

MELANIE WALLENDORF

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ACADEMIC APPOINTMENTS

| Dates | Organization | Title |
|--------------|---|--|
| 1/81-present | University of Arizona, Eller College of Management | Professor of Marketing Emerita (Asst. Prof 1981-84; Assoc. Prof. 1984-94; McClelland Prof 1995-2022) |
| 9/13-present | University of Arizona, School of Sociology | Professor of Sociology (courtesy appt.) |
| 9/78 - 12/80 | University of Michigan, Graduate School of Business Admin. | Assistant Professor of Marketing |

SABBATICAL APPOINTMENTS

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|--------------|---|---|
| 2/94 - 6/94 | University of Western Australia, Faculty of Commerce, Perth, Australia | Visiting Professor |
| 2/87 - 6/87 | University of Utah, Graduate School of Business | Visiting Associate Professor, and N. Eldon Tanner Fellow |
| 9/87 - 12/87 | Northwestern University, Kellogg Graduate School of Management | Visiting Associate Professor |

RESEARCH INTERESTS

My research focuses on the sociological aspects of consumer behavior. My research explores how social structures and cultural practices shape consumption through their impact on the resources, abilities, and perspectives that people bring to their consumption experiences. At the individual level, my research deals with patterns of attachment between people and consumption objects and practices, and with structured variation in the personal meanings of and tastes for various types of consumption. At the level of the subculture, my research focuses on ethnic, gender, racial, and class differences in consumption and how these meanings are produced and altered. At the broadest level, my research addresses family and community rituals, collective engagement, and producer-consumer relations and how they impact and are impacted by consumption. In order to explore these theoretical issues appropriately, I have used a wide variety of research methods including surveys, ethnography, photography, and garbology, and have utilized data collected in Australia, Canada, Finland, France, Great Britain, Hong Kong, Mexico, Niger, Sweden, and the United States.

EDUCATION

| Dates | Degree | University | Major Field |
|-------------|---|-------------------------------|-------------|
| 6/75 - 5/79 | Ph.D. | University of Pittsburgh | Marketing |
| | Dissertation: "Role Accumulation and Its Effects on the Diffusion of Innovations" Director: Prof. Gerald Zaltman, Department of Marketing | | |
| 6/75 - 5/77 | M.A. | University of Pittsburgh | Sociology |
| | Thesis: "A Comparative Analysis of the Structure of Illegal Exchange: Abortion, Drugs, Fencing, Gambling and Prostitution"; Director: Prof. Thomas Fararo, Dept. of Sociology | | |
| 9/74 - 5/75 | Doctoral student | Northwestern University | Marketing |
| 9/70 - 5/74 | B.B.A. | Southern Methodist University | Marketing |

HONORS AND AWARDS: Research

Fellow, Association for Consumer Research, 2021

André F. Maciel was the winner of the 2017 Sidney J. Levy Award for the best article based on a Consumer Culture Theory dissertation published in an English-language marketing and/or consumer journal. The award was for our co-authored article based on his dissertation, "Taste Engineering: An Extended Consumer Model of Cultural Competence Constitution," published in the Journal of Consumer Research, February 2017.

Michelle Weinberger was the Winner of the 2012 Sidney J. Levy Award for the best article based on a Consumer Culture Theory dissertation published in an English-language marketing and/or consumer journal. The award was for our co-authored article based on her dissertation, "Intracommunity Gifting at the Intersection of Contemporary Moral and Market Economies," published in the Journal of Consumer Research, June 2012.

Recognition in 2005 by Top Tech News for article entitled "Market-Oriented Ethnography: Interpretation Building and Marketing Strategy Formulation" co-authored with Eric Arnould. Article was named as one of "10 Marketing Ideas from Academia" that any "self-respecting marketer should keep in their toolbox." November 5, 2005
http://www.toptechnews.com/story.xhtml?story_id=39131

David Crockett received an Honorable Mention in the 2005 Ferber Award competition for our co-authored article based on his dissertation, "The Role of Normative Political Ideology in Consumer Behavior," published in Journal of Consumer Research, December 2004.

Nominated for 1993 Association for Consumer Research Award for Best Article in

Journal of Consumer Research 1990-1992, for article entitled "We Gather Together: The Consumption Rituals of Thanksgiving Day," co-authored with Eric Arnould.

Winner of 1992 Association for Consumer Research Award for Best Article in Journal of Consumer Research 1989-1991, for article entitled "The Sacred and the Profane in Consumer Behavior: Theodicy on the Odyssey," co-authored with Russell W. Belk and John F. Sherry, Jr. \$1000 prize for each author.

Best Paper Award for "Domestic Consumption Rituals and the Reproduction of American Households," co-authored with Eric Arnould, Conference on Family and Household Consumption and Production, University of California at Irvine, 1991.

Finalist for 1991 Association for Consumer Research Award for Best Article in Journal of Consumer Research 1988-1990, for article entitled "The Sacred and the Profane in Consumer Behavior: Theodicy on the Odyssey," co-authored with Russell W. Belk and John F. Sherry, Jr.

Finalist for 1990 Association for Consumer Research Award for Best Article in Journal of Consumer Research 1987-1989, for article entitled "The Sacred and the Profane in Consumer Behavior: Theodicy on the Odyssey," co-authored with Russell W. Belk and John F. Sherry, Jr.

Finalist for 1989 Association for Consumer Research Award for Best Article in Journal of Consumer Research 1986-1988, for article entitled "A Naturalistic Inquiry into Buyer and Seller Behavior at a Swap Meet," co-authored with Russell W. Belk and John F. Sherry, Jr.

American Marketing Association Dissertation Proposal Award, 1977.

HONORS AND AWARDS: Academic

American Marketing Association Doctoral Consortium, 1977.

Provost's Development Fund Award, University of Pittsburgh, 1978.

Dean's Fellowship, Northwestern University, 1974-75.

B.B.A. Degree with High Honors, Southern Methodist University, 1974.

Outstanding Marketing Student, Southern Methodist University, 1974.

HONORS AND AWARDS: Teaching

Eller College Dean's Award for Teaching Innovation, 2011-2012; Prize of \$1000.

Eller College Student Council Faculty Appreciation Award, 1997, 2010, 2011, and 2014.

Nominated for Waconse Fellow in College Teaching, 2007, 2008.

University of Arizona Foundation Creative Teaching Award, 1986; Prize of \$1500;
Commemorative plaque hangs in Student Union

RESEARCH PUBLICATIONS

Books

Melanie Wallendorf and Paul Anderson, eds., (1987), Advances in Consumer Research, Vol. 14. Provo, Utah: Association for Consumer Research.

Melanie Wallendorf and Gerald Zaltman, eds., (1983), Readings in Consumer Behavior: Individuals, Groups, and Organizations, 2nd edition. NY: John Wiley.

Gerald Zaltman and Melanie Wallendorf (1983), Consumer Behavior: Basic Findings and Management Implications, 2nd edition. NY: John Wiley.

First edition (1979) reviewed in:

Journal of Marketing, Vol. 45 (Winter 1981), 160-162.

Journal of Marketing Research, Vol. 17 (February 1980), 137-138.

Journal of Communication, Vol. 30 (Autumn 1980), 193-194.

Business India, May 24 - June 6, 1982, 126.

Edited Books

Melanie Wallendorf, ed. (2018), *Gerald Zaltman: Contributions to Consumer Behavior Research*, Legends in Marketing Series, Jagdish Sheth series editor, Sage.

Chapters in Books

Melanie Wallendorf (2018), "Beyond Disenchantment: Max Weber and the Search for Legitimacy," in *Canonical Authors in Consumption Theory*, Søren Askegaard and Benoît Heilbrunn, eds., London: Routledge, 29-33.

Melanie Wallendorf (2018), "Talcott Parsons: Structural Foundations for Cultural Sociology," in *Canonical Authors in Consumption Theory*, Søren Askegaard and Benoît Heilbrunn, eds., London: Routledge, 93-99.

Melanie Wallendorf (2017), "Is The Price Right? Moral and Cultural Frames of Pricing Systems," in *Contemporary Consumer Culture Theory*, John F. Sherry, Jr. and Eileen M. Fischer, eds., London: Routledge, 59-84.

