

Herbert Jack Rotfeld

B.S., M.S., Ph.D., University of Illinois at Urbana-Champaign

American Academy of Advertising Fellow

AAUP-Auburn Chapter Glenn Howze Academic Freedom Award

Kim B. Rotzoll Award for Advertising Ethics & Social Responsibility

Ivan L. Preston Outstanding Contribution to Research Award

Auburn University (since 1988)

Professor Emeritus & Special Advisor to the Graduate School (since 2021); Professor of Marketing (1995–2021); Graduate School Administrative Fellow (2019–’21); Alumni Professor (2012–17); Associate Professor of Marketing (1988–’95); Department of Communication Adjunct faculty (1990–’99)

Undergraduate & graduate courses taught include: Advertising Strategy & Management; Misplaced Marketing & Consumers’ Interests; Consumer Behavior; Social Legal Ethical Environment of Business; and other courses with different titles covering the same stuff

Other faculty appointments

Canterbury University of New Zealand, Erskine Fellowship, Management Department (1999)


Pennsylvania State University-University Park, Advertising Department (1981–88)

Bowling Green State University (Ohio), Department of Marketing (1979–81)

Boston College, Department of Marketing (1977–79)

Murray State University (Kentucky) Advertising/PR program (1976–77)

University of Illinois-Urbana, Advertising Department (1975–76)

*schola gratia
doctrinae;
doctrina gratia
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Editorial appointments

Journal of Consumer Affairs, editor (2002–11), associate editor (1998–2001)

Journal of Advertising, editor’s senior advisory panel (since 2015)

Journal of Advertising, co-editor of "Advertising Regulation" special issue (2009)

Journal of Consumer Marketing, section editor (1998–2009), editor’s advisory panel (2012–14)

Journal of Product and Brand Management, section editor (2004–09), editor’s advisory panel (2012–14)

Marketing Educator, editor (1996–97), associate editor (1994–96)

Currently on editorial review boards:¹ *Journal of Advertising*, *Journal of Public Policy & Marketing*, *Journal of Advertising Research*, *Psychology & Marketing*, *Journal of Consumer Affairs*; *International Journal of Advertising*, *Journal of Current Issues & Research in Advertising*, *Journal of Consumer Marketing*; *Health Marketing Quarterly*

Research & writing

Analyses of contemporary issues of business self-regulation and advertising law, pragmatic assessments of advertising management, plus other iconoclastic studies assessing the validity of conventional wisdom or other commonly held presumptions about business practices and consumer persuasion that are frequently repeated without question in many textbooks, have been published in a variety of academic journals and book anthologies. The term "misplaced marketing" was created for a book and served as theme for papers in *Journal of Consumer Marketing* and *Journal of Product & Brand Management*. Articles in other journals, discussing uses, abuses, criticisms, and omissions of marketing practices. Commentary and editorials in academic journals are often listed among the publications' most frequently downloaded content, with a journal editor noting the author as the "best essayist" writing on academic marketing topics.



¹ Once in a while, editors have bestowed a "best reviewer" honor. Those are personally valued, but not for bragging rights. It's nice to know that the editors appreciated the effort.

Books

- Herbert Jack Rotfeld, (2015), editor, *Legends in Consumer Behavior: Morris B. Holbrook, vol. 14: Inspirational Applications, Part I – Marketing Education*, New Delhi, India: Sage Publications.
- Herbert Jack Rotfeld (2001), *Adventures in Misplaced Marketing*, Quorum Books.

Book contributions²

- Herbert Jack Rotfeld (2015), "Advertising Advocacy," in S. Brobeck & R. N Mayer, eds., *Watchdogs and Whistleblowers: A Reference Guide to Consumer Activism*. Santa Barbara, CA: Greenwood/ABC-Clio, p. 4-11.
- Herbert Jack Rotfeld (2015), "A Scholar Among Anti-Intellectuals – Why Isn't Anyone Paying Attention?" volume introduction in *Legends in Consumer Behavior: Morris B. Holbrook, vol. 14: Inspirational Applications, Part I – Marketing Education*, New Delhi, India: Sage Publications, p. xxiii-xxxi
- Herbert Jack Rotfeld (2015), "Morris Holbrook Interviewed," in *Legends in Consumer Behavior: Morris B. Holbrook, vol. 14: Inspirational Applications, Part I – Marketing Education*, New Delhi, India: Sage Publications, p. 243-255.
- Herbert Jack Rotfeld (2012), "Adventures in Misplaced Theories," in S. Rodgers and E. Thorson, *Advertising Theory*. NY: Routledge, Taylor & Francis Group, p. 553-62
- Herbert Jack Rotfeld (2006), "How I Met the Late Howard Gossage," postscript to "The Disc of Gossage: Gossage Goes to College" for *The Book of Gossage, 2nd Edition*. Chicago: The Copy Workshop
- Herbert Jack Rotfeld (2003), "Infomercials" in *The Advertising Age Encyclopedia of Advertising, volume 2*, J. McDonough & K. Egolf, eds. NY: Fitzroy Dearborn, p. 845-7
- Herbert Jack Rotfeld (2003), "Self-Regulation" in *The Advertising Age Encyclopedia of Advertising, vol. 3*, J. McDonough & K. Egolf, eds. NY: Fitzroy Dearborn, p. 1417-22
- Herbert J. Rotfeld (1992), "Advertising and the Chilling Effect of Legal Actions," in *Advertising Law Anthology, vol. XV*, D. J. Hoyes, ed. Gathersburg, MD: International Library, p. ix-xiii
- Herbert J. Rotfeld (1991), "Effects and Effectiveness of Corrective Advertising: Assumptions and Errors in Regulation Research," in *Communication Yearbook/15*, S. Deetz, ed. Beverly Hills, CA: Sage Publications, p. 299-311
- Herbert J. Rotfeld (1983), "What is Misleading?" in *Information Processing Research in Advertising*, R. J. Harris, ed. Hillsdale, NJ: Erlbaum, p. 169-74
- Herbert J. Rotfeld (1979), "The Law, Consumer Research and the Question of Puffery," in *Mass Media, Freedom of Speech and Advertising: A Study in Communications Law*, D. M. Rohrer, ed. Dubuque, Iowa: Kendall/Hunt Publishing Company, p. 269-75

Articles in academic journals³

- Herbert Jack Rotfeld (2019), "Advertising in Communications: Home Is Where the Scholars Live," *Journal of Advertising Education*, 23 (#1): 53-59
- Herbert Jack Rotfeld (2014), "The Pragmatic Importance of Theory for Marketing Practice," *Journal of Consumer Marketing*, 31 (#4): 322-327
- Herbert Jack Rotfeld (2011), "Ivan Preston Memories," *Communicative Business* [Italian research review on business communication, Pubblicazioni dell'Università Cattolica del Sacro Cuore], 3 (January-June 2010): 101-4, published November 2011
- Herbert Jack Rotfeld (2011), "Parting Perspectives from an Aging Editor (& thanks for all the fish)," *Journal of Consumer Affairs*, 45 (Fall): 539-546

² Omitting ghost-written chapters or small essays printed in textbooks: too many to track; too trivial to care.

