David L. Mothersbaugh, Sandra J. Milberg, and Gary J. Gaeth, (2000) "Asymmetric Competition in Choice and the Leveraging of Competitive Disadvantages." *Journal of Consumer Research*, 27 (December), 291-308.

Fram, Eugene H. and Michael S. McCarthy, (1999) "The True Cost of Penalties." *Marketing Management*, 8 (Fall), 49-56.

McCarthy, Michael S. and Donald G. Norris, (1999) "Improving Competitive Position Using Branded Ingredients." *The Journal of Product and Brand Management*, 8 (4), 267-285.

This article was awarded the "Best Paper" Award for 1999 by the Editorial Review Board of MCB Publications.

This article was selected for full reproduction in *Brand Management* a four-volume collection of influential articles related to branding and brand equity management, edited by Francesca Dall'Olmo Riley and published by Sage Publications, Thousand Oaks, CA in December 2009.

Milberg, Sandra J., C. Whan Park, and Michael S. McCarthy, (1997) "Managing Negative Feedback Effects Associated with Brand Extensions: The Impact of Alternative Branding Strategies." *Journal of Consumer Psychology*, Vol. 6 (2), 119-140.

This article was selected for full reproduction in *Brand Management* a four-volume collection of influential articles related to branding and brand equity management, edited by Francesca Dall'Olmo Riley and published by Sage Publications, Thousand Oaks, CA in December 2009.

Heath, Timothy B., Michael S. McCarthy, and David L. Mothersbaugh, (1994) "Spokesperson Fame and Vividness Effects in the Context of Issue-Relevant Thinking: The Moderating Role of Competitive Setting." *Journal of Consumer Research*, Vol. 20 (March), 520-534.

Conference Proceedings:

- McCarthy, Michael S. and Gillian K. Oakenfull (2011), "Brand Association Elicitation Via A Category Network Activation Methodology." abstract to be published in *Proceedings of the Society for Consumer Psychology*.
- Heath, Timothy B., Devon DelVecchio, Michael S. McCarthy, and Subimal Chatterjee (2008), "Effects of Lower and Higher Quality Brand Versions on Brand Evaluation: An Opponent-Process Model Plus Differential Version Weighting," *Advances in Consumer Research*, Vol. 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, 573-574.
- Heath, Timothy B., Michael S. McCarthy and Subimal Chatterjee (2006), "The Effects of Line Extensions Up and Down in Quality on Initial Choice and Subsequent Switching Tendencies" in *Advances in Consumer Research*, Vol. 33, eds. Cornelia Pechmann and Linda L. Price, Duluth, MN: Association for Consumer Research, 75.
- Oakenfull, Gillian K. and Michael S. McCarthy (2005), "What Does Familiarity Breed? Examining the Influence of Brand Usage on Brand Knowledge Structures", abstract to be published in *Enhancing Marketing Knowledge: Proceedings of the AMA Summer Educators Conference*.
- McCarthy, Michael S. and Donald G. Norris (1999), "Branded Ingredients and Competitive Advantage: The Moderating Role of Host Brand Quality." abstract published in *Proceedings of the Society for Consumer Psychology*, 128-129
- McCarthy, Michael S., Timothy B. Heath, and Sandra J. Milberg (1999), "New Product Introduction Strategies: Brand Extensions vs. Novel Brands in Competitive and Noncompetitive Contexts." abstract published in *Proceedings of the Society for Consumer Psychology*, 2-3.
- Heath, Timothy B., Gangseog Ryu, Subimal Chatterjee, and Michael S. McCarthy, (1997) "Asymmetries in Price and Quality Competition: Experimental Test of Underlying Mechanisms." in *Advances in Consumer Research*, Vol. 24, eds. Merrie Brucks and Deborah J. MacInnis, Provo, UT: Association for Consumer Research, 366-374.
- Heath, Timothy B., David L. Mothersbaugh, Michael S. McCarthy, and Gangseog Ryu, (1995) "Peripheral Cues as Sources of Market Inefficiencies in the U.S. and Russia." in *Advances in Consumer Research*, Vol. 22, eds. Frank R. Kardes and Mita Sujjan, Provo, UT: Association for Consumer Research, 511-517.
- Park, C. Whan, Michael S. McCarthy, and Sandra J. Milberg, (1993) "The Effects of Direct and Associative Branding on Consumer Responses to Brand Extensions." in *Advances in Consumer Research*, Vol. 20, eds. Leigh McAlister and Michael L. Rothschild, Provo, UT: Association for Consumer Research, 28-33.
- Heath, Timothy B., David L. Mothersbaugh, and Michael S. McCarthy, (1993) "Spokesperson Effects in High Involvement Markets." in *Advances in Consumer Research*, Vol. 20, eds. Leigh McAlister and Michael L. Rothschild, Provo, UT: Association for Consumer Research, 704-708.
- McCarthy, Michael S., (1991) "The Effects of Product Introduction Strategy on Inference Making: A Schema Theory Perspective." *The Proceedings of the 21st Annual Albert Haring Symposium* -- Indiana University Graduate School of Business.