Sidney J. Levy, Dawn Iacobucci, Melanie Wallendorf, and Beth DuFault (2014), "A Poetic

Quadrilog: Consuming Information: Email in the Invisible College," in eds. John F. Sherry, Jr., John Schouten, and Hilary Downey, Caribou, Coracle, Terä, St. Bathans NZ: University of St. Bathans Press, p. 21.

Melanie Wallendorf, article reprinted in Margaret Hogg, ed., (2006), Consumer Behavior, Volume II: The Meaning of Consumption, Thousand Oaks: Sage Publications.

Melanie Wallendorf, Joan Lindsey-Mullikin, and Ron Pimentel (1998), "Gorilla Marketing: Shifts in Customer Animation and Regional Embeddedness during the Relocation of a Toy Store," in ed. John F. Sherry, Jr., Servicescapes, Chicago: NTC Publishing Group/American Marketing Association, 151-198.

Russell Belk and Melanie Wallendorf (1997), "Of Mice and Men: Gender Identity and Collecting," in The Material Culture of Gender, The Gender of Material Culture, Winterthur, Delaware: University Press of New England, 7-26.

Annamma Joy and Melanie Wallendorf (1996), "The Development of Consumer Culture in the Third World: Theories of Globalism and Localism," in eds. Russell W. Belk, Nikhilesh Dholakia, Alladi Venkatesh, Consumption and Marketing: Macro Dimensions, Cincinnati: South-Western College Publishing, 104-142.

Jeffrey F. Durgee, Morris B. Holbrook, and Melanie Wallendorf (1991), "The Wives of Woodville," in Russell W. Belk, ed., Highways and Buyways, Provo, UT: Association for Consumer Research, 167-177.

Reviewed in Journal of Marketing, 56 (July 1992), 121-123, by Ronald Paul Hill.

Russell W. Belk, Melanie Wallendorf, John Sherry, and Morris B. Holbrook (1991), "Collecting in a Consumer Culture," in Russell W. Belk, ed., Highways and Buyways, Provo, UT: Association for Consumer Research, 178-215.

Reviewed in Journal of Marketing, 56 (July 1992), 121-123 by Ronald Paul Hill.

Melanie Wallendorf and Russell W. Belk (1989), "Assessing Trustworthiness in Interpretive Consumer Research," in Elizabeth C. Hirschman, ed., Interpretive Consumer Research, Provo, UT: Association for Consumer Research, 69-84.

Melanie Wallendorf (1979), "Understanding the Client as a Consumer," in Gerald Zaltman, ed., Management Principles for Nonprofit Agencies and Organizations, NY: American Management Association, 256-290.

Melanie Wallendorf and Michael Heffring (1975), "State Apple Association" and "Ms. Cathy Addison" (two cases on statistical sampling) in Randall L. Shultz, Gerald Zaltman, and Philip C. Burger, Cases in Marketing Research, Hinsdale, IL: Dryden Press.

Journal Articles

André F. Maciel and Melanie Wallendorf (2021), "Space as a Resource in the Politics of Consumer Identity," Journal of Consumer Research 48 (August), 309-332.
<https://doi.org/10.1093/jcr/ucab002>

André F. Maciel and Melanie Wallendorf (2017), "Taste Engineering: An Extended Consumer Model of Cultural Competence Constitution," Journal of Consumer Research 43 (February), 726-746.

The Sidney J. Levy award was given to André F. Maciel in 2017 for this dissertation-based article.

Michelle F. Weinberger and Melanie Wallendorf (2012), "Intracommunity Gifting at the Intersection of Contemporary Moral and Market Economies," Journal of Consumer Research 39 (June), 74-92.

The Sidney J. Levy Award was given to Michelle Weinberger in 2012 for this dissertation-based article.

This article is included in the *Journal of Consumer Research* curation series in the Autumn 2013 issue focused on research on "The Politics of Consumer Identity Work," curated by Craig Thompson.

This article is also included in the *Journal of Consumer Research* curation series in the Summer 2014 issue focused on research on "Morality and the Marketplace," curated by Kent Grayson.

Dan Freeman, Merrie Brucks, Melanie Wallendorf, Wendy Boland (2009), "Youths' Understandings of Cigarette Advertisements," Addictive Behaviors 34 (January), 36-42.

Jeff Wang and Melanie Wallendorf (2006), "Materialism, Status Signaling, and Product Satisfaction," Journal of the Academy of Marketing Science, 34 (October), 494-505.

Edward McQuarrie, Linda Scott, John F. Sherry, Jr., and Melanie Wallendorf (2006), "Roundtable on Advertising as a Cultural Form," Advertising and Society Review, vol. 6, #4 (January).

Dan Freeman, Merrie Brucks, and Melanie Wallendorf (2005), "Young Children's Understandings of Cigarette Smoking," Addiction 100 (10: October), 1537-1545.

David Crockett and Melanie Wallendorf (2004), "The Role of Normative Political Ideology in Consumer Behavior," Journal of Consumer Research 31 (December), 511-528.

Honorable Mention in the 2005 Ferber Award competition was given to David Crockett for this dissertation-based article.

Melanie Wallendorf and Evgenia Apostolova (2001), "Post-modern Production and Consumption of Art," Diamond Harvard Business Review (In Japanese), June, 138-140.

Melanie Wallendorf (2001), "Literally Literacy," Journal of Consumer Research 27 (March), 505-512.

David Crockett and Melanie Wallendorf (1998), "Sociological Perspectives on Imposed School Dress Codes: Consumption as Attempted Suppression of Class and Group Symbolism," Journal of Macromarketing 18 (Fall), 115-131.

Eric J. Arnould and Melanie Wallendorf (1994), "Market-Oriented Ethnography: Interpretation Building and Marketing Strategy Formulation," Journal of Marketing Research, 31 (November), 484-504.

Listed by Top Tech News as one of "10 Marketing Ideas from Academia" that any "self-respecting marketer should keep in their toolbox." November 5, 2005
http://www.toptechnews.com/story.xhtml?story_id=39131

The long-run (13 year) impact of this article is assessed in: Chong, Josephine L. (2010), "Evaluating the Impact of Arnould and Wallendorf's (1994) Market-oriented Ethnography," Journal of Business Research 63 (12), 1295-1300.

Melanie Wallendorf and Merrie Brucks (1993), "Introspection in Consumer Behavior: Implementation and Implications," Journal of Consumer Research 20 (December), 339-359.

Lead article in issue.

The long-run (15 year) impact of this article is assessed in Emile, Renu (2011), "Retrospection on the Impact of Wallendorf and Brucks' 'Introspection in Consumer Research: Implementation and Implications,'" Journal of Business Research 62, 194-198.

Melanie Wallendorf and Eric J. Arnould (1991), "'We Gather Together': The Consumption Rituals of Thanksgiving Day," Journal of Consumer Research 18 (June), 13-31.

Reprinted in Readings in Ritual Studies (1996), ed. Ron Grimes, Upper Saddle River, N.J.: Prentice-Hall, pp. 536-551.

Russell W. Belk and Melanie Wallendorf (1990), "The Sacred Meanings of Money," Journal of Economic Psychology, 11 (March), 35-67.

Russell W. Belk, Melanie Wallendorf, and John F. Sherry, Jr. (1989), "The Sacred and the Profane in Consumer Behavior: Theodicy on the Odyssey," Journal of Consumer Research, 16 (June), 1-38.

Lead article in issue.

Best Article Award for article appearing in Journal of Consumer Research 1989-1991, awarded by Association for Consumer Research, 1992.

Finalist for Best Article Award, Association for Consumer Research, 1990 and 1991.

Reprinted in:
Perspectives in Consumer Behavior (4th ed., 1991), eds. Harold H. Kassarian and Thomas S. Robertson, Englewood Cliffs, NJ: Prentice-Hall, 511-562.

Highways and Buyways (1991), ed. Russell Belk, Provo, UT: Association for Consumer Research, 1991, 59-101.

Comportment du Consommateur: Presentation de Textes Choisis (Consumer Behavior: Presentation of Selected Articles), France: Econduica.

Essential Readings in Marketing (2005), eds. Leigh McAlister, Ruth N. Bolton, Ross Rizley, Cambridge: Marketing Science Institute, (abstract).

Consumer Behavior II: The Meaning of Consumption (2006), Margaret Hogg, ed., Thousand Oaks: Sage Publications, Vol. VI, Chapter 31, 1-64.