³ Publications with four authors omitted, with a single exception as the first author for paper was important to work that followed on business self-regulation

- Herbert Jack Rotfeld (2011), "Researchers, Scholars and Ivan," *Journal of Consumer Affairs*, 45 (Summer): 358-64
- Herbert Jack Rotfeld (2011), "The Public as the Problem for Public Health," *Journal of Consumer Affairs*, 45 (Spring): 165-8
- Herbert Jack Rotfeld (2010), "Confusions, Contexts and Foundations for Understanding Advertising Regulation as Related to the Research of Jean J. Boddewyn," *International Studies of Management & Organization*, 40 (Winter): 94-103
- Herbert Jack Rotfeld (2010), "Editors Talking," *Journal of Consumer Affairs*, 44 (Fall): 615-9
- Herbert Jack Rotfeld (2010), "A Pessimist's Simplistic Historical Perspective on the Fourth Wave of Consumer Protection," *Journal of Consumer Affairs*, 44 (Summer): 423-9
- Herbert Jack Rotfeld (2010), "Adventures in Misplaced Mentoring," *Journal of Consumer Affairs*, 44 (Spring): 265-270
- Herbert Jack Rotfeld & Charles R. Taylor (2009), "The Advertising Regulation and Self-Regulation Issues Ripped from the Headlines with (Sometimes Missed) Opportunities for Disciplined Multi-disciplinary Research," *Journal of Advertising*, 38 (Winter): 5-14
- Herbert Jack Rotfeld (2009), "Privacy Crimes, Annoyances and Self-Defeating Business Practices," *Journal of Consumer Affairs*, 43 (Fall): 538-42
- Herbert Jack Rotfeld (2009), "The Marketing Myths and Consumers' Fear of Marketing," *Journal of Consumer Marketing*, 26 (#5): 309-10
- Herbert Jack Rotfeld (2009), "Function and Problems of Brand Name Pharmaceuticals," *Journal of Product & Brand Management*, 18 (#4): 240-1. Reprinted, 18 (#6): 392-3
- Herbert Jack Rotfeld (2009), "Health Information Consumers Can't or Don't Want to Use," *Journal of Consumer Affairs*, 43 (Summer): 373-7
- Herbert Jack Rotfeld (2009), "Disciplined Conduct of Interdisciplinary Research," *Journal of Consumer Affairs*, 43 (Spring): 181-3
- Herbert Jack Rotfeld (2008), "The Largest Segments That Should Not Be Served: Higher Education Marketing Serving the Growing Slacker Segment," *Journal of Consumer Marketing*, 25 (#6): 378-80
- Herbert Jack Rotfeld (2008), "Can You Really Say That?" *Journal of Consumer Affairs*, 42 (Fall): 484-7
- Herbert Jack Rotfeld (2008), "Imitation as the Sincerest Form of Ignorance," *Journal of Consumer Marketing*, 25 (#4): 254-5
- Herbert Jack Rotfeld (2008), "Financial Aliteracy," *Journal of Consumer Affairs*, 42 (Summer): 306-9
- Herbert Jack Rotfeld (2008), "The Stealth Influence of Covert Marketing and Much Ado About What May Be Nothing," *Journal of Public Policy & Marketing*, 27 (Spring): 63-8
- Herbert Jack Rotfeld (2008), "Brand Image of Company Names Matters in Ways that Can't Be Ignored," *Journal of Product & Brand Management*, 17 (#2): 121-2
- Herbert Jack Rotfeld (2008), "How Do You Know That?" *Journal of Consumer Affairs*, 42 (Spring): 123-6
- Herbert Jack Rotfeld (2007), "Mistaking a Marketing Perspective for Ethical Analysis: When Consumers Can't Know That They Should Want," *Journal of Consumer Marketing*, 24 (#7): 383-4
- Herbert Jack Rotfeld (2007), "Mistaking Demographic Segments for People: Another Source of Customer Abuse," *Journal of Consumer Marketing*, 24 (#6): 332-3
- Herbert Jack Rotfeld (2007). "Theory, Data, Interpretations, and More Theory," *Journal of Consumer Affairs*, 41 (Winter): 376-379
- Herbert Jack Rotfeld (2007), "Is There a Strategy Behind Buying Advertising Time and Space," *Journal of Consumer Marketing*, 24 (#3): 131-2
- Herbert Jack Rotfeld & Marla Royne Stafford (2007), "Toward a Pragmatic Understanding of the Advertising and Public Policy Literature," *Journal of Current Issues and Research in Advertising*, 29 (Spring): 67-80
- Herbert Jack Rotfeld (2007), "Mistaking Precision for Reality," *Journal of Consumer Affairs*, 41 (Summer): 187-91

Herbert Jack Rotfeld (2006), "Movie Theaters' Suicide-by-Advertising with Income from Abusing Customers," *Journal of Consumer Marketing*, 23 (#7): 480-2

Herbert Jack Rotfeld (2006), "Depending on the Kindness of Strangers," *Journal of Consumer Affairs*, 40 (Winter): 407-9

Herbert Jack Rotfeld (2006), "Understanding Advertising Clutter and the Real Solution to Declining Audience Attention to Mass Media Commercial Messages," *Journal of Consumer Marketing*, 23 (#4): 180-1

Herbert Jack Rotfeld (2006), "It's Just Business," *Journal of Consumer Affairs*, 40 (Summer): 196-9

Herbert Jack Rotfeld (2005), "For the Drugs We Need," *Journal of Consumer Marketing*, 22 (#7): 365-8

Herbert Jack Rotfeld (2005), "Impact, Influence and Fame," *Journal of Consumer Affairs*, 39 (Winter): 414-7