Conference Presentations not included in Conference Proceedings:

- Heath, Timothy B., Devon DelVecchio, Michael S. McCarthy, and Subimal Chatterjee (2009), "The Asymmetric Effects of Extending Brand Names to Lower and Higher Quality," Society for Consumer Psychology, San Diego, February 12-14.
- Heath, Timothy B., Devon DelVecchio, Michael S. McCarthy, and Subimal Chatterjee (2008), "Effects of Lower and Higher Quality Brand Versions on Brand Evaluation: An Opponent-Process Model Plus Differential Version Weighting," Association for Consumer Research, San Francisco, October 23-25.
- Oakenfull, Gillian and Michael S. McCarthy, (2007) "What Have You Done for Me Lately? The Effect of Gender on Gay Consumers' Perceptions of Gay-Friendliness," 2007 Advertising and Consumer Psychology Conference, Santa Monica, CA June 7-9.
- Heath, Timothy B., Michael S. McCarthy, and Devon DelVecchio (2006), "An Experimental Test of Line Extensions Up and Down in Quality: Effects on Initial Choice and Subsequent Switching," Marketing Science Conference, Pittsburgh, PA, June 8-10.
- Heath, Timothy B. and Michael S. McCarthy (2005), "The Effects of Line Extensions Up and Down in Quality on Initial Choice and Subsequent Switching Tendencies," Association for Consumer Research, San Antonio, Texas, September 29-October 2.
- Heath, Timothy B. and Michael S. McCarthy (2005), "Extending Brand Names Up and Down in Quality: Immediate and Downstream Effects on Choice," The La Londe Seminar, La Londe les Maures, France, June 7-10.
- Heath, Timothy B., Subimal Chatterjee, and Michael McCarthy (2004), "Choice and the Capacity to Retain Current Customers and Steal More Customers from Competitors" The LaLonde Seminar, International Research Seminar in Marketing, LaLonde, France.
- Oakenfull, Gillian, Sabrina Neeley and Michael McCarthy (2003), "The Influence of Age, Period and Cohort Effects on Perceptions of Brand Fit", Presented as part a Special Session entitled "Fitting It All Together: A Look At The Fit Construct Across Brand Extension, Sponsorship And Endorsement" at the Association for Consumer Research Europe, June 4-7, in Dublin, Ireland.
- McCarthy, Michael S. and David L. Mothersbaugh, (1999) "Typographic Factors Affecting Advertising Readership." Society for Consumer Psychology (APA Division 23 Meeting), Boston, MA.
- Heath, Timothy B., Subimal Chatterjee, and Michael S. McCarthy (1998), "An Experimental Test of Theories of Asymmetric Price and Asymmetric Quality Competition," Marketing Science Conference, Fontainebleau, France, July 10-13.
- Heath, Timothy B., Gangseog Ryu, Subimal Chatterjee, and Michael S. McCarthy, (1995) "Asymmetric Switching Across Lower and Higher Quality: Experimental Tests of Multiple Mechanisms." *Marketing Science Conference*, Sydney, July 3-5.

#### Research In Progress:

- McCarthy, Michael S. and Maria Weese, "Effects of Color and Logo Design Characteristics on Perceptions of Brand Personality," Currently writing up results for submission to Journal of Advertising Research.

McCarthy, Michael S. and Amber Franklin, "Seeing Voices: The Effects of Typography on Personality Perceptions of Written Text in Advertising," Initial data collection in progress.

