

Vita
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Professor of Marketing
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Education

- 1987 Ph.D. Arizona State University, Tempe, AZ.
1985 M.A. Arizona State University, Tempe, AZ.
1981 B.A. SUNY at Buffalo, Buffalo, NY.

Academic Positions

- 2010- present Chair- Department of Marketing & Law, School of Business, Ithaca College, Ithaca, NY
- 2002- present Professor- Department of Marketing & Law, School of Business, Ithaca College, Ithaca, New York
- 2006- present Visiting Scholar- Research Fellow- Center for Hospitality Research, Cornell School of Hotel Administration, Cornell University, Ithaca, NY.
- 2005 Visiting Scholar- Department of Marketing, Information Systems, Strategy & Tourism. Cornell School of Hotel Administration, Cornell University, Ithaca, NY.
- 2001-2005 MBA Program Director, School of Business. Ithaca College, Ithaca, NY
- 1999-2002 Associate Professor –Department of Business Administration. Ithaca College, Ithaca, New York
- 1995-1999 Associate Professor –Department of Psychology. Ithaca College, Ithaca, New York
- 1996-1997 Visiting Associate Professor – Department of Psychology. Cornell University. Ithaca, New York

- 1989-1995 Assistant Professor – Department of Psychology. Ithaca College, Ithaca, New York. (tenured 02/1995)
- 1991-2002 Visiting Professor - Cornell University, Ithaca, New York
- 1988 Visiting Assistant Professor - Nazareth College, Rochester, New York
- 1982-1987 Graduate Teaching Associate - Arizona State University, Tempe, Arizona.

Editorial Experience

Editorial Board: Journal of the Academy of Marketing Science (2011-)
 Editorial Board: Services Industries Journal (2007-)
 Editor: (Services, Hospitality/Tourism) Journal of Applied Marketing Theory (2009-)
 Consulting Editor: Individual Differences Research Journal (2005-)

Advisory Boards: Houghton-Mifflin, Cengage Thomson Learning, McGraw-Hill

Ad Hoc Reviewer:

Journal of the Academy of Marketing Science
Cornell Hospitality Quarterly
Service Industries Journal
Journal of Hospitality and Tourism Research
International Journal of Hospitality Management
International Journal of Contemporary Hospitality Management
Asian Pacific Management Review
Journal of Foodservice Business Research
Journal of Relationship Marketing
Journal of Socio-Economics
Association for Marketing Theory and Practice
Academy of Business Education
Journal of Management (Research Methods & Analysis Section)
Academy of Management Journal
Organizational Research Methods
Journal of Behavioral Health Services & Research
Basic and Applied Social Psychology
Personality and Social Psychology Bulletin
Journal of Economic Psychology
Journal of Applied Social Psychology
Morrison Institute Public Policy Monograph Series
Journal of Social Psychology
Psychological Record
Addictions
Social Behavior and Personality: An International Journal
Psychological Reports
Perceptual & Motor Skills

Grants

- 1995-2000 Prototype matching for detecting underage drinkers. National Institute for Alcoholism and Alcohol Abuse,. FIRST Award: 1-R29-10397-01. (5 years) (\$381,083).
- 1994 An investigation of social decision making among bartenders. DANA Foundation Fellowship Sponsor. (\$3275)
- 1994 Contrasting and assimilative processes in the perception of age and attractiveness. Ithaca College Faculty Research Fellowship. (\$3000)
- 1993 Alcohol availability: Moderators and mediators. Ithaca College Small Grant. (\$232).
- 1991-1992 Organizational decision making & social cognition. DANA Foundation Fellowship Sponsor (\$3275)
- 1991-1992 Person perception, idiographic or nomothetic: Accuracy in detecting underage drinkers. Ithaca College Faculty Research Fellowship. (\$3000)
- 1990-1991 Attributions for success and failure, a decennial review or: What have we learned since our last visit? Ithaca College Faculty Research Grant (\$250)
- 1984-1985 An evaluation of mandatory jail sentences for convicted DWI offenders. Morrison Institute for Public Policy (\$2,500).