Herbert Jack Rotfeld (2005), p. 130-136 in "Perspectives in Advertising Research: Views from Winners of the American Academy of Advertising Outstanding Contribution to Research Award," ed. Les Carlson, Stephen Grove and Marla Royne Stafford, *Journal of Advertising*, 34 (Summer): 117-149

Herbert Jack Rotfeld (2005), "And a Comedian Shall Show Journalists the Way," *Journal of Consumer Marketing*, 22 (#3): 119-20

Herbert Jack Rotfeld (2005), "The Cynical Use of Marketing to the Unwitting Consumer," *Journal of Consumer Marketing*, 22 (#2): 60-1

Herbert Jack Rotfeld (2005), "Aliterates' Scholarship," *Journal of Consumer Affairs*, 39 (Summer): 229-32

Chester S. Galloway, Herbert Jack Rotfeld and Jef I. Richards (2005), "Holding Media Responsible for Deceptive Weight-loss Advertising," *West Virginia Law Review*, 107 (#2, Winter): 353-84

Herbert Jack Rotfeld (2005), "A Snapshot or a Painting: Metaphors, Myths, Misuses and Misunderstandings of Marketing Research Information by Journalists and Other People Who Should Know Better," *Journal of Consumer Marketing*, 22 (#1): 4-5

Herbert Jack Rotfeld, Colin Jevons and Irene Powell (2004), "Australian Media Vehicles' Standards for Acceptable Advertising," *Journal of Advertising*, 33 (#4, Winter), 65-73

Herbert Jack Rotfeld (2004), "Consumers, People and Kim," *Journal of Consumer Affairs*, 38 (Winter): 355-8

Herbert Jack Rotfeld (2004), "Do-not-call as the U.S. Government's Improvement to Telemarketing Efficiency," *Journal of Consumer Marketing*, 21 (#4): 242-4

Herbert Jack Rotfeld (2004), "Endowed Faculty Chairs are a Waste of Money (Except Mine)," *Journal of Consumer Marketing*, 21 (#2): 94-6

Herbert Jack Rotfeld (2004), "The Consumer as Serf," *Journal of Consumer Affairs*, 38 (Summer): 188-91

Herbert Jack Rotfeld (2003), "Desires Versus the Reality of Self-Regulation" *Journal of Consumer Affairs*, 37 (Winter): 424-7

Herbert Jack Rotfeld (2003), "Mismanagement of Misfocused Trade Association Leaders," *Journal of Consumer Marketing*, 20 (#4): 291-3

Herbert Jack Rotfeld (2003), "Gardening, Pizza, Tacos, Truck Parts and Fake Jewelry: Misuse and Misdirection of Sex in Advertising," *Journal of Consumer Marketing*, 20 (#3): 189-91

Herbert Jack Rotfeld (2003), "Who Do You Hire When the Advertising Audience Isn't You?" *Journal of Consumer Marketing*, 20 (#2): 87-9

Herbert Jack Rotfeld (2003), "Convenient Abusive Research," *Journal of Consumer Affairs*, 37 (Summer): 191-4

Herbert Jack Rotfeld (2003), "'It Hurts. Fix It.' The Patients' Lament and Unhealthy Medical Care Marketing," *Journal of Consumer Marketing*, 20 (#1): 7-9

Herbert Jack Rotfeld (2002), "The Social Harm of Public Service Advertising," *Journal of Consumer Marketing*, 19 (#6): 465-7

- Herbert Jack Rotfeld (2002), "Information You Can't Use," *Journal of Consumer Affairs*, 36 (Winter): 299-302
- Herbert Jack Rotfeld (2002), "'Mine is the Blue One on the Left': Function and Dysfunction of Pharmaceutical Brand Names," *Journal of Consumer Marketing*, 19 (#5): 377-9
- Herbert Jack Rotfeld (2002), "The Real Reason for the Real Bad Advertising," *Journal of Consumer Marketing*, 19 (#4): 299-301
- Herbert Jack Rotfeld (2002), "Training Book for the New Store Clerk: 'Go and Be Charming!'" *Journal of Consumer Marketing*, 19 (#3): 185-7
- Herbert Jack Rotfeld (2002), "Slapping Down Dangerous Information," *Journal of Consumer Affairs*, 36 (Summer): 127-30
- Herbert Jack Rotfeld (2001), "Imagine the Television Commercial: 'No Stems, No Seeds That You Don't Need, Baja Gold's a Real Smooth Weed'," *Journal of Consumer Marketing*, 18 (#5): 389-91
- Herbert Jack Rotfeld (2001), "A Service Economy Whose Employees say: 'Customer Service Is Not My Job!'" *Journal of Consumer Marketing*, 18 (#2): 99-101
- Herbert Jack Rotfeld (2000), "Meanwhile, At the Service Desk: 'Hello! Is Anyone Here?'" *Journal of Consumer Marketing*, 17 (#7): 573-4
- Herbert Jack Rotfeld (2000), "'Dumbth' Adventures in Retailing," *Journal of Consumer Marketing*, 17 (#5): 384-5
- Herbert Jack Rotfeld (2000), "The Textbook Effect: Conventional Wisdom, Myth, and Error in Marketing," *Journal of Marketing*, 64 (April): 122-6
- Herbert Jack Rotfeld (1999), "When Marketing Misplaces the Benefits of Education," *Journal of Consumer Marketing*, 16 (#5): 415-17
- Herbert Jack Rotfeld (1999), "Misplaced Marketing of Product 'Life' After the Sale," *Journal of Consumer Marketing*, 16 (#4): 312-13
- Herbert J. Rotfeld (1999), "Social Marketing and Myths of Appeals to Fear," *Journal of Consumer Marketing*, 16 (#2): 119-21
- Herbert Rotfeld (1999), "Wham! Spam! And Direct Misplaced Marketing," *Journal of Consumer Marketing*, 16 (#1): 7-8
- Herbert Rotfeld (1998), "Misplaced Marketing -- When Consumers or Society Are Not Satisfied," *Journal of Consumer Marketing*, 15 (#6): 523-4
- Herbert Rotfeld (1998), "The Real Effects of Alcohol Advertising," commentary, *Regulation*, 21 (#3): 5
- Michael S. LaTour and Herbert J. Rotfeld (1997), "There Are Threats and (Maybe) Fear-Caused Arousal: Theory and Confusions of Appeals to Fear and Fear Arousal Itself," *Journal of Advertising*, 26 (Fall): 45-59
- Herbert J. Rotfeld, Kathleen T. Lacher and Michael S. LaTour (1996), "Newspapers' Standards for Acceptable Advertising," *Journal of Advertising Research*, 36 (September/October): 37-48
- Kathleen T. Lacher and Herbert J. Rotfeld (1994), "Newspaper Policies on the Potential Merging of Advertising and News Content," *Journal of Public Policy & Marketing*, 13 (Fall): 281-9
- Avery M. Abernethy, James Gray and Herbert J. Rotfeld (1993), "Combinations of Creative Elements in Radio Advertising," *Journal of Current Issues & Research in Advertising*, 15 (Spring): 87-100
- Herbert J. Rotfeld (1992), "Power and Limitations of Media Clearance Practices and Advertising Self-Regulation," *Journal of Public Policy & Marketing*, 11 (Spring): 87-95
- Herbert J. Rotfeld and Avery M. Abernethy (1992), "Radio Station Standards for Acceptable Advertising" *Journal of Business Research*, 24 (June): 361-75
- Herbert J. Rotfeld and Avery M. Abernethy (1991), "Radio Station Acceptance of AIDS-Related Advertising Messages," *Journal of Health Care Marketing*, 11 (June): 33-40
- Herbert J. Rotfeld, Avery M. Abernethy and Patrick R. Parsons (1990), "Self-Regulation and Television Advertising," *Journal of Advertising*, 19 (#4): 18-26
- Herbert J. Rotfeld, Patrick R. Parsons, Avery M. Abernethy and John V. Pavlik (1990), "Television Station Standards for Acceptable Advertising," *Journal of Consumer Affairs*, 24 (Winter): 392-410