Melanie Wallendorf and Eric J. Arnould (1988), "'My Favorite Things': A Cross-Cultural Inquiry into Object Attachment, Possessiveness and Social Linkage," Journal of Consumer Research, 14 (March), 531-547.

Russell W. Belk, John F. Sherry, Jr., and Melanie Wallendorf (1988), "A Naturalistic Inquiry into Buyer and Seller Behavior at a Swap Meet," Journal of Consumer Research, 14 (March), 449-470.

Lead article in issue.

Finalist for Best Article Award, Association for Consumer Research, 1989.

Michael Reilly and Melanie Wallendorf (1987). "A Comparison of Group Differences in Food Consumption Using Household Refuse," Journal of Consumer Research, 14 (September), 289-294.

Melanie Wallendorf and Daniel Nelson (1987), "An Archaeological Examination of Ethnic Differences in Body Care Rituals," Psychology and Marketing, 3 (January), 273-289.

George Zinkhan and Melanie Wallendorf (1985), "Service Set Similarities in Patterns of Consumer Satisfaction/Dissatisfaction," International Journal of Research in Marketing, 2 (#4), 227-235.

Melanie Wallendorf and Michael Reilly (1983), "Ethnic Migration, Assimilation, and Consumption," Journal of Consumer Research, Vol. 10 (December), 292-302.

Abstracted in Russian by the Scientific Information Institute for the Soviet Academy of Science.

Reprinted in American Foodways: A Regional and Ethnic Reader, B. Shortridge, ed., Lanham, MD: Rowman and Littlefield, 1998.

Elizabeth Hirschman and Melanie Wallendorf (1982), "Characteristics of the Cultural Continuum: Implications for Retailing," Journal of Retailing, 58 (Spring), 5-21.

Elizabeth Hirschman and Melanie Wallendorf (1982), "Free Response and Card Sort Techniques for Assessing Cognitive Content," Perceptual and Motor Skills, 54 (June),

1095-1110.

Elizabeth Hirschman and Melanie Wallendorf (1982), "Motives Underlying Marketing Information Acquisition and Knowledge Transfer," Journal of Advertising, 11 (No. 3), 25-31.

Elizabeth Hirschman and Melanie Wallendorf (1980), "Some Implications of Variety Seeking for Advertising and Advertisers," Journal of Advertising, 9 (No. 2), 17-19, 43.

Melanie Wallendorf (1978), "Social Roles in Marketing Contexts," American Behavioral Scientist, 21 (March-April), 571-582.

Book Reviews

Review of Robert C. Prus (1989), **Pursuing Customers: An Ethnography of Marketing Activities** and **Making Sales: Influence as Interpersonal Accomplishment**, in Journal of Contemporary Ethnography, Vol. 19 (January 1991), 482-486.

Conference Proceedings Articles

Melanie Wallendorf (2021), "Fellow's Address; Seeing the Forest: A Sociological Perspective on Community in Consumer Research," Advances in Consumer Research, vol. 49, October.

Michelle Weinberg and Melanie Wallendorf (2006), "Tradition and Renewal: Reconstruction of Culture through Consumption," Advances in Consumer Research, vol. 34, presented at annual meetings of the Association for Consumer Research, Orlando, Florida, October.

Dan Freeman, Merrie Brucks, Melanie Wallendorf, and Wendy Boland (2006), "Children's Understanding of Cigarette Advertisements: Fostering Brand-Specific Demand vs. Category Growth," *Proceedings of the Korean Academy of Marketing Science*, November.

Melanie Wallendorf (2005), "The Sacred Extended Self," 16th Paul D. Converse Symposium, Abbie Griffin and Cele C. Otnes, eds., Chicago: American Marketing Association, 78-86.

Deborah Cours, Deborah Heisley, Melanie Wallendorf, Dylan Johnson (1998), "Its All in the Family, But I Want It," a performance presentation made as part of a Presidential Session at the annual meeting of the Association for Consumer Research, published in Advances in Consumer Research, Vol. 26, Eric J. Arnould and Linda M. Scott, eds., Provo, UT: Association for Consumer Research, 253-259.

Merrie Brucks, Melanie Wallendorf, and Dan Freeman (1998), "The Impact of Advertising on Young Children's Beliefs about Alcohol and Tobacco Use/Users: What's

Lurking at the Headwaters?" presented at annual meetings of the Association for Consumer Research, abstract published in Advances in Consumer Research, Vol. 26, Eric J. Arnould and Linda M. Scott, eds., Provo, UT: Association for Consumer Research, 410-411.

Melanie Wallendorf (1996), "Breaking Out of Boxes: Creativity, Community, and Culture," Plenary Speech at the annual meeting of the Association for Consumer Research, published in Advances in Consumer Research, Vol. 24, Merrie Brucks and Deborah J. MacInnis, eds., Provo, UT: Association for Consumer Research, 9-11.

Melissa Martin Young and Melanie Wallendorf (1989), "Ashes to Ashes, Dust to Dust: Conceptualizing Consumer Disposition of Possessions," AMA Winter Educators' Conference Proceedings, 33-39.

Melanie Wallendorf, Russell Belk, and Deborah Heisley (1988), "Deep Meaning in Possessions: The Paper," Advances in Consumer Research, Vol. 15, 528-530.

Russell Belk, Melanie Wallendorf, John Sherry, Morris Holbrook, and Scott Roberts (1988), "Collectors and Collecting," Advances in Consumer Research, Vol. 15, 548-553.

Melanie Wallendorf (1987), "On the Road Again!: The Nature of Qualitative Research on the Consumer Behavior Odyssey," Advances in Consumer Research, Vol. 14, 374-375.

Scott Dawson and Melanie Wallendorf (1985), "Associational Involvement: An Intervening Concept between Social Class and Patronage Behavior," Advances in Consumer Research, Vol. 12, 586-591.

Seth Ellis, Jim McCullough, Melanie Wallendorf and C.T. Tan (1985), "Cultural Values and Behavior: Chineseness within Geographic Boundaries," Advances in Consumer Research, Vol. 12, 126-28.

William H. Redmond and Melanie Wallendorf (1984), "Marketing and the Scientific Enterprise: A Sociological Analysis," Scientific Method in Marketing, 10-13.

Michael Reilly and Melanie Wallendorf (1984), "A Longitudinal Study of Mexican-American Assimilation," Advances in Consumer Research, Vol. 11, 735-740.

Melanie Wallendorf and Michael D. Reilly (1983), "Distinguishing Culture of Origin from Culture of Residence," Advances in Consumer Research, Vol. 10, 699-701.

George Zinkhan, Scot Burton, and Melanie Wallendorf (1983), "Marketing Applications for Snowball Sampling: Potential Benefits and Problems," Research Methods and Causal Modeling in Marketing, Vol. 1, 5-8.

George Zinkhan and Melanie Wallendorf (1982), "A Product Set Approach to Consumer Satisfaction/Dissatisfaction," New Findings on Consumer Satisfaction and Complaining, Vol. 5, 33-39.

Melanie Wallendorf, George Zinkhan, and Lydia Zinkhan (1981), "Cognitive Complexity and Aesthetic Preference," in Elizabeth Hirschman and Morris B. Holbrook, eds., Symbolic Consumer Behavior, Ann Arbor: Association for Consumer Research, 52-59.

Elizabeth Hirschman and Melanie Wallendorf (1981), "Media Habits and Variety Seeking," European Academy for Advanced Research in Marketing, Vol. 10, 1485-1511.

Melanie Wallendorf (1980), "The Formation of Aesthetic Criteria Through Social Structures and Social Institutions," Advances in Consumer Research, Vol. 7, 3-6.

Melanie Wallendorf and George Zinkhan (1980), "Individual Modernity and Cognitive Complexity as Conceptual Bases for Marketing," Theoretical Developments in Marketing, 59-63.

Elizabeth Hirschman and Melanie Wallendorf (1979), "Correlations between Three Indicators of Breadth and Variation in Sources of Stimulation," Advances in Consumer Research, Vol. 6, 111-117.

Gerald Zaltman and Melanie Wallendorf (1978), "Designing Environments for Innovation: Organizational and Ultimate Consumer Settings," in George Fisk, Johan Arndt, and Kjell Grønhaug (Eds.), Future Directions for Marketing, Cambridge, MA: Marketing Science Institute, 218-232.

