

MARK R. MULDER

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EDUCATION

<i>Ph.D.</i>	<i>Doctorate of Business Administration</i> Expertise: Marketing & Consumer Behavior Washington State University	2012
<i>MBA</i>	<i>Master of Business Administration</i> Emphasis: Technology & Innovation Management Pacific Lutheran University	2000
<i>BBA</i>	<i>Bachelor of Business Administration</i> Emphasis: Human Resources and Total Quality Management Pacific Lutheran University	1993
<i>Professional Education</i>	<i>Management Development Program, Harvard University</i> Harvard Graduate School of Education, Harvard Institutes for Higher Education	2002

RESEARCH & PUBLICATIONS – Academic – Peer-Reviewed

- Radighieri, Jeff and **Mark R. Mulder** (2014), “The Impact of Source Effects and Message Valence on Word of Mouth Retransmission,” *International Journal of Market Research*, 56 (2), 249-263.
- Mark R. Mulder**, Richie Liu & Jeff Joireman (2014), “Consumer Responses to Charity Disclosures: Potential Downsides of Legislative Approaches,” *Proceedings of the American Marketing Association Marketing and Public Policy Conference*, Boston, MA.
- Mark R. Mulder**, Jeff Joireman and Yany Gregoire (2014), “Growing Nonprofit Giving Via Peer-to-Peer Connections: Benefits and Potential Backlash,” *Proceedings of the Academy of Marketing Science World Marketing Congress*, Lima Peru.
- Gillespie, Brian, **Mark R. Mulder** and Manja Zidansek (2014), “Who’s Laughing Now? Toward an Understanding of Simulated Laughter and the Laugh-Track Paradox,” *Proceedings of the Society of Consumer Psychology Conference*, Miami, FL.
- Ostrom, Amy S., Laurel Anderson, Mark S. Rosenbaum, Canan Corus, Raymond P. Fisk, Andrew S. Gallan, Martin Mende, **Mark R. Mulder**, Mario Giraldo, Steven W. Rayburn, Kunio Shirahada, and Jerome D. Williams (2013), “Transformative Services Research: An Agenda for the Future,” *Journal of Business Research*, 66 (8), 1203-1210.
- Sarker, Suprateek, Suranjan Chakraborty, Patriya Tansuhaj, **Mark R. Mulder** and Kivilcim Dogerlioglu Demir (2013), “The “Mail-Order-Bride” (MOB) Phenomenon in the Cyberworld: An Interpretive Investigation,” *ACM Transactions on Management Information Systems*, 4 (3), 10-36.
- Mulder, Mark R.**, Sven Tuzovic, Justine Rapp & Mark Rosenbaum (2013), “Paradox of New Textbook Adoption: When Do ‘Newest’ Editions Matter to Students?” *Proceedings of the Marketing Educators Association National Conference*, Portland, OR.
- Mulder, Mark R.** and Jeff Joireman (2012), “Managing & Marketing Global Not-For-Profit Services: Encouraging the Gifting of Charity via Charity Gift Cards,” *Proceedings of the Global Marketing Conference*, Seoul, South Korea.
- Rosenbaum, Mark S., Canan Corus, Amy L. Ostrom, Laurel Anderson, Raymond P. Fisk, Andrew S. Gallan, Martin Mende, **Mark R. Mulder**, Mario Giraldo, Steven W. Rayburn, Kunio Shirahada, and Jerome D. Williams (2011), “Conceptualization and Aspirations of Transformative Service Research,” *Journal of Research for Consumers*, (19).