- Patrick R. Parsons and Herbert J. Rotfeld (1990), "Infomercials and Television Station Clearance Practices," *Journal of Public Policy & Marketing*, 9: 62-72
- Herbert J. Rotfeld and Patrick R. Parsons (1989), "Self-Regulation and Magazine Advertising," *Journal of Advertising*, 18 (#4): 33-40
- Rader Hayes and Herbert J. Rotfeld (1989), "Infomercials & Cable Network Programming," *Advancing the Consumer Interest*, 1 (#2): 17-22
- Herbert Rotfeld (1989), "Instead of Job Training," guest editorial, *Journal of Advertising*, 18 (#1): 3
- Herbert J. Rotfeld (1988), "Fear Appeals and Persuasion: Assumptions and Errors in Advertising Research," *Current Issues and Research in Advertising*, 11 (#1): 21-40
- Patrick R. Parsons, Herbert J. Rotfeld and Todd Gray (1987), "Magazine Publisher and Advertising Manager Standards for Acceptable Advertising," *Current Issues and Research in Advertising*, 10 (#1): 199-211
- Leonard N. Reid, Herbert J. Rotfeld and James H. Barnes (1984), "Attention to Magazine Ads as a Function of Layout Design," *Journalism Quarterly*, 61 (Summer): 439-41
- Herbert J. Rotfeld (1983), "Regulation of the Free -- Advertising and the First Amendment," *Policy Studies Review*, 2 (February): 474-83
- Herbert J. Rotfeld, Leonard N. Reid and Gary B. Wilcox (1982), "Effect of Age of Models in Print Ads on Evaluation of Product and Sponsor," *Journalism Quarterly*, 59 (Autumn): 374-81
- Leonard N. Reid, Herbert J. Rotfeld and Roger D. Wimmer (1982), "How Researchers Respond to Replication Requests," *Journal of Consumer Research*, 9 (September): 216-18
- Herbert J. Rotfeld (1982), "The Compatibility of Advertising Regulation and the First Amendment -- Another View," *Journal of Marketing and Public Policy*, 1: 139-47
- Herbert J. Rotfeld and Kim B. Rotzoll (1981), "Puffery vs. Fact Claims -- Really Different?" *Current Issues and Research in Advertising*, 4: 85-103
- Leonard N. Reid and Herbert J. Rotfeld (1981), "How Informative are Children's TV Ads?" *Journalism Quarterly*, 58 (Spring): 108-11
- Herbert J. Rotfeld and Ivan L. Preston (1981), "The Potential Impact of Research on Advertising Law," *Journal of Advertising Research*, 21 (April): 9-17
- Herbert J. Rotfeld and Kim B. Rotzoll (1980), "Is Advertising Puffery Believed?" *Journal of Advertising*, 9 (#3): 16-20, 45
- Herbert J. Rotfeld and Leonard N. Reid (1979), "Potential Secondary Effects of Regulating Children's Television Advertising," *Journal of Advertising*, 8 (Winter): 9-14
- Herbert J. Rotfeld and Leonard N. Reid (1977), "Advertiser Supplied Message Research: Extending the Advertising Substantiation Program," *Journal of Consumer Affairs*, 11 (Summer): 128-34
- Leonard N. Reid and Herbert J. Rotfeld (1976), "Toward an Associative Model of Advertising Creativity: The Relationship of Associative Ability, Attitude, and Creative Ability," *Journal of Advertising*, 5 (Fall): 24-9, 19
- Herbert J. Rotfeld and Kim B. Rotzoll (1976), "Advertising and Product Quality: Are Heavily Advertised Products Better?" *Journal of Consumer Affairs*, 10 (Summer): 33-47

Review essays in academic journals

- Herbert Jack Rotfeld (1999), "Fear of Audience Segmentation," review of *Breaking Up America: Advertisers and the New Media World*, by Joseph Turow (Chicago: University of Chicago Press, 1997), in *Journal of Marketing*, 63 (January): 121-3
- Herbert Jack Rotfeld (1998), Review of *Selling Sin: The Marketing of Socially Unacceptable Products*, by D. Kirk Davidson (Westport, CT: Quorum Books, 1996) in *Journal of Consumer Marketing*, 15 (#1): 78-80
- Herbert Jack Rotfeld (1997), Review of *Dealing with an Angry Public: The Mutual Gains Approach to Resolving Disputes*, by Lawrence Susskind and Patrick Field (New York: The Free Press, 1996) in *Journal of Consumer Marketing*, 14 (#6): 483-5