Melanie Wallendorf and Gerald Zaltman (1977), "Perspectives for Studying and Implementing Consumer Education," Advances in Consumer Research, Vol. 4, 376-379.

Valerie Valle and Melanie Wallendorf (1977), "Consumers' Attributions of the Causes of Their Product Satisfaction and Dissatisfaction," Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Vol. 2, 26-30.

Gerald Zaltman and Melanie Wallendorf (1977), "Sociology: The Missing Chunk or How We've Missed the Boat," Contemporary Marketing Thought, 235-238.

Videos Produced

Melanie Wallendorf and Russell Belk, with the assistance of Thomas C. O'Guinn, Deborah Heisley, and Scott Roberts (1987), "Deep Meaning in Possessions: Qualitative Research from the Consumer Behavior Odyssey," MSI Report No. 87-113, distributed by Marketing Science Institute, Cambridge, MA.

Research Reports

Melanie Wallendorf and Matthew Godfrey (2016), "Food accessibility in Southern Arizona: Mapping the growth, trajectory, and market base of Tucson farmers' markets,"

Making Action Possible (MAP) white paper,
<http://mapazdashboard.arizona.edu/article/food-accessibility-southern-arizona-mapping-growth-trajectory-and-market-base-tucson-farmers>

Published Essays

Jonathan Bean and Melanie Wallendorf (2017), "Tipping the Scale," *Interactions* 24 (September), 22-23.

Presentations at Academic Conferences (not included above)

Melanie Wallendorf (2020), panelist in Knowledge Forum on "Political Consumption," Association for Consumer Research Conference, virtual, October.

Matt Godfrey and Melanie Wallendorf (2020), "Strategic and Tactical Entrepreneurs: Creating Community Practices and Market Legitimacy in a Retail Servicescape," American Marketing Association Winter Educators' Conference, San Diego, February.

Matt Godfrey and Melanie Wallendorf (2019), "Value in Heterogeneity: How Servicescape Experiences Emerge from Divergent Consumption Practices," Association for Consumer Research Conference, Atlanta, October.

Melanie Wallendorf (2019), presentation in session "Sharing Stories: Celebrating Five Decades of ACR, Reflections on the 1970s," Association for Consumer Research Conference, Atlanta, October.

Melanie Wallendorf (2019), "Sensing and Representing in Qualitative Consumer Research," roundtable at Consumer Culture Theory conference, Montreal, July.

D. Matt Godfrey and Melanie Wallendorf (2017), "Representations of Space: Methodological Tensions in Spatial Consumer Research," Association for Consumer Research Conference, San Diego, October.

D. Matt Godfrey and Melanie Wallendorf (2017), "Negotiated Retail Servicescapes: Social Interaction and Regulation of Ownership in Ambiguous Spaces," Consumer Culture Theory Conference, Anaheim, July.

D. Matt Godfrey and Melanie Wallendorf (2016), "Mapping Consumption Practices: A Socio-Spatial Analysis of Food Acquisition Strategies and Tactics," Consumer Culture Theory Conference, Lille, July.

Melanie Wallendorf (2015), "Consumer Behavior in the Words of Jerry Zaltman," Association for Consumer Research conference, New Orleans, October.

Andre F. Maciel and Melanie Wallendorf (2014), "Aestheticizing Consumption, Cultural

Refinement, and Masculinity," Consumer Culture Theory conference, Aalto University, Helsinki, Finland, June.

Andre F. Maciel and Melanie Wallendorf (2013), "Domesticity within Retail Space," Consumer Culture Theory conference, Tucson, June.

Andre F. Maciel and Melanie Wallendorf (2012), "Leisure Consumption as Conspicuous Work," Association for Consumer Research North American conference, Vancouver, Canada, October.

Alyssa Travis and Melanie Wallendorf (2012), "An Historical Analysis of Archetypical Shifts in Representations of Women in Luxury Product Advertising in the early 1960s," Association for Consumer Research North American conference, Vancouver, Canada, October.

Melanie Wallendorf and David Crockett (2011), "Brands on Retreat," Yale Customer Insights Conference, Yale University, May.

Michelle Weinberger and Melanie Wallendorf (2008), "Consumer Non-Participation in Dominant Ritual Activity: A Cultural Sociology Perspective," Consumer Culture Theory (CCT) conference, Suffolk University, Boston, June.

Michelle Weinberger and Melanie Wallendorf (2007), "Market Discourses of Community and Solidarity: Manifest and Latent Effects of Cultural Maintenance," presented at American Sociological Association Consumer Studies Mini-Conference, New York, Barnard College, August.

David Crockett and Melanie Wallendorf (2006), "Ideology, Theology, and Resistance to Consumer Culture," presented at Consumer Culture Theory (CCT) conference, Notre Dame University, South Bend, Indiana, August.

Jianfeng Wang and Melanie Wallendorf (2005), "It's Not Just the Money You Owe: Consumer Debt in Social Relationships," presented at annual meetings of the Association for Consumer Research, San Antonio, Texas, October.

Jianfeng Wang and Melanie Wallendorf (2005), "Consumer Debt and College Students," presented at American Council of Consumer Interests, Columbus, Ohio, April.

James W. Shaw, Melanie Wallendorf, Ada Leung (2004), "The Effect of Materialism on Emotional Well-Being and Life Satisfaction: An Application of Multiple Discrepancies Theory," presented at International Society for Quality-of-Life Studies Conference, Philadelphia, November.

David Crockett and Melanie Wallendorf (2004), "Ideology and Resistance to Consumer Culture: An Emergent Politics of Consumption," presented at annual meetings of the Association for Consumer Research, Portland, October.

James W. Shaw, Ada Leung, and Melanie Wallendorf (2004), "The Effect of Materialism on Emotional Well-Being and Life Satisfaction: An Application of Multiple Discrepancies Theory," presented at the International Society for Quality of Life Research Symposium on "Stating the Art: Advancing Outcomes Research Methodology and Clinical Applications," Boston, June.

James W. Shaw, Ada Leung, and Melanie Wallendorf (2003), "The Effect of Materialism on Emotional Well-Being and Life Satisfaction: An Application of Multiple Discrepancies Theory," presented at annual meetings of the Association for Consumer Research, Toronto, October.

Jianfeng Wang and Melanie Wallendorf (2003), "The Influence of Materialism on Product Satisfaction," presented at annual meetings of the Association for Consumer Research, Toronto, October.

Evgenia Apostolova-Blossom and Melanie Wallendorf (2000), "The Role of Marketing Research in Consumer-Market Relationships: A case study of 'The People's Choice' exhibit by Komar and Melamid," presented at annual meetings of the Association for Consumer Research, Salt Lake City, October.

Melanie Wallendorf (1999), "Assessing the Effectiveness of Anti-Tobacco Advertising," plenary panel presentation at California Tobacco-Related Disease Research Program 10th anniversary meeting, San Francisco, November.

Melanie Wallendorf, Joan Lindsey-Mullikin, and Ron Pimentel (1997), "Retailing's Involvement in the Accumulation and Transfer of Cultural Capital," presented at annual meetings of the Association for Consumer Research, Denver, October.

Deborah D. Heisley, Debi Cours, and Melanie Wallendorf (1996), "The Social Construction of Heirlooms," presented at annual meetings of the Association for Consumer Research, Tucson, October.

Melanie Wallendorf and David Crockett (1995), "Sociological Perspectives on Imposed Dress Codes: Consumption as Attempted Suppression of Class and Wealth Symbolism," presented at annual meetings of the Association for Consumer Research, Minneapolis, October.

Merrie Brucks and Melanie Wallendorf (1995), "Children's Perceptions of Billboard Advertisements for Alcoholic Beverages," presented at Marketing and Public Policy Conference, Atlanta, May.

Deborah Heisley, Debi Cours, and Melanie Wallendorf (1993), "Structural Dimensions of the Inter-Generational Transfer of Possessions," presented at the annual meetings of the Association for Consumer Research, Nashville, October.

Melanie Wallendorf (1993), "Cultural Inclusion and Exclusion through Food Consumption," Keynote address at Fourth Australasian Marketing Educators'

Conference, Bali, April.

Eric Arnould and Melanie Wallendorf (1993), "On Identical Methods in Cross-Cultural Market Research, or The Non-Comparability of Data Obtained with Seemingly-Comparable Measures," presented at American Marketing Association Winter Educators' Conference, Newport Beach, CA, February.