Teaching

Principles of Marketing
Marketing Management (Graduate)
Marketing Management for Services (Cornell School of Hotel Administration)
Pricing and Money: Perceptions and Cues to Quality
Consumer Behavior
Program Evaluation
Experimental/Quasi-Experimental Research Design/Statistics
Personality, Human Motivation & Decision Making

Honors Arizona State Graduate Regents Scholarship (1982/1983, 1983/1984, 1984/1985, 1985/1986, 1986/1987)

Organization Membership

Association for Marketing Theory and Practice
American Society of Business and Behavioral Sciences
Society for Consumer Psychology
Society for Personality and Social Psychology
Eastern Psychological Association
Associate, Behavioral & Brain Sciences

Consulting Experience

Elmira City Club, Crystal's Spa & Salon, Country Club of Ithaca, XEROX Corporation, Tompkins County Board of Mental Health, American Psychological Association Science Directorate, New York State Department of Education, Arizona State University Center for Prevention Research, University Program For Faculty Development, TEFCO-PARO Services.

Recent and Upcoming Speaking Engagements

Speaker: *Tackling the Biggest Challenges in Hospitality and Gaming*. A jointly sponsored Webinar with SAS and The Center for Hospitality Research, Cornell School of Hotel Administration. Ithaca, NY (11/11/2011). <http://www.hotelschool.cornell.edu/research/chr/events/webcasts/webcast-15900.html>

Speaker: *Customer Loyalty Programs: Managing the Challenges*. QUIS12: International Research Symposium on Service Excellence in Management (POMS College of Service Operations), (6/2-5/2011), Cornell University, Ithaca NY.

Symposia Speaker & Organizer: *Blending Theory and Practice: Increasing Collaboration and Relevance*. Association for Marketing Theory and Practice, (3/26-29/2011), Panama City, FL.

Invited Speaker: *Ten Best Practices for Designing a Loyalty Program*. SAS Premier Business Leadership Series, (10/26-10/28: 2010), Las Vegas NV. (This directors' level event was by invitation only).

Speaker: *Ten Ways to Enhance Your Reward Program*. A jointly sponsored Webinar with SAS and The Center for Hospitality Research, Cornell School of Hotel Administration. Ithaca, NY (10/15/2010). <http://www.sas.com/reg/web/corp/1185060>

Invited Speaker: *Customer Loyalty and Reward Programs: How, When and Why Do Loyalty Programs Actually Drive Attitudinal and Behavioral Loyalty*. Cornell Thought Leadership Summit in Hospitality Research (10/6-8/2010), Cornell University, Ithaca, NY.

Invited Speaker: *Loyalty, Rewards and Value: What do we want from our customers?* (12/05/09). A jointly sponsored Webinar with SAS and The Center for Hospitality Research, Cornell School of Hotel Administration. Cary, NC. The Webinar can be viewed at: <http://www.hotelschool.cornell.edu/research/chr/events/webcasts/> (a complete set of powerpoint slides of this webinar is available by request).

Panelist: “CRM & Data Analytics: Make me money or save me money.” World G2E Global Gaming Expo, (11/17-11/19: 2009). Las Vegas, NV.

Roundtable Leader: “Examining the effects of customer loyalty and reward programs.” SAS Premier Business Leadership Series, (10/27-10/29: 2009), Las Vegas NV. (This directors level event was by invitation only).

Publications

Voorhees, C.M., White, R., & McCall, M. (Under Review). Searching for fool’s gold: Do loyalty programs help service providers attract and retain the “right” customers?

Erickson, G.S. & McCall, M. (In Press). Using intellectual capital to enhance competitiveness in the hospitality industry. Advances in Competitiveness Research

McCall, M., & Voorhees, C. (2010). The drivers of loyalty program success: An organizing framework and research agenda. Cornell Hospitality Quarterly, 51, (1), 35-52.

- Selected by Sage as the Featured Article: 50th Anniversary Edition
- Resulted in 39 Media Clippings with a total circulation of 13,676,827 in 2010

McCall, M. & Bruneau, C.L. (2010). Value, quality and price knowledge as predictors of restaurant price Sensitivity. Journal of Food Service Business Research, 13, 1-7.

McCall, M., Bruneau, C.L., Ellis, A.D., & Mian, K. (2009). A framework for understanding consumptive delay: Rebate proneness and redemption. Journal of Product and Brand Management, 18 (6), 461-467.