- Herbert J. Rotfeld (1997), Review of *Moral Suasion: Development of the U.S. Direct Selling Association Industry Code of Ethics*, by Thomas R. Wotruba (Washington, DC: Direct Selling Education Foundation, 1995) in *Journal of Public Policy & Marketing*, 16 (Spring): 187-9
- Herbert J. Rotfeld (1995), Review of *Advertising and a Democratic Press*, by C. Edwin Baker (Princeton, NJ: Princeton University Press, 1994) in *Journal of Consumer Affairs*, 29 (Summer): 242-6
- Herbert J. Rotfeld (1994), Review of *Ethical Marketing Decisions: The Higher Road*, by Gene R. Laczniaik and Patrick E. Murphy (Needham Heights, MA: Allyn & Bacon, 1993) in *Journal of Business Ethics*, 13 (November): 858, 872, 886
- Herbert J. Rotfeld (1989), Review of *Is There Any Hope for Advertising?*, by Howard Luck Gossage, edited by K. Rotzoll, J. Graham and B. Mussey (Urbana, IL: University of Illinois Press, 1987), in *Journal of Macromarketing*, 9 (Spring): 55-7. {Listed at publisher's web site as third most-cited *Journal of Macromarketing* article cited in HighWire publications in history of the journal.}
- Herbert J. Rotfeld (1987), Review of *Advertising in Contemporary Society: Perspectives Toward Understanding*, by K.B. Rotzoll and J.E. Haefner, consulting author C.H. Sandage (Cincinnati, OH: South-Western Publishing Co., 1986), in *Journal of Advertising*, 16 (#4): 50-1
- Herbert J. Rotfeld (1985), Review of *Readings in Consumer Behavior: Individuals, Groups and Organizations*, second edition, edited by M. Wallendorf and G. Zaltman (New York: John Wiley & Sons, 1984), in *Journal of Advertising*, 14 (#2): 62-3
- Herbert J. Rotfeld (1982), Review of *The Federal Trade Commission Since 1970: Economic Regulation and Bureaucratic Behavior*, edited by K.W. Clarkson and T.J. Muris (New York: Cambridge University Press, 1981), in *Journal of Advertising*, 11 (#2): 47-8
- Herbert J. Rotfeld (1981), Review of *Marketing Research and Knowledge Development: An Assessment for Marketing Management*, by J.G. Myers, W.F. Massey and S.A. Greyser (Englewood Cliffs, NJ: Prentice Hall, 1980), in *Journal of Advertising*, 10 (#2): 44-5

Published/abstracted presentations at conferences⁴

- Edith F. Davidson and Herbert Jack Rotfeld (2007), "Consumer Perceptions of Discrimination in Retail Settings," abstract in *Marketing & Public Policy Conference Proceedings*, vol. 17, (Chicago: American Marketing Association), p. 194-5
- Herbert Jack Rotfeld (2007), "Don't Blame the Review Process for Impossible Expectations and Editor Sloth," abstract in *Proceedings of the 2007 Conference of the American Academy of Advertising* (Austin, TX: American Academy of Advertising): 161-2
- May Lwin and Herbert Jack Rotfeld (2006), "A Study on the Role of Media in Self-Regulation of Advertising in Singapore," abstract in *Marketing and Public Policy Conference Proceedings 2006*, volume 16, (Chicago: American Marketing Association): 63-4
- Herbert Jack Rotfeld and Marla Royne Stafford (2006), "Pragmatism and Realities for Understanding the Advertising and Public Policy Literature," abstract in *Proceedings of the 2006 Conference of the American Academy of Advertising*, (Austin, TX: American Academy of Advertising): 209-10
- Herbert Jack Rotfeld, Colin Jevons and Irene Powell (2005), "Self-Regulation and Australian Advertising," abstract in *Marketing and Public Policy Conference Proceedings 2005*, volume 15, (Chicago: American Marketing Association): 29-30
- Herbert Jack Rotfeld, Marla Royne Stafford and Susan D. Myers (2005), "What Has Been, What Is and What Seems Missing in Published Research on Advertising and Public Policy," abstract in *Marketing and Public Policy Conference Proceedings 2005*, volume 15, (Chicago: American Marketing Association): 219
- Chester S. Galloway, Herbert Jack Rotfeld and Jef I. Richards (2004), "Regulation, Self-Regulation and Weight Loss Advertising," abstract in *2004 Marketing and Public Policy Conference Proceedings*, (Chicago: American Marketing Association): 109-112

⁴ Omitting all 4-author efforts and other times substantive contributions were small