- Gillespie, Brian, Darrin Taylor, **Mark R. Mulder** and Manja Zidansek (2012), “The Interactive Role of Narrative Transportation on Repeated Viewership and Program Familiarity in Television Programming,” *Proceedings of the Society for Consumer Psychology Conference*, Las Vegas, NV.
- Mulder, Mark R.**, Jeff Radighieri and Jeff Joireman (2012), “The Impact of Feedback from Acquaintances, Friends & Experts on the Repurchase Intentions of Sustainable Products,” *Proceedings of the Society for Consumer Psychology Conference*, Las Vegas, NV.
- Gillespie, Brian, Darrin Taylor, **Mark R. Mulder** and Manja Zidansek (2012), “The Interactive Role of Narrative Transportation on Repeated Viewership and Program Familiarity in Television Programming,” in *What is Television?: A Conference to Explore the Past, Present and Future of Television*, Portland, OR.
- Mulder, Mark R.** and Jeff Joireman (2011), “Cause for Concern: The Downside of Connecting Donors and Recipients in P2P Charities,” *Proceedings of the American Marketing Association Marketing and Public Policy Conference*, Washington D.C.
- Mulder, Mark R.** and Jeff Joireman (2011), “Charities & Service Failures: When Good + Good = Bad,” *Proceedings of the Society for Consumer Psychology Conference*, Atlanta, GA.
- Radighieri, Jeff and **Mark R. Mulder** (2010), “The Role of the Brand Alliance in Sustainability Marketing,” *Proceedings of the International Conference on Business and Sustainability*, Portland, OR.
- Mulder, Mark R.** and Jeff Joireman (2010), “The Impact of Mortality Salience on Foreign Product Evaluation: an Important Moderator,” *Proceedings of the Association of Consumer Research Conference*, Jacksonville, FL.
- Mulder, Mark R.**, Jeff Joireman and Yu-Sheng Lin (2010), “A Comparison of Two Interventions for Reducing Aggressive Driving,” *Proceedings of the American Marketing Association Marketing and Public Policy Conference*, Denver, CO.
- Joireman, Jeff, **Mark R. Mulder** and Brian Gillespie (2010), “Towards Better Control in the Health Setting: The Strength Control Model and the Consideration of Future Consequences,” *Proceedings of the Inland Northwest Health Sciences Symposium*.
- Mulder, Mark R.** and Jeff Joireman (2010), “Does Consumer Ethnocentrism Moderate the Impact of Mortality Salience on Foreign Product Evaluation?” *Proceedings of the Society for Consumer Psychology Conference*, St. Petersburg, FL.

RESEARCH PUBLICATION – Academic – Dissertation

Mulder, Mark R. (2012), “Emerging Issues In Charitable Giving.”

Chair: Dr. Jeff Joireman. Committee: Dr. Yany Gregoire, Dr. David Sprott & Dr. Craig Parks.

RESEARCH UNDER REVIEW – Academic – Peer-Reviewed

Who's Laughing Now? Toward an Understanding of Simulated Laughter and the Laugh-Track Paradox, *Journal of Consumer Psychology*, Revise & Resubmit Status (offered May 2014)

Encouraging Charitable Donations via Charity Gift Cards: A Self-Determination Theoretical Account, *Psychology & Marketing*, Under Review (submission Feb 2014)

RESEARCH IN PROGRESS

Mulder, Mark R., Richie Liu and Jeff Joireman

Consumer Responses to Charity Disclosures

Status: 2 studies completed, final study being conceptualized

Mulder, Mark R., Justine Rapp, Todd Weaver and Anne Hamby

Transformative Charity Experiences

Status: Exploratory data being collected

Mulder, Mark R., Jeff Joireman and Yany Gregoire

Charities & Service Failures: When Good + Good = Bad

Status: 7 experimental studies collected, final study being conceptualized

GRANTS / RESEARCH SYMPOSIUMS / WORKSHOPS

Encouraging Conservation in Communal Living Environments

\$10,000 research grant from the Independent Colleges of Washington and sponsored by Puget Sound Energy. Co-Led application with Matt Luth & Chrissy Cooley. Advising student research to take place in Fall, 2014. Competitive application. (2014)

Research Grant, Association of Consumer Research (2013)

\$1,000 research mini-grant for the exploration of Transformative Charity Experiences. Co-Led application with Justine Rapp, Todd Weaver & Anne Hamby.

Research Grant, PLU School of Business (2013)

\$3,500 research grant

Research Grant, PLU School of Business (2012)

\$3,500 research grant

Transformative Consumer Research Dialogical Conference

Baylor University conference participant in the Transformative Services Research (TSR) Track, co-facilitated by Amy Ostrom, Ph.D. and Laurel Anderson, Ph.D. (Arizona State University). Competitive application. **Scholarship and Travel Grant Recipient.** (2011)

American Marketing Association - Sheth Consortium Fellow

Oklahoma State University innovative research focus, with research ideas presented to 100 of the nation's top marketing researchers. Voted by Marketing Faculty to represent WSU as Sheth fellow. (2011)