Cynthia Steinkamp and Melanie Wallendorf (1992), "A Feminist Poststructural Reading of Quantitative Survey Results on Valentine's Day Gift Receipt," presented at American Marketing Association Winter Educators' Conference, San Antonio, February.

Melanie Wallendorf and Eric Arnould (1991), "Nostalgia and Holidays: Ritual Forms of Celebrating the Past," presented at the annual meetings of the Association for Consumer Research, Chicago, October.

Melanie Wallendorf (1991), "Insights from Multiple Methods regarding Food Consumption," presented at the annual meetings of the Association for Consumer Research, Chicago, October.

Eric Arnould and Melanie Wallendorf (1991), "Domestic Consumption Rituals and the Reproduction of American Households," presentation at Conference on Household Consumption and Production, Irvine, March.

Winner, Best Paper Award, \$100 cash prize.

Cynthia Steinkamp and Melanie Wallendorf (1991), "Beyond Wrapping Paper: The Role of Gift Receipt in Creating, Maintaining, and Dissolving Household Ties," presentation at Conference on Household Consumption and Production, Irvine, March.

Jeffrey F. Durgee, Morris B. Holbrook, and Melanie Wallendorf (1991), "Photographing Taste: Household Possessions and Interior Design Amidst the Women of Woodville," presentation at American Marketing Association Winter Educators' Conference, Orlando, February.

Melanie Wallendorf and Annamma Joy (1991), "The Development of Consumer Culture in the Third World: Theoretical Issues and Problems," presentation at Third International Conference on Marketing and Development, New Delhi, India, January.

Melanie Wallendorf (1989), "Reading the Consumption Symbolism in Women's Private Spaces," presentation made at Third International and Interdisciplinary Conference on Built Form and Culture Research, Arizona State University, Tempe, November.

Russell W. Belk and Melanie Wallendorf (1989), "Of Mice and Men: Gender Identity in Collecting," presented at Winterthur Conference on The Material Culture of Gender/The Gender of Material Culture, Winterthur Museum, November.

Melanie Wallendorf and Russell Belk (1989), "Gender Identity, Immortality, and Collecting," presented at American Studies Association annual meetings, Toronto,

November.

Eric J. Arnould and Melanie Wallendorf (1989), "Thanksgiving Day Feasts: A Pictorial Analysis of Consumption," presented at the annual meeting of the Association for Consumer Research, New Orleans, October.

Melanie Wallendorf and Russell Belk (1989), "Societal Aspects of Collecting," presented at International Sociology of Consumption conference, Helsinki, September.

Russell Belk and Melanie Wallendorf (1989), "Discovering the Meanings of American Consumption Holidays," workshop held at International Institute on Marketing Meaning, Indianapolis, July.

Melanie Wallendorf (1989), "Challenges in Ethnographic Research on Consumption Rituals," presented at Administrative Sciences Association of Canada annual conference, Montreal, June.

Annamma Joy and Melanie Wallendorf (1989), "Consumption Development in the Third World: Theoretical Approaches for Ethnographic Analyses," presented at American Marketing Association Winter Educators' Conference, St. Petersburg, February.

Melanie Wallendorf (1988), "The Development of Scientific Fields: A Science Systems Perspective," presented at the annual meeting of the Association for Consumer Research, Honolulu, October.

Melanie Wallendorf, Russell W. Belk, and John F. Sherry, Jr. (1988), "Addictive Aspects of Collecting Behavior," presented at the annual meeting of the Association for Consumer Research, Maui, October.

Eric Arnould and Melanie Wallendorf (1988), "Oh, Give Thanks, for We Are One: A Cross-Cultural Comparison of the Meanings of Participation in Thanksgiving Rituals," presented at the annual meeting of the Association for Consumer Research, Honolulu, October.

Russell W. Belk and Melanie Wallendorf (1988), "The Meanings of Money," presented at the annual meeting of the Association for Consumer Research, Honolulu, October.

Melanie Wallendorf and Russell Belk (1988), "Visual Research on Consumption: Deep Meaning in Possessions," presented at International Visual Sociology Association Annual Conference, Rochester, NY, July.

Melanie Wallendorf and Russell Belk (1988), "Deep Meaning in Possessions: Video Presentation of Qualitative Research on Consumption," presented at Interactionist Research Conference, University of Windsor, May.

Melanie Wallendorf (1988), "Consumption Symbolism in Women's Private Spaces: Findings from Fiction, Photos and Fact," presented at American Culture

Association/Popular Culture Association meetings, New Orleans, March.

Russell Belk, Scott Roberts, Melanie Wallendorf (1988), "Collections and Collecting Behavior: Exploring Completion and Personal Meanings," presented at American Culture Association/Popular Culture Association meetings, New Orleans, March.

Melanie Wallendorf, Russell Belk, and John Sherry (1988), "Compulsive Desires for Completion in Collectors," presented at American Marketing Association Winter Educators' Conference, San Diego, February.

Russell Belk and Melanie Wallendorf (1988), "Sacred and Profane Aspects of Money in Consumption," presented at International Sociology of Consumption conference, Oslo, January.

Melanie Wallendorf and Russell Belk (1987), "Deep Meaning in Possessions," presented at the annual meeting of the Association for Consumer Research, Boston, October.

Russell Belk and Melanie Wallendorf (1987), "Consumption Identity Work," presented at John-Labatt Marketing Seminar on Signs and Symbols in Marketing, Montreal, October.

Melanie Wallendorf (1987), "Consumer Behavior Odyssey Interviews: Variations on a Theme," presented at American Psychological Association Annual Conference, New York, August.

Melanie Wallendorf (1987), "Cultural Differences in Possessiveness," presented at American Psychological Association Annual Conference, New York, August.

Melanie Wallendorf (1987), "On Intimacy," presented at American Marketing Association Winter Educators' Conference, San Antonio, TX, February.

Melanie Wallendorf (1985), "Lifestyle Inference from Consumer Artifacts: Going Beyond What They Say," presented at the annual meeting of the Association for Consumer Research, Las Vegas, October.

Melanie Wallendorf (1985), "Inner Direction as a Social Character for Consumer Research," presented at the annual meeting of the Association for Consumer Research, Las Vegas, October.

Melanie Wallendorf and Robert Westbrook (1985), "Emotions and Clothing Disposition," presented at the annual meeting of the Association for Consumer Research, Las Vegas, October.

Melanie Wallendorf (1985), "Consumption-Related Data Collection Methods, Assumptions, and Validity," presented at American Marketing Association Workshop on Marketing Theory, Blacksburg, Virginia, May.

Melanie Wallendorf (1984), "Social Stratification, Object Attachment, and Consumer Life Patterns," presented at the annual meeting of the Association for Consumer Research, Washington, October.

Melanie Wallendorf and Gerald Zaltman (1978), "Role Accumulation and the Strength of Weak Ties: Some New Perspectives on Diffusion Research," presented at the Annual Meeting of the American Psychological Association, Toronto, August.

Valerie Valle and Melanie Wallendorf (1977), "Reactions to Product Satisfaction and Dissatisfaction: The Role of Causal Attributions in Consumer Complaining Behavior," presented at the annual meeting of Midwestern Psychological Association, Chicago, May.