- Colin Jevons, Sarah Spencer-Matthews and Herbert Jack Rotfeld (2000), "Australian Media Standards for Acceptable Advertising," in *Marketing and Public Policy Conference Proceedings 2000*, vol. 10 (Chicago: American Marketing Association): 82-7
- Herbert J. Rotfeld (1998), "Factors in Media Vehicles' Standards for Acceptable Advertising," abstract in *1998 Marketing and Public Policy Conference Proceedings*, Vol. 8 (Chicago: American Marketing Association): 40
- Kathleen T. Lacher and Herbert J. Rotfeld (1994), "The Merging of Advertising and Editorial Content Revealed in Newspapers' Standards for Acceptable Advertising," abstracted in *Proceedings of Annual Marketing and Public Policy Conference*, (Washington, DC: American Marketing Association): 159
- Herbert J. Rotfeld (1992), "Media Standards for Acceptable Advertising and Potentially Desirable 'Chilling Effects' on Advertising Free Speech," *Proceedings of the 17th Annual Macromarketing Seminar* (Breukelen, The Netherlands: Nijenrode University): 335-352
- Avery M. Abernethy and Herbert J. Rotfeld (1991), "Assessing Attitudes Toward Radio Advertising," *Proceedings of 1991 Convention of the American Academy of Advertising* (New York: AAA): 73-80
- Herbert J. Rotfeld, Avery M. Abernethy and Daniel D. Butler (1990), "Acceptance of Products for Television Advertising," in *Proceedings of the 36th Annual Conference of the American Council on Consumer Interests* (Columbia, MO: ACCI): 299-304
- Avery M. Abernethy and Herbert J. Rotfeld (1989), "Factors Influencing Audience Exposure to Car Radio Advertising," in *Enhancing Knowledge Development in Marketing: National Educators' Conference Proceedings* (Chicago: American Marketing Association): 22-26
- Herbert J. Rotfeld and Patrick R. Parsons (1989), "Are Heavily Advertised Products Really Better?" in *Proceedings of the 35th Annual Conference of the American Council on Consumer Interests* (Columbia, MO: ACCI): 87-93
- Rader Hayes and Herbert J. Rotfeld (1988), "The Peril of Infomercials and Cable Network Clearance," in *Proceedings of 34th Annual Conference of the American Council on Consumer Interests* (Columbia, MO: ACCI): 206-212
- Herbert J. Rotfeld and Patrick Parsons (1987), "Magazine Clearance and Consumer Protection -- Preliminary Findings," in *Proceedings of 33rd Annual Conference of the American Council on Consumer Interests* (Columbia, MO: ACCI): 196-200
- Carl Pozzi and Herbert J. Rotfeld (1984), "Blacks in Advertising -- Social Criticism and Marketer Paranoia," in *Proceedings of American Council on Consumer Interests National Conference* (Columbia, MO: ACCI): 279-82
- Herbert J. Rotfeld (1984), "Medical Service Advertising: Perspectives and Arguments," in *Proceedings of 1984 Convention of the American Academy of Advertising* (Lincoln, NE: AAA): 46-8
- Herbert J. Rotfeld, Spencer F. Tinkham and Leonard N. Reid (1983), "What Research Managers Think of Advertising Research by Academics," in *Proceedings of 1983 Convention of the American Academy of Advertising* (Lawrence, KS: AAA): 52-7
- Eric J. Zanot and Herbert J. Rotfeld (1983), "A Comparison and Contrast of Clearance Procedures in Four Advertising Agencies," in *Proceedings of 1983 Convention of the American Academy of Advertising* (Lawrence, KS: AAA): 47-51
- Herbert J. Rotfeld, Leonard N. Reid and Roger D. Wimmer (1982), "Replication Requests and the Advertising Researcher," in *Proceedings of American Academy of Advertising National Conference* (Knoxville, TN: AAA): 85-8
- Leonard N. Reid, Herbert J. Rotfeld and Gary B. Wilcox (1981), "The Response of White Consumers to Integrated Advertising -- The Socially Consumed Product," in *Advertising in a New Age* (Provo, UT: American Academy of Advertising): 86-9
- Emma Auer and Herbert J. Rotfeld (1980), "Opinion Leaders: Are They Really Important as Innovative Buyers?" in *Developments in Marketing Science*, vol. III (Marquette, MI: Academy of Marketing Science): 60-3

- Herbert J. Rotfeld and Robert D. Hisrich (1979), "Comparison Advertising: Preliminary Findings on Practitioners' Perspectives," in *Advances in Advertising Research and Management* (New Haven, CT: American Academy of Advertising): 150-4
- Herbert J. Rotfeld and Janette Racicot (1979), "Puffery and Advertising Deception -- Do Consumers Believe Puffs and Their Implications?" in *Advances in Advertising Research and Management* (New Haven, CT: American Academy of Advertising): 31-5
- Herbert J. Rotfeld (1978), "The Differing Perspectives of Researchers and Lawyers Towards Deceptive Advertising and Puffery," in *Advances in Advertising Research and Management* (New Haven, CT: American Academy of Advertising): 101-4

Other publications⁵

Once noted by the editor of a major marketing journal as "the leading essayist in the field of marketing," commentary essays have been published in *Advertising Age*, *Marketing News*, *Marketing Educator*, *Chicago Tribune*, *Atlanta Constitution*, and a diverse collection of business magazines, newspapers and web publications. A degree of fame (or maybe, more properly, "infamy") has come from these discussions of the conventional wisdom of business education, comments on contemporary societal views of marketing practices and critical assessments of the nature of higher education activities, university life, and the nature of academic research, with many reprints and translations in a variety of publications in the U.S. and other countries.



Selection of known reprints in unexpected places⁶

- "Consumer as Serf," *Consumers, Commodities and Consumption Newsletter*, 6 (December 2004), p. 1
- "Despre Note si Standarde," *Management Intercultural*, anul IV, nr. 8 (2003), p. 9-10. Translated by Adriana Zait
- "Amintirile Unui Professor," *Management Intercultural*, anul III, nr. 7 (2002), p. 14-5. Translated by Adriana Zait
- "Diploma de Studii in Marketing. Confuzii si Presumpțiuni," in ECART, supliment do cultura al cotidianului *Economistule*, nr. 101 (November 24-25, 2000), Bucuresti, Romania. Translated by Adriana Zait
- "Amintirile Unui Professor," *Economistule*, vol. 11, nr. 556 (March 10-11, 2000), Bucuresti, Romania. Translated by Adriana Zait
- "Alte Scurte Povesti Pe Care N-ar Trebui Sa Le Auzim," *Economistule*, vol. 11, nr. 551 (March 3-4, 2000), Bucuresti, Romania. Translated by Adriana Zait
- "Povesti Eclectice Pe Care N-as Fi Vrut Sa Le Aud," *Economistule*, vol. 11, nr. 556 (January 28-9, 2000), Bucuresti, Romania. Translated by Adriana Zait
- "Suntem Profesori Sau Instructori De Meserii?" *Economistule*, vol. 10, nr. 427 (September 6, 1999): 3, Bucuresti, Romania. Translated by Adriana Zait
- "Intelepciunea Marketingului," *Economistule*, vol. 10, nr. 403 (August 3, 1999): 3, Bucuresti, Romania. Translated by Adriana Zait
- "Despre Note Si Standarde," *Economistule*, vol. 10, nr. 401 (July 30, 1999): 8, Bucuresti, Romania. Translated by Adriana Zait
- "Bibliotecile, Invatatura Si Sandalele Murdare," *Economistule*, vol. 10, nr. 382 (July 5, 1999): 8, Bucuresti, Romania. Translated by Adriana Zait
- "We Unequivocally Do Not Thank the @#\$\$*&% Anonymous Reviewers," *Pacific Health Dialog*, 5 (March 1998): 222-3
- "What Do Students Want?" *Outcomes Bulletin*, 6 (Spring 1994): 10-11
- "Infomercials and Television Station Clearance Practices," (co-author Patrick R. Parsons) in, U.S. House of Representatives, Subcommittee on Regulation, Business Opportunities and Energy of the Committee on Small

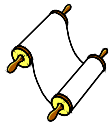
⁵ No sane person would want to read the full list of these "other" publications. Once the count passed 200-plus, it filled too many pages, even when single-spaced with a small 8-point font in two columns. Deleting the list thereby opts out of the senseless academic contest of vita page-length maximization. Those interested can read full text of many personal favorite essays posted at <http://webhome.auburn.edu/~rotfehj/essays.html>

⁶ Publishers of academic journals seldom inform authors when a work is reprinted. Don't know why. Aside from some non-English translators telling me or sending me copies, discovery of most reprints is by accident.