International Conference on Business and Sustainability, 4th Annual Conference

Interdisciplinary conference blending academic and practitioner ideas for collaborative research. (2010)

Academic Conference on Social Responsibility: Connecting Across the Disciplines

University of Washington - Tacoma interdisciplinary conference sponsored by the Center for Leadership and Social Responsibility at the Milgard School of Business. Competitive application. **Scholarship and Travel Grant Recipient.** (2010)

AMA Marketing and Public Policy Doctoral Research Workshop

Research intensive four day workshop in advance of the American Marketing Association Marketing and Public Policy Conference, Colorado State University. Competitive application. **Scholarship Recipient.** (2010)

Robert Mittelstaedt Marketing Doctoral Symposium

University of Nebraska - Lincoln. Voted by Marketing Faculty to represent WSU at Doctoral Research Symposium. (2010)

Conceptualizing Conscious Capitalism

Academic workshop with presenting faculty such as Jag Sheth, Raj Sisodia, C.B. Bhattacharya, Edward Freeman and Mark Albion along with industry practitioners such as John Mackey (CEO, Whole Foods), Bentley University. (2009)

AWARDS & SCHOLARSHIPS

Wells Fargo School of Business Teaching Award, Pacific Lutheran University (2014)
School of Business Professor of the Year Award, Beta Gamma Sigma PLU chapter (2014)
David T. Alger Service Award, Pacific Lutheran University (2013)
Volunteer Service Award, Franklin Pierce School District (2013)
Transformative Consumer Research Dialogical Conference (Scholarship/Participant -2011)
Fellow – AMA Sheth Symposium. Voted by Marketing faculty to represent WSU (2011)
Marketing & Public Policy Doctoral Consortium (Scholarship/Participant – 2011)
Fellow - Robert Mittelstaedt Marketing Doctoral Symposium (2010)
Nominee - Graduate Professional Student Association TA Excellence Award (2009 & 2010)
Scholarship/Graduate Assistantship – WSU College of Business (2008-2012)
Beta Gamma Sigma. A national business administration honor society (2000 Lifetime inductee)
Quigg Excellence and Innovation Award. Pacific Lutheran University (2007)
Presidential (U.S.) Service Award. Selfless and significant service (2005, 2006 & 2007)
Forty under 40 Leadership Award. Business Examiner - Tacoma, WA (2005)
City Service Award. City of Fife (WA) for community contributions (2005)
Outstanding Community Service Award. Pacific Lutheran University (2004)
Innovation Award. Sequoia Retail Systems (2002 & 2003)
Best of the Northwest Award. Washington State Substance Abuse Coalition (1996)
Community Service Award. American Red Cross Northwest (1995)
Don Jerke Leadership Award. Recognizing scholarship, leadership, service (1993)
Beta Gamma Sigma / Zurfluh Honorable Scholarship. Pacific Lutheran University (1992)

SERVICE – COMMUNITY & PROFESSIONAL INVOLVEMENT

University Related Service (Pacific Lutheran University)

Instructional Resources Committee, Elected PLU Faculty Service (2014-2017)
PLU Community Engagement Strategic Plan – Advisory Consultant (2014-2015)
Nicaragua Well Project – Faculty Leader (2014, 2015)
Speaker, PLU Explore! Vocational Weekend (2014)
Speaker, PLU Chapel Service (2014)
Judge, PLU Wang Center Study Away Competition (2014)

Interviewee, Business Examiner Media Article about REI Strategy (2014)
Speaker, Annual Marketing Conference – Unique Venues (Chicago, IL) (2013)
Panelist, Finding Hillywood Movie Premier (2013)
Faculty Leader, Nicaragua Course: Nonprofits and Social Businesses (2013-2014)
Speaker, International Day of Peace (2013)
Speaker, PLU New Student Orientation Leader Training (2013)
Faculty Advisor, American Marketing Association Marketing Club (2013-)
Student Advisor, School of Business (2013-)
Graduate Committee, PLU School of Business (2013-2014)
Nobel Peace Prize Program, Microfinance Discussion Co-Leader (2013)
PLU Professional Development Day, Panel Member - Parkland Community (2013)
Undergraduate Committee, School of Business (2012-2013)
Career Connections on the Road Liaison - Alaska Airlines & World Vision Visits (2013)
PLU President's & Regents' Scholar Selection & Interview Team (2013)
Nonprofit Leadership Minor Program Team, School of Business (2012-2013)
Community Business Development Program, Coordinator (2005-2008)
Mid-County Community Leadership Group, Member (2006-2008)
University Center Renovation Task Force, Member (2006-2007)
Garfield Activity Center Task Force, Pierce County Council Appointee (2005-2006)
Campus Master Plan Committee, Member (2005-2006)
Pacific Avenue Redevelopment Task Force, Member (2004-2005)
Renovation Steering Committee (Eastvold), Co-chair (2002-2008)
Emcee, PLU Veteran's Day Ceremony (2004, 2005)