McCall, M., & Lynn, A. (2009). Restaurant servers perceptions of customers tipping intentions. International Journal of Hospitality Management., 28 (4), 594-596.

Lynn, M., & McCall, M. (2009). Techniques for increasing servers' tips: How generalizable are they? Cornell Hospitality Quarterly, 50 (2), 198-208.

Eckrich, D.W., & McCall, M. (2009). Category width and new household technology adoption: Development of a measure. Journal of Management and Marketing Research, 2, 38-49.

McCall, M., & Lynn, A. (2008). The effects of restaurant menu item descriptions on perceptions of quality, price and purchase intention. Journal of Food Service Business Research, 11, (4), 439-445.

McCall, M., & Eckrich, D.W. (2006). Gender and credit attitudes as predictors of credit usage and debt repayment. Psychological Reports, 98, 892-894.

Eckrich, D.W., McCall, M., & Wilcox, T. (2005). A theoretical approach to customer relationship management in the electronic age. Journal of Business and Behavioral Sciences, 13, 5-14.

Eckrich, D.W., & McCall, M. (2005). Innovation management: Inside the boardrooms and processes. Decision Sciences Journal of Innovative Education, 3, 323-329.

McCall, M., Trombetta, J., & Gipe, A. (2004). Credit cues and impression management: A preliminary attempt to explain the credit card effect. Psychological Reports, 95, 331-337.

McCall, M., Eckrich, D.W., Libby, P., & Natrass, K. (2003). Using the consumer decision model to enforce minimum age tobacco laws. Social Behavior and Personality: An International Journal, 31, (2), 121-128.

McCall, M., Trombetta, J. & Natrass, K. (2002). Limiting underage alcohol purchases: An application of the consumer decision model. Journal of Business and Psychology, 17, 19-29.

McCall, M. & Natrass, K. (2001). Carding for the purchase of alcohol: I'm tougher than other clerks are! Journal of Applied Social Psychology, 31, 2184-2194.

McCall, M., & Eckrich, D.W. (2001). Customer relationship management and consumer correspondence: A theoretical approach. Journal of Business and Behavioral Sciences, 8, 138-145.

- *Selected as the Outstanding Publication Award Winner*

Lynn, M., & McCall, M. (2000). Gratitude and gratuity: A meta-analysis of research on the service-tipping relationship. Journal of Socio-Economics, 29, 203-214.

McCall, M., Reno, R.R., & Jalbert, N. & West, S.G. (2000). Communal orientation and attributions between the self and other. Basic and Applied Social Psychology, 22, 301-309.

McCall, M. (1999). Physical attractiveness, mood, and the decision to card for the purchase of alcohol: Evidence for a mood-management hypothesis. Journal of Applied Social Psychology, 29, 1172-1191.

McCall, M. (1997). Physical attractiveness and access to alcohol: What is beautiful does not get carded. Journal of Applied Social Psychology, 27 (5), 453-462.

McCall, M. (1997). The effects of physical attractiveness on gaining access to alcohol: When social policy meets social decision making. Addiction, 92, (5) 597-600.

DePalma, M.T., McCall, M., & English, G.M. (1996). Increasing perceptions of disease vulnerability through imagery. Journal of American College Health, 44, 227-234.

McCall, M., DePalma, M.T., English, G.M. & Potts, K. (1996). Perceived self- and other-vulnerability to AIDS: False consensus biases. American Journal of Health Behavior, 20, 400-405.

McCall, M., & Belmont, H.J. (1996). Credit card insignia and restaurant tipping: Evidence for an associative link. Journal of Applied Psychology, 81, (5), 609-613.

McCall, M. (1995). Orientation, outcome and other-serving attributions. Basic and Applied Social Psychology, 17, 49-64.

Robinson, A.J., DePalma, M.T., & McCall, M. (1995). Physical therapist assistant perceptions of the documented roles of the PTA. Physical Therapy, 75, (12), 1054-1063.

Robinson, A.J., DePalma, M.T., & McCall, M. (1995). A reply to Lippert. Physical Therapy, 75, (12) 1064/1065.

Robinson, A.J., McCall, M., DePalma, M.T., Clayton-Krasinski, D., Tingley, S., Simoncelli, S., & Harnish, L. (1994). Physical therapists' perception of the clinical roles of the physical therapist assistant. Physical Therapy, 74 (6), 571-582.