Business, *Consumer Protection and Infomercial Advertising* (Washington: U.S. Congress, 1990). Reprinted manuscript that was later published in *Journal of Public Policy & Marketing*, 9: 62-72
 "Ad Courses or Ad Curses?" in *The Principles of Advertising at Work*, E. Thorson, ed. (Lincolnwood, IL: NTC Business Books, 1989): 231-2
 "Subliminal Influence – Nothing to Fear," *Microcomputing*, 8 (#9, 1984): 12

Other presentations

In addition to refereed research presentations, other presentations have been made at academic conferences, university seminars and meetings of professional groups on topics related to published research and commentary. Innumerable "conversations with Editors" seminars were conducted three to five times a year from 2001 through 2012 in special programs for university administrators, faculty or doctoral students on expectations and processes for researchers to get their work published in academic journals. These activities have been at places such as:



- American Academy of Advertising annual conferences
- Marketing & Public Policy annual conferences
- American Council on Consumer Interests annual conferences
- Federal Trade Commission workshop panels
- Academy of Marketing Science national conference
- Western States Communication Association conference
- National Association of Consumer Affairs Administrators conference
- various cities' local practitioners' advertising or marketing clubs
- Universities in U.S., Canada, Australia, New Zealand, Japan

Unpublished presentations (that I remembered to write down)

"Fostering Financial Learning: The Impact of Financial Disclosures and Education on Investors," panelist for program on financial literacy, Malvern, PA, Vanguard corporate headquarters, January 19, 2007
 "Conversations with Editors," special program for administrators and faculty of Texas State University at San Marcos on expectations and trends in academic business journals, November 16-7, 2006
 "Because You Can't Research Everything – the Creative Dilemma and the Real Reasons for Real Bad Advertising," presentation at the American Academy of Advertising pre-conference program on "Creativity Research in Advertising," Reno, NV, March 30, 2006
 "Self-Regulation of Advertising by Media Companies," Special presentation to the Philadelphia Advertising Club (affiliated with the American Advertising Federation), November 11, 2004
 "Myths, Image and Reality of Advertising Self-Regulation," guest lecture as the 2004 Distinguished Speaker at the Villanova University Center for Marketing and Public Policy Research, October 1
 "Powerful Ideas, Contemporary Issues and the Role of Advertising in Society education – A Tribute to Kim Rotzoll," Panel presentation at the American Academy of Advertising national conference, Baton Rouge, Louisiana, March 26, 2004
 "Reaching Millennial Students in Consumer Affairs: Business Education," presentation at special invited session of the American Council on Consumer Interests 50th annual national conference, Washington, DC., April 3, 2004
 Deceptive Weight Loss Advertising Workshop panelist for Federal Trade Commission's investigation of regulation and self-regulation issues, Washington, D.C., November 19, 2002
 "Critical Issues Facing Advertising in the 21st Century," Panel presentation at the American Academy of Advertising national conference, Jacksonville, Florida, March 23, 2002
 "Cynicism, Pragmatism and Self-Regulation Limitations," presented at the Annual Marketing and Public Policy Conference, Washington, D.C., May 31-June 2, 2001
 "Perspectives on Advertising Research," Panel presentation at the American Academy of Advertising national conference, Salt Lake City, Utah, March 30, 2001

- "Anti-Drunk Driving Threat Appeals: An Experiment Examining Physical and Social Consequences," (with Hae-Kyong Bang). Presentation of refereed research paper at American Academy of Advertising national conference, Salt Lake City, Utah, March 30, 2001
- "Textbooks' Conventional Wisdom, Myths and Errors," featured lecture, Swinburne University of Technology, Melbourne, Australia, October 5, 1999
- "Why Every Marketing Educator Should know (but doesn't) that the New Zealand Traffic Safety Ads Probably Are a Waste of Money," Department of Management seminar, University of Canterbury, Christchurch, New Zealand, September 22, 1999
- "Misplaced Marketing and Marketing to the Detriment of Education," Dean of Commerce Distinguished Erskine Lecture, University of Canterbury, Christchurch, New Zealand, August 18, 1999
- "Defining the Issues, Advertisers and Audiences for Regulation and Self-Regulation of the Internet," presented at the American Academy of Advertising national conference session on "Emerging Issues of Interactive Communications in a Changing World," Albuquerque, New Mexico, March 26-29, 1999
- "Business, Education and a Scholar's Quest for Business Education," featured college-wide speech at Massey University, Palmerston North, New Zealand, September, 1998. Also, as Distinguished Visitor, providing lectures and presentations to faculty and students on the disparate topics of misplaced marketing, marketing education and academic research, and U.S. advertising self-regulation
- "Teachers or Trainers?" presented at the session, "Marketing Educators: Who We Are, What We Do, and Where We Are Going," of the Academy of Marketing Science national conference, Norfolk, Virginia, May 27-30, 1998
- "The Media's Right to Screen Ads," featured speaker and panel participant at a conference sponsored by the Federal Trade Commission and the Washington State Attorney General, "Ad Clearance: Stopping Fraud Before It Starts," Seattle, Washington, September 26, 1997
- "Misplaced Marketing," presentation to faculty and students at Monash University, Melbourne, Australia, September 1997
- Distinguished Visitor, Swinburne University School of Business, Melbourne, Australia, September, providing lectures and presentations to faculty and students misplaced marketing, marketing education and academic research, and U.S. advertising self-regulation, 1997
- "Television Advertising and the Future Role of Advertising Self-Regulation," panelist and discussant for special session at the National Association of Consumer Affairs Administrators annual conference, St. Petersburg, Florida, May 22-25, 1996
- "Media Practices as Advertising Self-Regulation," prepared presentation as part of a panel presentation on "Preventing Deceptive Advertising: The Role and Activity of Media Vehicles," at the Annual Marketing and Public Policy Conference, Washington, D.C., May 17-18, 1996
- "Self-Regulation and the Future of Television Advertising," panelist and discussant for special Federal Trade Commission hearings on "FTC's Consumer Protection Role in the Emerging High-Tech, Global, Marketplace, Washington, D.C., November 16-17, 20-21, 1995
- "Screening Deceptive Content in Service to Your Audience," featured speaker in a panel presentation at special conference sponsored by the Federal Trade Commission, Food and Drug Administration and the National Association of Attorneys General, Washington, D.C., April 21, 1995
- "Media Standards of Acceptable Advertising," prepared presentation as part of a panel presentation on "Advertising Controls, Limits and Regulations," at the Annual National Conference of the American Academy of Advertising, Norfolk, Virginia, March 24-27, 1995. Summarized in *Proceedings of the 1995 Conference of the American Academy of Advertising*, C.S. Madden, ed. (Waco, TX: American Academy of Advertising): 237-239
- "Limits of Advertising Self-Regulation and FTC Regulation of Advertising," series of special seminars to students and faculty, Department of Advertising, College of Communications, University of Georgia, Athens, Georgia, Spring 1993