Academic Service Projects – Research Projects with Students & Clients (Pacific Lutheran University)

Griot's Garage Market Research & Marketing Plan – BUSA 468 (SP2014)
Unique Venues Market Research & Marketing Plan – BUSA 513 (SP2014)
Living Water International – Social Media Campaigns – BUSA 308 (SP2014)
CenterForce Market Research & Marketing Plan – BUSA 513 (FA2013)
Social Marketing Projects – PLU Well Project – BUSA 308 (FA 2013)
Garfield Station Market Research & Marketing Plan – Korsmo/Affinity – BUSA 513 (SP2013)
PLU Athletics/NCAA Program Promotion – BUSA 308 (SP2013)

Living Water International – Alternative Spring Break Research– BUSA 308 (SP2013)

Living Water International – College Demographic Market Research – BUSA 467 (FA2012)

P.T. Houston Trust – Digital BAG Product/Charitable Research – BUSA 513 (FA2012)

University Related Service (Washington State University)

Campus Speaker - WSU Common Reading Program. Represented the College of Business with a featured presentation entitled “How Business Can Make a Positive Difference in the World” (2011)

President’s Student Advisory Board. Served on student committee to provide recommendations regarding campus initiatives to WSU President Elson Floyd, Ph.D. (2009-2010)

Community Leadership & Service (Tacoma, Washington)

Nicaragua Well Project Community Partnerships:

Brookdale Elementary School (2013-2014)

Parkland Light & Water (2013-2014)

Trinity Lutheran Church (2013-2014)

Rainier View Christian Church (2013-2014)

Author & Interviewee, Parkland Ruralite Magazine, Nicaragua Project (2013-2014)

Marketing Scholars/Garrett’s Well Project Leader, Rivas Nicaragua (2013)

Company Advisor, Washington Business Week (2012, 2013)

Forty Under 40 Judging Committee, Puget Sound Business Examiner (2009, 2010)

Board of Directors, Chamber (Tacoma/Pierce County F-P-S Division 2000-2008)

President, Chamber of Commerce (Tacoma/Pierce County F-P-S Division 2004-2005)

Executive Board of Directors, Tacoma/Pierce County Chamber of Commerce (2004-2005)

Police Officer (Reserve), City of Fife (2003-2008)

Washington Business Week, Company Advisor/Program Emcee (2006-2008)

Tacoma/Pierce County Community Leadership program (2006)

President, Diaconal Ministries, Tacoma Community Christian Reformed Church (2004-2005)

Treasurer, Tacoma Community Christian Reformed Council (2003-2004)

Deacon, Tacoma Community Christian Reformed Church (2002-2005)

Mentor/Tutor, KidREACH program with Boze Elementary School (2001-2002)

Pierce County Sheriff’s Department Community Academy (Session 35, graduate #861)

Pierce County Sheriff's Department Advanced Community Academy (Session 3)
 Bacchus & Gamma Peer Education Network, Washington State Coordinator (1996)
 Washington State Substance Abuse College Task Force, Member (1994-1996)
 Washington State Substance Abuse Coalition, Member (1994-1996)

COURSE TEACHING & ACADEMIC INTERNSHIP MENTORING

School of Business – Pacific Lutheran University - Tacoma, WA (Tenure – track)