Robinson, A.J., DePalma, M.T., & McCall, M. (1994). Survey research, methodology and internal validity: A reply to Inverso. Physical Therapy, 74, (10), 985/97.

McCall, M. (1994). Decision theory and the sale of alcohol. Journal of Applied Social Psychology, 24, 1593-1611.

Ralston, J.V., Tse, M., Campbell, E.R., Wright, A.D., Fisher, T.L., & McCall, M. (1994). Age perception of speakers of isolated words and sentences. Journal of the Acoustical Society of America, 95, (5). p. 3016. (*Abstract*)

McCall, M. (1993). Accuracy in detecting potential underage drinkers: A test of contextual effects in proofing. Journal of Applied Social Psychology, 23, 875-890.

English, G. M., McCall, M. & DePalma, M.T. (1993). Perceived vulnerability to AIDS: The role of imagery, disease label, and gender. Research Quarterly for Exercise and Sport, 64, 1, A-55.

West, S.G., Hepworth, J., McCall, M., & Reich, J.W. (1989). An evaluation of Arizona's July 1982 drunk driving law: Effects on the city of Phoenix. Journal of Applied Social Psychology, 14, 1212-1237.

West, S.G., Reich, J.W., McCall, M., & Dantchik, A. (1989). Applied Social Psychology. In W.L. Gregory & W.J. Burroughs (Eds.) An introduction to applied psychology. (pp. 301-326), Glenview, IL: Scott, Foresman.

Allen, J., Kenrick, D.T., Linder, D.E., & McCall, M. (1989). Arousal and attraction: A response facilitation alternative to misattribution and negative reinforcement models. Journal of Personality and Social Psychology, 57, 261-270.

Reich, J.W., McCall, M., Grossman, R., Zautra, A.J., & Guarnaccia, C. (1988). Demands, desires, and well-being: An assessment of events, responses and outcomes. Journal of Community Psychology, 16, 392-402.

Published Proceedings (all proceedings are refereed complete papers unless otherwise noted)

McCall, M., McMahon, R.D., & Raja, R. (2012). Customer loyalty programs: It is easy to give and not so easy to take away. Association of Marketing Theory and Practice, Proceedings, 20, Myrtle Beach, SC.

Ellis, A.D., & McCall, M. (2011). Rebates for a cause. International Association for Business and Society, Proceedings, Bath, UK.

McCall, M., Voorhees, C.M., Bruneau, C.L., & Ellis, A.D. (2010). Rebates and reward programs: Conflicting drivers? Association of Marketing Theory and Practice, Proceedings, 19, Hilton Head, SC.

McCall, M., Bruneau, C. L. & Eckrich, D.W. (2009). Consumptive delay and rebate programs: Opportunities for the services and hospitality industries. Association of Marketing Theory and Practice, Proceedings, 18, Jekyll Island, Ga.

Erickson, G.S. & McCall, M. (2008). Intellectual capital and the hospitality industry. American Society for Competitiveness, Proceedings, 19, Orlando, FL.

McCall, M., Eckrich, D.W., & Bruneau, C. L. (2008). Consumptive delay, rebate proneness, and rebate redemption. Association of Marketing Theory and Practice, Proceedings, 17, Savannah, Ga.

Eckrich, D.W. & McCall, M. & Vutova, S. (2008). Continuing developments toward an updated measure of consumers' category-width. American Society of Business and Behavioral Sciences, Proceedings, 15, Las Vegas, NV

Eckrich, D.W. & McCall, M. (2007). Category width in the adoption of technology: refinements on the measure. American Society of Business and Behavioral Sciences, Proceedings, 14. Las Vegas, NV

McCall, M., Eckrich, D.W., & Bruneau, C. L. (2007). A preliminary investigation of consumptive delay and rebate programs. Association of Marketing Theory and Practice, Proceedings, 16, Panama City, FL.

Eckrich, D.W. & McCall, M. (2006). The adoption of new household technologies: Category width and technology adoption. American Society of Business and Behavioral Sciences, Proceedings, 13. Las Vegas, NV.