Invited Seminar and Colloquia Presentations

Department of Marketing, Schulich School of Business, York University, November 2021
"Co-Creating Servicescape Authenticity: A Longitudinal Study of Community Interaction in a Mixed-Use Retail Development"

Rennes School of Business, Department of Marketing, Rennes, France, October 2021
"Building Family through Food: The Ritual of Christmas Dinner in France" (with Sheila Matson)

Rennes School of Business, Department of Marketing, Rennes, France, October 2021
"Co-Creating Servicescape Authenticity: A Longitudinal Study of Community Interaction in a Mixed-Use Retail Development"

University of Wisconsin, Department of Marketing, November 2018
"Claims to Space in the Politics of Consumer Identity"

University of Nebraska, Department of Marketing, March 2018
"Social Interactions and Regulation of Ownership in Multifunction Retail Servicescapes"

University of Arizona, School of Sociology, January 2018
"Leisure as a Tactic in the Gender Politics of Time and Space: A Study of the New Cult of Domesticity"

Em-Lyon Business School, Lyon, France, November 2017
"Leisure as a Tactic in the Gender Politics of Time and Space: A Study of the New Cult of Domesticity"

Em-Lyon Business School, Lyon, France, November 2017
Led an all-day workshop for faculty on "Painting, Framing and Positioning in Consumer Culture Ethnography"

Consumers and Consumption @ Yale, sponsored by Center for Cultural Sociology and

Center for Customer Insights, Yale University, March 2017
“Faultlines and Foci in Consumer Research”

California Polytechnic State University, San Luis Obispo, Marketing Department, April 2016
“What is Sociocultural (Consumer Culture Theory) Research? A Case Study of ‘Taste Engineering’”

Qualitative Data Analysis Workshop at Consumer Culture Theory conference, University of Arkansas, Fayetteville, AR, June 2015.
“Building the Arc of Theory: The Arch, a Hawk, and a Tapestry”

Canon of Classics Consumer Culture Theory doctoral seminar, Oxford University, August 2012.
“Sociological Theories of Stability and Change: Thorstein Veblen, Max Weber, Talcott Parsons, and Colin Campbell”

MDSA/Ph.D. Project Conference, San Francisco, CA, August 2011.
“Framing and Positioning Your Research”

Intelligence Leadership Forum, meetings in Scottsdale, AZ, February 2010.
“Ethnographic Insights on Emerging Consumer Trends”

University of Lapland, Marketing Department, September 2009
University of Tampere, Finland, Marketing Department, September 2009
“Is the Price Right?”

University of Wisconsin, Marketing Department, November 2008
“Is the Price Right?”

University of California at Berkeley, Marketing Department, March 2008
“The Sociological Formation of a Consumption Ideology”

University of Arizona, Sociology Department, February 2008
“Ideology, Theology, and Disenchantment with Consumer Culture”

Association for Consumer Research Doctoral Symposium, Memphis, TN, October 2007
“Consumer Culture Theory (CCT) Breakout”

Association for Consumer Research, Memphis, TN, October 2007
“Having vs. Doing: Materialism, Experientialism, and the Experience of Materiality: Discussant Comments”

Qualitative Data Analysis Workshop plenary talk, Consumer Culture Theory (CCT) conference, York University, Toronto, Ontario, May 2007

“Painting, Framing, and Positioning in Consumer Culture Ethnography”

Association for Consumer Research Doctoral Symposium, Orlando, FL, October 2006

“Consumer Culture Theory Break(s) Out”

“The Journey Continues: Building on the Legacy of the Odyssey” a roundtable session organized by Karen Fernandez, devoted to retrospective reflections on the long-term impact of this research project; held at 2005 annual meetings of the Association for Consumer Research, San Antonio, Texas, October.

Association for Consumer Research/Marketing Science Institute Workshop on Qualitative Data Analysis, Omaha, May 2005

“Ethnographic Theorizing In and Out of the Field”

“Inviting in the Influences”

Association for Consumer Research Doctoral Symposium, Portland, OR, October 2004

“Cutting-Edge Sociological Consumer Research”

Converse Symposium, University of Illinois, April 2004

“The Sacred Extended Self”

Harvard Business School, September 2003.

“Gerald Zaltman’s Contributions to Consumer Research”

National Academy of Sciences/National Research Council, Space Studies Board Workshop on Facilitating Public Sector Uses of Remote Sensing Data, Boulder, Colorado, January 2002.

“Adapters and Adopters of Remote Sensing Data,” keynote address.

Summarized in: Using Remote Sensing in State and Local Government: Information for Management and Decision Making, National Research Council of the National Academy of Science, Steering Committee on Space Applications and Commercialization, Space Studies Board, Washington, D.C.: The National Academies Press.

Penn State University, Department of Marketing, April 2000.

“Status Reproduction: The Transfer of Cultural Capital”

University of Edinburgh

Queen’s College, Belfast

University of Manchester

University of Exeter

Dublin City University

London Business School, all in March-April 2001

"Status Reproduction in Consumption: Capital Transfers in the Household-Retailing Nexus"

University of Oklahoma, Department of Marketing, September 1998.

"Researching the Sociological Aspects of Consumer Behavior"

American Marketing Association Doctoral Consortium, Univ. of Colorado, August 1996.

"Components of the Sociology of Consumption"

Queens University, Canada, Department of Marketing, November 1994.

"The Interpretation of Data in Market-Oriented Ethnography"

American Marketing Association Doctoral Consortium, Santa Clara University, Aug. 1994.

"Market-Oriented Ethnography"

Pennsylvania State University, Department of Marketing, July 1994.

"Interpreting Data in Market Oriented Ethnography"

University of Western Australia, Perth, Australia, Department of Information Management and Marketing, May 1994.

"The Interpretation of Ethnographic Data in Developing Product Strategy"

University of California at Irvine, Department of Marketing, January 1994.

"Market-Oriented Ethnography: Interpretation Building and Marketing Strategy Formulation"

Ohio State University, Department of Marketing, May 1993.

"Market-Oriented Ethnography"

Edith Cowan University, Perth, Australia, Department of Marketing, April 1993.

"Interviewing Techniques for Fieldwork"

Market Research Society of Perth, Australia, April 1993.

"Market-Oriented Ethnography"

University of Arizona, Comparative Culture and Literary Studies Program, February 1993.

"The Consumption Rituals of Thanksgiving Day"

University of Arizona, Women's Studies Advisory Council, January 1993.

"Embodiment of Good and Evil in Collections: Brent and Barbie's House"

University of Colorado, Department of Marketing, February 1992.

"From Ethnography to Marketing Strategy"

American Marketing Association Doctoral Consortium, University of Southern California, August 1991.

"Decommodification in Consumer Brand Usage"

- Arizona State University, Department of Marketing, February 1990.
"The Consumption Rituals of Thanksgiving Day"
- Pennsylvania State University, Department of Marketing, April 1989.
"Sacred and Profane Aspects of Consumer Behavior"
- University of Houston, Department of Marketing, March 1989.
"Researching the Meanings of Consumption"
- University of Arizona, Department of Communication, October 1988.
"The Semiotic Meaning of Possessions"
- University of Western Ontario, College of Business, June 1988.
"Case Method Research in Consumer Behavior"
- Northwestern University, Department of Marketing, December 1987.
"The Deep Meaning of Possessions"
- University of Cincinnati, Department of Marketing, December 1987.
"The Consumer Behavior Odyssey: Knowledge Products and Symbolic Meaning,"
- Marquette University, Department of Education, November 1987.
"Naturalistic Inquiry Methods"
- Northwestern University, Department of Marketing, October 1987.
"Naturalistic Inquiry in Consumer Behavior,"
- Marketing Science Institute Mini-conference, Consumer Behavior, Boston, October 1987.
"Deep Meaning in Possessions"
- University of Utah, Department of Marketing, June 1987.
"Food Consumption Differences Among Social Groups"
- Advertising Research Foundation Copy Research Workshop, New York, May 1987.
"Creative Insights from Traveling Across America"
- University of Utah, Department of Architecture, April 1987.
"Photography as a Method for Studying the Deep Meaning of Possessions"
- University of Utah, Department of Marketing, March 1987.
"Favorite Objects as Cross-Cultural Identity Expressions"
- Marketing Science Institute Board of Trustees, 25th anniversary meeting, Boston, November 1986.
"Consumer Behavior Odyssey"

Work in Progress

“Cultivating Servicescape Authenticity: A Longitudinal Study of Community Interaction in a Mixed-Use Retail Development” (with D. Matt Godfrey)

“Christmas Food Rituals in France” (With Shelia Matson and Eric Arnould)

GRANTS RECEIVED

Melanie Wallendorf and Matthew Godfrey, “Food accessibility in Southern Arizona: Mapping the growth, trajectory, and market base of Tucson’s farmers’ markets,” funded February through May 2016 by Economic and Business Research Center’s Making Action Possible Dashboard program, Eller College of Management, University of Arizona. Funding: \$7500

Melanie Wallendorf, “ASPRS - NASA 10 Year Remote Sensing Forecast: Survey Design and Analysis,” funded February through September 2002 by Lockheed Martin Space Operations flow-through from National Aeronautics and Space Administration. Funding: \$27,774.