<i>Marketing Management</i>	BUSA 513, SP14	MBA
<i>Marketing Management</i>	BUSA 468, SP14	Undergraduate
<i>Principles of Marketing</i>	BUSA 308, SP14	Undergraduate
<i>Study Away - Nicaragua</i>	BUSA 485, SP14	Undergraduate
<i>Marketing Internship</i>	BUSA 498, SP14	Undergraduate
<i>Marketing Internship</i>	BUSA 498, SP14	Undergraduate
<i>Marketing Ind. Study</i>	BUSA 591, JT13	MBA
<i>Marketing Management</i>	BUSA 513, FA13	MBA
<i>Principles of Marketing</i>	BUSA 308, FA13	Undergraduate
<i>Principles of Marketing</i>	BUSA 308, FA13	Undergraduate
<i>Marketing Management</i>	BUSA 513, SP13	MBA
<i>Marketing Management</i>	BUSA 468, SP13	Undergraduate
<i>Principles of Marketing</i>	BUSA 308, SP13	Undergraduate
<i>MBA International Experience</i>	BUSA 509, Jan13	MBA in Peru
<i>Marketing Research</i>	BUSA 467, FA12	Undergraduate
<i>Marketing Management</i>	BUSA 513, FA12	MBA

College of Business - Washington State University - Pullman, WA (Instructor – PhD Candidate)

<i>Principles of Marketing</i>	MKTG 360, SU11	Undergraduate
<i>Retail Management*</i>	MKTG 470, FA10	Undergraduate
*Course included student service projects with three local businesses		
<i>Retail Management</i>	MKTG 470, SU10	Undergraduate
<i>International Business</i>	IBUS 380, SU09	Undergraduate Online Course
<i>Retail Management*</i>	MKTG 470, SU09	Undergraduate
*Course included student fair trade service project with local business		

School of Business - Pacific Lutheran University - Tacoma, WA (Adjunct Faculty)

MBA Special Topics: Building Collaborative Partnerships, January 2007 (BUSA 587)

Value Creation in a Global Environment, Spring & Fall 2007 (BUSA 190)

Cosmopolitanism – Citizenship in a Globalizing World, January 2008 (PHIL 228)

Co-facilitated with Brendan Hogan, Ph.D. International course with 16 students in Sao Paulo, Brazil and Buenos Aires, Argentina for 23 days. I led the fair trade and microfinance lecture topics and site visits to four worker cooperative businesses.

Mentoring & Student Research Collaboration

Lindsey Campbell, Spring 2014

Insights for Nonprofit Interactions: The Disney Way

Kaitlynn Cory, Spring 2014

Donor Engagement: Ideas for Contagious Outreach

Michael Jorgenson, January 2014 MBA Independent Study

Branding Recycled Products: Northwest Pallet Designs

Kathleen Doerr & Kaylen McRae, Spring 2011

Charity Gift Cards – What Do Consumers Think?

Katie Mathes, Spring 2010

Funding Charity Overhead with Optional Tips – Comparison of Approaches conducted in cooperation with Citizen Effect, a Washington D.C. based non-profit with global projects

Teaching Training/ Workshops

Appreciative Advising – PLU Academic Advising Workshop (2014)

Harvard Business School – Case Method Teaching Workshop (2013)

Marketing Educators Workshop – Marketing Pedagogy (2013)

Book Discussion & Study Group – PLU Provost's Office (2013)

WSU Graduate School and WSU Teaching Academy - Graduate Teaching Workshop – Teaching Small Classes (2011).

WSU Graduate School – Grant Writing Workshop – 2-day training (2010).

WSU Graduate School and WSU Teaching Academy - Graduate Teaching Workshop – Teaching Large Classes (2010).

WSU Graduate School and WSU Teaching Academy - Graduate Teaching Workshop – Effective Classroom Techniques (2009).

WSU Teaching Academy mentoring program (2009 – 2010).

Invited Guest Lecturer (Courses)

Washington State University

Doctoral

Consumer Behavior	Transformative Consumer Research	(2013)
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Undergraduate

Philosophy	The Global Water Crisis & Social Business	(2014)
Consumer Behavior	Can't Buy Me Love? Qualitative Research	(2008-2012)
Marketing Research	Marketing Research and the \$10M Question	(2008-2012)
International Business	Fair Trade & Social Responsibility	(2008-2012)
International Marketing	Triple Bottom Line & Social Entrepreneurship	(2008-2012)
Non-Profit Management	Approaches to Overhead Contribution "Tips"	(2010)
Social Psychology	Attitude & Behavior Change in Marketing	(2009)