McCall, M., Eckrich, D.W., & Bruneau, C. L. (2006). On the nature of the "relationship" in customer relationship management. Association of Marketing Theory and Practice, Proceedings, 15, Hilton Head, SC.

Eckrich, D.W., McCall, M., & Wilcox, T. (2005). Customer relationship management and consumer correspondence: Extending theory with electronic correspondence. American Society of Business and Behavioral Sciences, Proceedings, 12, (1), 525-530. Las Vegas, NV.

McCall, M., Eckrich, D.W. & Grill, M. (2005). Evolutionary theory and consumer behavior: On the role of dominance and product evaluations. Association of Marketing Theory and Practice Proceedings, 14, Jekyll Island, GA.

Eckrich, D.W., McCall, M., Williams, W., & Libby, P.A. (2004). More on the factors influencing new technology ownership. American Society of Business and Behavioral Sciences, Proceedings, 11, Las Vegas, NV. 448-454

McCall, M., & Eckrich, D.W. (2004). Towards an integration of evolutionary and exchange perspectives in consumer behavior. Association of Marketing Theory and Practice Proceedings, 13, pp. 5.2, 1-5. Destin, FL.

Eckrich, D.W., McCall, M., & Libby, P. (2003). Another look at customer relationship management: How are brand loyalists actually received? American Society of Business and Behavioral Sciences, Proceedings, 10. Las Vegas, NV.

McCall, M., & Eckrich, D.W. (2003). College credit: The moderating role of gender on credit usage and debt payment. Association of Marketing Theory and Practice, Proceedings, 12, Hilton Head, SC. pp. 8.3, 3-6.

Eckrich, D.W., McCall, M., & Rosenthal, S. (2002). Pedagogical Innovation in the Business Curriculum: An Extension of Experiential Learning. American Society of Business and Behavioral Sciences Proceedings, Vol. 9. Las Vegas, NV.

McCall, M., Eckrich, D.W., & Nattrass, K. (2002). The consumer decision model as a theory driven process for reducing underage tobacco purchases. Association of Marketing Theory and Practice Proceedings, Vol. 11, Savannah, GA., pp 8-12.

McCall, M., Trombetta, J., & Gipe, A. (2001). The elusive credit card effect and the even more elusive theoretical explanation. Association of Marketing Theory and Practice Proceedings, Vol. 10, Jekyll Island, GA., pp 151-155.

McCall, M., & Eckrich, D.W. (2001). Complaints, compliments, and comments: A theoretical approach to customer relationship management. American Society of Business and Behavioral Sciences Proceedings, Vol. 8, No. 2, Las Vegas, pp. 689-692.

Presentations

I have given over 60 presentations at regional, national and international venues.

Research Reports, CHR reports, and Other Intellectual Contributions

McCall, M., & Voorhees, C.M. (2011). Improving Loyalty Program Management by Effectively Segmenting Your Member Base. The Hotel Business Review. (October 16-22, 2011).

- *Invited Paper*

Voorhees, C.M., McCall, M. & Calantone, R.J. (2011). Customer Loyalty: A New Look at the Benefits of Improving Segmentation Efforts with Rewards Programs. Center for Hospitality Research Report, Cornell School of Hotel Administration, Cornell University, Ithaca, NY. Vol 11, No. 11. <http://www.hotelschool.cornell.edu/research/chr/pubs/reports/>

McCall, M., Voorhees, C.M., & Calantone, R.J (2010). Building Customer Loyalty: Ten Guiding Principles for Designing an Effective Reward Program. Center for Hospitality Research Report, Cornell School of Hotel Administration, Cornell University, Ithaca, NY. Vol 10, No. 9.: <http://www.hotelschool.cornell.edu/research/chr/pubs/reports/>.

- This report has been reprinted as an extended abstract in *The European Business Review* (2010 nov- dec): <http://www.europeanbusinessreview.com/?p=2845>.
- *Winner of the CHR 2011 Industry Relevance Award.*
- *Most downloaded Cornell Hospitality Report of 2010 - 2014 report downloads*
- *Resulted in 34 Media Clippings with a total circulation of 12,951,908 in 2010*

McCall, M., and D. Ogden.(April, 2010) “Loyalty, Rewards, and Value: What do we want from our customers.” Casino Journal. www.casinojournal.com/cj/hom/files/PDFs

Lynn, M., & McCall, M. (1999). Beyond Gratitude and Gratuity: A meta-analytic review of the predictors of restaurant tipping. Unpublished working paper. Cornell School of Hotel Administration, Cornell University, Ithaca, NY 14853.