Melanie Wallendorf and Chuck Hutchinson, “Assessment of MTPE-05 Grant Program Success,” funded October 2000 through September 2002 by National Aeronautics and Space Administration (NASA), Applications, Commercialization, and Education (ACE) Division of Office of Earth Science. Funding: \$59,410.

Chuck Hutchinson, Stuart Marsh, and Melanie Wallendorf, “State and Local Government Initiative-Planning, Coordination, Materials Preparation and Market Survey for Regional Informational Workshops,” funded February 2000 through February 2001 by National Aeronautics and Space Administration (NASA), Applications, Commercialization, and Education (ACE) Division of Office of Earth Science. Funding: \$375,493.

Merrie Brucks and Melanie Wallendorf. "The Cumulative Impact of Tobacco Advertising on Young Children's Socialization to Pro-Tobacco Attitudes and Behaviors," funded October 1997 - September 2000 by Arizona Disease Control Research Commission (State of Arizona). Funding: \$150,000.

Merrie Brucks and Melanie Wallendorf. "Children's Perceptions of Advertisements for Alcoholic Beverages," funded March 1993-May 1995 by Marketing Science Institute's program on "Using Marketing to Serve Society." Funding: \$9000. Received Honorable Mention in funding competition.

Additional Small Grant Award through University of Arizona Office of the Vice President for Research. Funding: \$5000 to supplement Marketing Science Institute funding of project on "Children's Perceptions of Advertisements for Alcoholic Beverages."

Russell Belk, Harold Kassarian, John Sherry and Melanie Wallendorf. "The Consumer Behavior Odyssey." 1986. Partial funding provided by:
Eller Center for Study of the Private Market Economy, University of Arizona
Foote, Cone and Belding
Hilton Hotels Corporation
Marketing Science Institute: One grant for data collection, one grant for analysis and video production.
Needham, Harper Worldwide
Northwestern University
University of California at Los Angeles
University of Utah

Russell Belk, Harold Kassarian, John Sherry and Melanie Wallendorf. "Red Mesa Swap Meet: A Pilot Study for the Consumer Behavior Odyssey." Pilot grant provided by Marketing Science Institute, 1985.

Steve Ash and Melanie Wallendorf. "Satisfaction, Dissatisfaction, and Complaining Behavior: A Comprehensive Study of the Disadvantaged Consumer." Report prepared for project funded by Consumer and Corporate Affairs of Canada, 1981.

Melanie Wallendorf. "Stimulus Variation and Consumer Satisfaction/Dissatisfaction." Report prepared for project funded by Consumer and Corporate Affairs of Canada, 1979.

Melanie Wallendorf. "Role Accumulation and Its Effects on the Diffusion of Innovations." Dissertation grant from American Marketing Association, 1977.

THESIS AND DISSERTATION COMMITTEES

Doctoral Dissertation Committees Chaired

Nancy Jane Merritt, Ph.D., Department of Marketing, University of Arizona, 1986. "The Nature and Value of Dyadic Channel Relationships: Effects on Member Satisfaction"

Alfred R. Petrosky, Ph.D., Department of Marketing, University of Arizona, 1992. "Evaluation Sets in Aesthetic Channels"

Elisabeth Gilster, Ph.D., Department of Marketing, University of Arizona, 1996. "Communication Strategies and Behavioral Adaptation in Intercultural Channels"

David Crockett, Ph.D., Department of Marketing, University of Arizona, 2001. "The Impact of Residential Segregation on Consumer Disadvantage."

Winner, Sheth Foundation Prize (\$2,500) for best public-purpose dissertation proposal, 1998.

Ada Leung, Ph.D., Department of Marketing, University of Arizona, 2004. "Social Networks and Diffusion of High-Technology Innovations."

Jeff Wang, Ph.D., Department of Marketing, University of Arizona, 2006. "Consumption of Debt: An Interpersonal Relationship Approach."

Michelle F. Weinberger, Department of Marketing, University of Arizona, 2009. "Cultural Knowledge and Resources: Three Studies on the Role of Cultural Knowledge in Consumption."

André Maciel, Department of Marketing, University of Arizona, 2015. "The Aestheticization of Consumption: Market Mediated Ideologies and Gendered Practices"

D. Matthew Godfrey, Department of Marketing, University of Arizona, 2019. "Building Servicescape Culture: Examining Social Order, Spatial Change and Consumer Experience."

Doctoral Dissertation Committee Memberships

Scott Dawson, Ph.D., "Store Prestige: Issues of Validity and Measurement," Department of Marketing, University of Arizona, 1984.

Marie Wilson, M.S., "Undervaluation of Employee Fringe Benefits: A Decisional Bias Perspective," Department of Management and Policy, University of Arizona, 1984.

Jeannette Davy, Ph.D., "Procedural Justice, Situational Control, and Self Perception Applied to Understanding the Effects of Layoffs on Survivors," Department of Management and Policy, University of Arizona, 1986.

Samar Das, Ph.D. "A Theory of Self-Brand Relationship Schema and its Implications for Brand Strength and Brand Equity," Marketing Department, University of Arizona, 1998.

Paul Burkhardt, Ph.D. "Producing and Consuming the Commodity Community," Interdisciplinary Program in Comparative Cultural and Literary Studies, University of Arizona, 1999.

Jim Shaw, Ph.D. "The Development of U.S. Population-based Preference Weights for the EQ-5D Health States Inventory," Department of Pharmaceutical Sciences, University of Arizona, 2004.

Nina Mesiranta, Ph.D., "Consumer Online Impulsive Buying: Elements and Typology," Department of Marketing, University of Tampere, Finland, 2009. Served as Opponent.

Meredith Thomas, Ph.D. "Owning Community: Social Class and consumption in a neo-traditional neighborhood," University of Wisconsin, 2018.

TEACHING

Undergraduate

Consumer Behavior

Masters

Listening to the Voice of the Market

Doctoral

Socio-Cultural Aspects of Consumption

Syllabus published in Cook, Daniel Thomas, J. Michael Ryan, and Meghan Ashland Rich (2006), *Syllabi and Instructional Resources for Teaching the Sociology of Consumers and Consumption*, 2nd edition, Washington, D.C.: American Sociological Association, 164-176.

Philosophy of Science and Theory Construction

INTRAMURAL SERVICE

Department

Doctoral Studies Committee, 1994-2004, 2008-2009

Chair, 1994-1995, 2016-2019

Promotion & Tenure Committee, 1998-2000, 2004-07, 2008-09, 2012-14, 2018-19

Honors Program Coordinator, 2012-2015

Undergraduate Program Committee, 2012-2014

Academic Program Review Committee, 2013-2014

Governance Document Committee, 2008 - 2010

Recruiting Committee, many years, Chair 2011-2012

Department Head Search Committee, 1996-1997; Chair 2002-2003

Acting Head, Promotion and Tenure, 1995-1996

College

College Advisory Committee, 1998-2000, 2004-2008, 2009-2014

Eller College Faculty Chair (elected), 2011 - 2014

Faculty Status Committee (P&T), 1994-1997, 2001-2004, 2009-2010, 2014-2015, 2016 - 2017, 2019 - 2022

Research and Doctoral Studies Committee, 1982-1988, 1992-1995, 2016-2019

Dean Search Committee, 1995-1996, 2003-2004, 2010-2011

MBA Director Search Committee, Chair 2001-2002

Eller Honors Innovation Task Force, 2012-2013

University

Graduate Council, 1986-1995, 2016 - 2018

Executive Committee, 1992-93

Executive Committee, Interdisciplinary Graduate Program in Comparative Cultural and Literary Studies, 1992-2000

Workshop on New Models for Leadership, participant, 1992-1997

Academic Program Review Committees:

Family and Consumer Studies Department, 1991-92, 1998

CORE Committee on Academic Program Review, 1993-1994

Sociology Department Recruiting Committee, 2012-2013, 2018-2019

EXTRAMURAL SERVICE TO PROFESSION

Journal and Foundation Reviewing

Associate Editor, *Journal of Consumer Research*, 1996-1999; guest AE, ad hoc

MSI Dissertation Proposal Competition Judge, 2004, 2008

ACR/Sheth Foundation dissertation grant competition judge, 2012

Ferber Award Competition Judge, *Journal of Consumer Research*, 2002, 2012

Sidney J. Levy Award Committee, Chair 2018 - 2019

Editorial Review Boards: *Consumption, Markets, and Culture*

Advisory Boards: *Journal of Consumer Culture*
Social Science Research in Marketing
MRN Behavioral Marketing Research Paper Series Abstracts

Reviewer: *Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Consumer Psychology, Social Forces, Psychology and Marketing, Journal of Advertising, International Journal of Research in Marketing, Journal of Contemporary Ethnography, American Journal of Cultural Sociology*
National Science Foundation: Div. of Social, Behavioral and Economic Research

Association Positions

American Sociological Association representative to *Journal of Consumer Research Policy Board*, 1998-2007; substitute 2012

Vice President, *Journal of Consumer Research Policy Board*, 1998-2000.