"Regulation, Self-Regulation and Media 'Censorship' of Advertising," series of special seminars to doctoral students and faculty, Department of Marketing, College of Business, Florida State University, Tallahassee, Florida, March 11 & 12, 1993

"The Clearance Process in Pragmatic Perspective," comments on presentations by Vice Presidents for Standards & Practices of NBC, CBS and ABC at the Western States Communication Association annual conference, Phoenix, Arizona, February 19, 1991

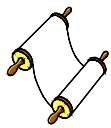
"The Advertising Self-Regulation and Advertising Acceptance Standards in Pragmatic Perspective," invited presentation to Loyola University Business faculty, New Orleans, November 30, 1990

"Magazine Advertising Acceptance Standards and Consumer Protection," special presentation & discussion with Advertising Standards Associates of American Association of Retired Persons and *Modern Maturity* magazine, Los Angeles, September 20, 1990

"The Clearance Process: The Original Advertising Self-Regulation," invited presentation, as part of University of Georgia College of Business speakers program, Athens, Georgia, January 20, 1989

Service to Auburn University & the profession summary statement⁷

Receiving the AAUP campus chapter alumni Glenn Howze Academic Freedom Award, selection as a University Alumni Professor and election for two terms as president of the campus chapter of AAUP all reference the notable service to the campus on almost every significant campus and college committee. Provosts have requested special service on important ad hoc committees, and faculty from across campus request advice on university policies and practices. In service to the academic discipline, the three terms as editor of *Journal of Consumer Affairs* involved changing the publication's business model from a dues-supported member benefit into a revenue generating publisher-partnered center of academic prestige. For two other journals, special sections were created and edited for several years in a successful effort to generate greater interest and subscriptions for *Journal of Consumer Marketing* and *Journal of Product and Brand Management*. As Treasurer and President of the international American Academy of Advertising, contracts were negotiated for the flagship publication *Journal of Advertising*, plus directed the organization's acquisition and revitalized another important journal of advertising scholarship, *Journal of Current Issues and Research in Advertising*, proposing a personally-designed publisher-implemented business model approach for it and the organization's third previously-web-only journal.



Service to academic discipline (samples and examples)⁸

Outside reviewer for promotion & tenure decisions at universities in the U.S., Canada, Australia, New Zealand, Singapore and South Korea, in their colleges of business, human sciences, hospitality, journalism, communications and liberal arts.

American Academy of Advertising (member since 1975): Past Presidents Advisory Board, since 2012; Executive Committee 2008–12; Past-President, 2012; President, 2011; President-elect, 2010; Treasurer, 2008–09; Publications Committee, 2003–06, 2020–'24, chair 2006, 2020–'21; Finance Committee, 2004, 2014–19; Awards Committee, 2000–05, 2007–08, 2014–15, 2019 to –; Membership Committee, 1997–2000; Research Committee, 1996, 2014–15;

American Council on Consumers' Interests (member since 1976).

American Association of University Professors, (member since 1993). AU campus chapter: President-elect, 2011–12; President, 2012–14; Past President, 2014–15, Executive Committee 2008 to 2021.

⁷. A full list of campus committees is omitted because it's doubtful anyone cares or would read the list. Some professional service was omitted due to memory lapse or embarrassment.

⁸. The awards that are personally most significant are on the top of page 1. Others are in a drawer someplace.

Journal of Consumer Affairs: Editorial Advisory Panel, 2012 to 2015; Editor, 2002-'11; Associate editor, 1999-2001; Editorial Review Board, 1992 to 1999, 2011 to –
Journal of Advertising: guest co-editor, "Advertising Regulation & Self-Regulation" 2009 special issue; Editorial Review Board, 2007 to –; Editor's Senior Advisory Panel, 2015 to –
Journal of Consumer Marketing: editor of special section on "Misplaced Marketing," 1998 to 2010; Editorial Review Board, 1993 to –
Journal of Product and Brand Management: co-editor of special section on "Beyond Products' Brand Management," 2004 to 2009; Editorial Review Board, 2004 to 2019
Marketing Educator, Editor, 1996-7; Associate Editor, 1994-6
International Journal of Advertising: Editorial Review Board, 2009 to –
Journal of Public Policy and Marketing, Editorial Review Board, 2006 to –
Psychology & Marketing, Editorial Review Board, 2004 to –
International Journal of Internet Marketing and Advertising: Editorial Review Board, 2002 to –
Health Marketing Quarterly: Editorial Review Board, 2000 to –
Journal of Current Issues & Research in Advertising: Editorial Review Board, 1998 to –
Advancing the Consumer Interest: Editorial Review Board, 1991–3
 Ad hoc reviewer and editorial referee when not on editorial boards: *Journal of Marketing*; *Journal of Public Policy & Marketing*; *Journal of Advertising*; *International Journal of Advertising*; *Psychology and Marketing*; *Critical Studies in Mass Communication*; *Journal of Communication*; *Journal of Business Research*; *International Journal of Advertising*; *Journal of Consumer Affairs*, and probably a few others that I neglected to write down, remember, or otherwise omit from annual reports
 Editorial referee board for papers submitted for possible presentation to the annual national and international academic meetings: Marketing and Public Policy Conferences; American Marketing Association Educators' Conferences; Strategic Marketing Advances (formerly Southern Marketing Association); American Council on Consumer Interests; American Academy of Advertising; Western Decision Sciences Institute; and probably some others that I forgot about over time