Other Conference Activity:

Co-chaired(with Gillian Oakenfull) "Now I see what you mean. Emerging methodologies for revealing consumers' brand meanings", a symposium at the 2011 Society for Consumer Psychology Conference in Atlanta, GA.

Co-chaired (with Gillian Oakenfull) "Where Do We Go From Here: The Future of Brand Equity Research", a roundtable discussion on the future of brand equity research at the 1999 Association of Consumer Research Conference in Columbus, OH.

Discussion Leader for "The Impacts of Personality", a competitive paper session at the 2000 Association for Consumer Research Conference in Salt Lake City, UT.

Reviewer Activity:

Member, Editorial Review Board,  
Journal of Advertising Research  
Journal of Consumer Research  
Journal of Product and Brand  
Management  
Journal of Services Marketing

Society for Consumer Psychology  
Psychology in Marketing  
Association for Consumer Research  
Society for Consumer Psychology;  
Sheth Dissertation Award  
Visual Communications

Other Service to the Academy:

Chair, Society for Consumer Psychology: Policy and Practice Committee (2001-2004)

**AWARDS AND RECOGNITION**

Teaching Award Nominations:

Richard T. Farmer School of Business Administration Teaching Effectiveness Award (2000)  
Miami Alumni Association Effective Educator Award (1999)  
Outstanding Teacher Award (1994-95)  
Letter of Appreciation: Miami University Learning Disabilities Program (1995)

Scholarship:

Inducted into Beta Gamma Sigma (1988)  
Miami University Summer Research Grant (1998)  
Richard T. Farmer School of Business Administration Supplemental Research Grant (1998)  
Editorial Board, MCB Press, Best Paper Award, Journal of Product and Brand Management (1999)  
Richard T. Farmer School of Business Administration Summer Faculty Research Grant (2000)

Service and Leadership:

Selected for Miami Opportunities for Developing Emerging Leaders (MODEL) Program (2002)

**SERVICE ACTIVITY**

Farmer School of Business:

Member, Curriculum Committee (1999-2001), Research Committee (2001-2002, 2005-2007),  
Graduate Studies Committee (2013-2014)  
Chair, Undergraduate Program Development Committee (2009-2010 and 2010-2011)

Marketing Department:

Chair, Curriculum Implementation Committee (2004-2005)  
Chair, Recruiting Committee (1999, 2000, 2001, 2003, 2005, 2012, 2013)  
Member, Recruiting Committee (1997, 2006, 2008, 2010)



## MANAGERIAL EXPERIENCE

Vice President and Director of Marketing: Adams Colway & Associates (1/87 - 7/89)

Responsibilities included business development and creation/integration of marketing communications programs for advertising agency clients including New York State Electric and Gas, Rochester Gas and Electric and Eastman Kodak.

Account Supervisor: Blair/BBDO (4/84 - 1/87)

Responsibilities included account management for advertising agency clients including Computer Consoles, Eastman Kodak, Xerox and Blue Cross & Blue Shied.

Burroughs Corporation (10/79 - 3/84)

Sales and customer support positions including National Account Marketing Representative (Eastman Kodak), Competitive Account Marketing Representative, and Customer Support Representative.

## CONSULTING EXPERIENCE

### Partner and Co-Founder, Equicentric Brand Research, LLC (3/2003 to present)

In partnership with Dr. Gillian Oakenfull, formed a research and consulting practice to provide strategic research services to consumer package goods companies. Co-developed BrandDNA, a new qualitative methodology for identifying the key associations that underlie a brand's equity. Clients include several P&G brands.

### Procter & Gamble (Fall 2002)

As part of a semester-long Faculty Improvement Leave, worked with P&G's Advertising Development Division on several projects related to branding and brand equity management. Developed strategic branding recommendations for two brands as well as a best-practices guide for identifying and developing a brand's equity.

### J.M.Smucker Company (Summer 2004)

As part of a summer-long faculty internship, worked with Smucker's Oils and Baking Group to analyze and develop go-to-market strategies for two newly acquired brands.

### Adams Colway & Associates (1990-1993)

Participated in a number of projects related to developing marketing and promotion strategies for agency clients including RG&E (Energetix) and Eastman Kodak.