Doctoral Symposium Co-Chair, Association for Consumer Research, 2002.

Nominating Committee, Association for Consumer Research, 1987, 1998.

Advisory Council, Association for Consumer Research, 1993-1995.

Treasurer, Association for Consumer Research, 1986

Conference Co-Chair, Annual Conference, Association for Consumer Research, 1985-1986

Dissertation Awards Committee Chair, American Marketing Association, 1986-1987

Reviewer, 1989-1990

Reviewing for Conferences (last five years)

Program Committee, Association for Consumer Research

Competitive paper reviewer:

Association for Consumer Research

American Marketing Association Winter Educators' Conference

Consumer Culture Theory Conference

Conference Participation (not listed above)

Invited presenter and mentor, week-long Doctoral Seminar on Theorization, Middle East Technical University, Ankara, Turkey, August 2022.

Roundtable Mentor, Association for Consumer Research Doctoral Symposium, October 2017.

Special Session Organizer, "Reconceptualizing Ownership in Consumer Culture and Public Space," Consumer Culture Theory Conference, 2017.

Special Session Organizer, "Masculinity at the Intersection of Social Position and Consumption," Consumer Culture Theory conference, 2014.

Special Session Organizer, "Reformulations of Domesticity in Times of Unstable Boundaries," Consumer Culture Theory Conference, 2013.

Roundtable Organizer, "Qualitative Data Analysis," Association for Consumer Research Annual Conferences, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005.

Mentor, Qualitative Data Analysis (QDA) Workshop, 2006 (Omaha), 2011 (Evanston), 2013 (Tucson), 2015 (Fayetteville), 2017 (Long Beach), 2019 (Montreal).

Special Session Organizer, "Identity and Modern Consumption," Association for Consumer Research European Conference, June 1999.

Invited Plenary Session Speaker, "Breaking Out of Boxes: Creativity, Community, and Culture," at Association for Consumer Research Annual Conference, 1996, published in Advances in Consumer Research, Merrie Brucks and Deborah J. MacInnis, eds., Provo: Association for Consumer Research, pp. 9-11.

Organizer, Presidential Session, "Opportunities for Consumer Researchers in Third World Food and Nutrition Development Efforts," Association for Consumer Research Annual Conference, 1992.

PROFESSIONAL SOCIETY MEMBERSHIPS

Association for Consumer Research
Consumer Culture Theory Consortium
American Sociological Association
Section on Consumers and Consumption

EXTRAMURAL SERVICE TO COMMUNITY

Reading coach, Reading Seed/Literacy Connects, 2014 - present

I coach three elementary students in a public school in a low-income area. They are given a reading coach because they are struggling with reading; the purpose is to maintain their positive attitude toward the reading experience as well as improve their skill level. In 2016, one of my students' reading ability increased sufficiently that he passed the test to be admitted to the Gifted and Talented program. In 2022, my focus is on helping three students whose reading progress was halted by online instruction during COVID. They do not come from families that have access to high speed internet or computers at home.

Hospitality Volunteer, The Inn Project, 2019 - present

I volunteer to welcome and assist asylum seekers released from Immigration and Customs Enforcement custody in Tucson. These families are housed and fed by this nonprofit organization for several days as they await arrangements for Greyhound bus or airline transportation to the U.S. city where their asylum sponsor lives.

Presentation entitled "Ways of College Success," to Parent Association, Santa Cruz Waldorf High School, Santa Cruz, CA, January & April, 2008.

Research project for United Way of Greater Tucson (as part of course taught on Consumer Behavior) to identify target markets for donations and strategies for reaching them, Spring 1999.

Research project for Pima Association of Governments (as part of course taught on Marketing Research) to profile users of Park & Ride lots, Spring 1992.

Presentation entitled "Issues in Marketing in Not-for-Profit Organizations," (with Melissa Young) to Executive Board, Clarion Newspaper, Tucson, AZ, August 5, 1988.

Speech entitled "Marketing for Small Business Entrepreneurs" at meeting of The Board of Directors, Tucson, August 16, 1983.

Speech entitled "Career Paths for Women" at meeting of Women's Design Network, Tucson, May 18, 1982.

Speech entitled "Business Career Opportunities for Women" at meeting of Resources

Exchange, Tucson, September 25, 1981.

Speech entitled "Business Networks for Women" at Arizona Conference on Networking, Tucson, May 9, 1981.

CONSULTING ACTIVITY

Citicorp, Advance Mortgage
Ocean Spray
Sterling-Rice, project for Mead-Johnson
Texas Instruments, Executive Education
Portico Research

MEDIA COVERAGE OF RESEARCH

"BizPEOPLE: Melanie Wallendorf," BizTucson, Nov. 2, 2021.
<https://biztucson.com/2020/11/02/melanie-wallendorf/>

"Scholars' Conversations with André F. Maciel: Space and the Politics of Consumer Identity," by Tim Rosenkranz, American Sociological Association Consumers and Consumption Newsletter, June 22, 2021.
<https://asaconsumers.wordpress.com/2021/06/22/2869/>

"Thanksgiving Expert Interviews: Melanie Wallendorf on Studying Thanksgiving," Access Holdings, November 2020, <https://www.accessholdings.com/tg-expert-interviews>

"Why We Lose Control of our Diet over the Holidays," by Wendy L. Patrick, Psychology Today, Nov. 29, 2019. <https://www.psychologytoday.com/us/blog/why-bad-looks-good/201911/why-we-lose-control-our-diet-over-the-holidays?amp=>

Reissued as: "Being Bad over the Holidays Feels Good," by Wendy L. Patrick, Newsmax, Dec. 20, 2019.

"What Do We Love Most about Thanksgiving?" by Wendy L. Patrick, Psychology Today, Nov. 28, 2019. <https://www.psychologytoday.com/us/blog/why-bad-looks-good/201911/what-do-we-love-most-about-thanksgiving>

"Our 'Day of Big Dinners' Isn't Really about Turkey," by Jeff Jacoby, The Boston Globe, Nov. 21, 2018.

"UA Studies Social Dynamics in Post-Katrina New Orleans," by Liz Warren-Pederson, UANews (University of Arizona website), May 7, 2012.
<http://www.uanews.org/node/47008>

"Why would a struggling community shun corporate gifts? A study of Hurricane Katrina and Mardi Gras," AAAS EurekaAlert! January 17, 2012. <https://www.eurekaalert.org/news->

[releases/730725](#)

"You Are What You Throw Away," The Economist, February 26, 2009.

"Cigarette Ads Still Affect Children," by La Monica Everett-Haynes, UA News (University of Arizona website), Dec. 23, 2008, <http://uanews.org/23081>

"Gift Lists Shrinking Along with Economy," by Eric Ruth, Wilmington News Journal, November 23, 2008.

"Economy's Fate Hinges on Consumers' Reactions," by Tom Abate, San Francisco Chronicle, October 5, 2008.

"For Some Gen-Yers, Holidays Back Home are Passé," Christian Science Monitor, November 21, 2007.

"Redefining the Thanksgiving Tradition," CBS News, November 22, 2007.

"The Rise of Experiential Marketing," The Financial Times, September 25, 2006.

"Twenty-Five Years Ago," Getty Images, 2006, p. 2.

"Ten Ideas from Academia ... Worth the Paper They're Written on," by Helen Edwards, Marketing Theory, October 12, 2005, p. 32.

"Beyond the Pail: The Garbage of Globalization" by W. L. Rathje, Municipal Solid Waste Management, July/August 2005.

"Researchers Explore the Role of Political Ideology in How Black Consumers Shop," Target Market News, Dec. 16, 2004, www.targetmarketnews.com/consumernews.htm

"A new study into how African-Americans exhibit political and ideological beliefs through shopping," PsychCentral, December 12, 2004.

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