McCall, M. (1994). SPIRIT 1993: Final Evaluation Report. New York State Department of Education, Albany, NY.

McCall, M. (1994). Student Leaders Controlling Drug and Alcohol Abuse: Final Evaluation Report. New York State Department of Education, Albany, NY.

McCall, M. (1993). An Evaluation of the 1992 Student Leaders Controlling Drug Abuse conference. New York State Department of Education, Albany, New York.

McCall, M. (1992). An Evaluation of the 1991 Student Leaders Controlling Drug Abuse conference. Report to the New York State Department of Education, Albany, New York.

West, S.G., McCall, M., Hepworth, J., & Reich, J.W. (1985). An Evaluation of the Arizona Drunk Driving Law of July 1982: Effects on the City of Phoenix. Report made to The Morrison Institute for Public Policy, Arizona State University, Tempe, Arizona.

SERVICE SUMMARY

School of Business

2010-present	Chair, Department of Marketing & Law
2001-2005	MBA Program Director
2000-2004	MBA Curriculum Committee
2002-2009	Tenure and Promotion Committee (Chair 2003-2004; 2005-2007)
2002-2008	Promotion to Full Professor Committee (T&P)
1999-2008	Faculty Development Committee (School)
2007-2010	Faculty Governance Committee (formerly faculty development)
2001	Baccalaureate Curriculum Committee (Spring 2001)
2000-2010	Faculty Search Committees (X 20)
2000-2003	Integrated Strategic Marketing Communications Committee

All College

2009-present	All College Tenure & Promotion Committee
2006-2009	Faculty Grievance Committee
2007-2008	Personnel Appeals Committee
2006-2007	Admissions Leadership Scholar Committee
2003-2005	Faculty Grievance Committee
2001-2002	Faculty Grievance Committee
2002-2006	GMAT Scholarship Committee
2001-2003	Personnel Appeals Committee
2000-2005	Counseling Center Advisory Committee
2000-2004	Center for Research and Faculty Development Grant Review Committee
1993-present	Faculty Justice
2000-2001	Human Subjects Research Review Committee
1999-2000	Alcohol Awareness Committee
1998-1999	Personnel Appeals Committee
1997	School of Business Dean's Search Committee
1996	Summer Grant Review Panel

Professional- Community

2001-2002	Cayuga Medical Center Corporate Foundation Board (Fund Raising)
2000-2003	Executive Committee, Board of Directors (Country Club of Ithaca)
1997	Tompkins County Board of Health (Alcohol Subcommittee)
1997	American Psychological Association Dissertation Awards Committee
1994-1997	New York State Department of Education (Evaluation Consultant)

Other Recent External Service: Professional

Dissertation Committee: King Yin Wong (A& B examination). Cornell University, School of Hotel Administration (2009- present).

Discussant: AACSB Accreditation and Mission-Driven Initiatives at Select Schools Symposium, (2009), Association of Marketing Theory and Practice. Jekyll Island, GA.

External Ph.D. Examiner (Andhra University, Andhra Pradesh, India) (x5)

Discussant: Customer Complaint Management Symposium, (2008), Association of Marketing Theory and Practice. Savannah, GA.

Session Chair: Marketing and Logistics (2008), American Society of Business and Behavioral Sciences. Las Vegas, NV.

Discussant: Experiential Learning (2006), Association of Marketing Theory and Practice. Hilton Head, SC.

Session Chair: Marketing: Consumer Behavior (2005), American Society of Business and Behavioral Sciences . Las Vegas, NV.

Selected Mentored Students

Sarah Dakin (Ph.D, University of Notre Dame)
Kristen Rightnour (MBA, Stanford University)
Nicole Jalbert (Ph.D, Virginia Tech)
Clay Voorhess (Ph.D, Florida State)
Paul Fombelle (Ph.D, Arizona State)

Current employer

NYS Dept of Education
McKinsey & Associates
Personnel Decisions- NYC)
Michigan State University
Northeastern University

9/12/11