

RYAN J. LANGAN

342 19th Avenue South
St Petersburg, FL 33701

Cell: (727) 744-4255
Email: langan@usf.edu

EDUCATION

University of South Florida, Tampa FL
Doctoral Candidate in Marketing
Expected, Spring 2014

University of Portland, Portland OR
Master of Business Administration, 2003

University of Wisconsin–La Crosse, La Crosse WI
Bachelor of Science in Sport Management, 1998
Minor in Business Administration

RESEARCH INTERESTS

Corporate Social Responsibility, Consumer Gratitude, Corporate Philanthropy, Differential effects of CSR initiatives on consumer perceptions, eWOM, and Reciprocity

PUBLICATIONS

Besharat, Ali and **Langan, Ryan** (2014), "Toward the Formation of Consensus in the Domain of Co-branding: Current Findings and Future Priorities," *Journal of Brand Management*, forthcoming

Hill, Ronald P. and **Langan, Ryan** (2014), "Handbook of Research on Marketing and Corporate Social Responsibility" *Edward Elgar Publishing*, forthcoming

Under Review

"Doing Well by Doing More? Consumers' Perception of Firms with Multiple CSM Initiatives" (with Anand Kumar, University of South Florida)

Under second round of review at *Journal of Business Ethics*

Working Papers

"The Effect of Product Review Variance on Decision Uncertainty: An Examination of Perceived Risk and Information Diagnosticity (with Ali Besharat, University of Denver and Sajeev Varki, University of South Florida)

Paper complete, preparing to submit to a top-tier journal Fall 2013

"The Effect of Donation Type on Guilt Reduction: How Empathy and Efficacy Play a Role" (with Barbara Lafferty and Sajeev Varki, University of South Florida)

Some data collected, targeted towards a high-level journal in Spring 2014

"Goodwill or Greed? The Role of Signals and Reciprocity in CSM Alliances"

Additional data needed

“Who Cares? An Examination of Consumer Perceptions of Cause Marketing Validity” (with Jennifer Bosson, University of South Florida)
Additional data needed

Conference Proceedings

Langan, Ryan, Besharat, Ali, and Varki, Sajeev (2013). “The Influence of Online Product Review Variance on Consumer Evaluations: An Examination of Intrinsic and Extrinsic Cues” in the proceedings of the *Academy of Marketing Science* Conference, Monterey Bay CA

Langan, Ryan (2012). ” Goodwill or Greed? The Role of Signals and Reciprocity in CSM Alliances” in the proceedings of the *Society for Consumer Psychology* Conference, Las Vegas NV

Langan, Ryan and Kumar, Anand (2011). “Corporate Societal Marketing Initiatives: A Multiple Cause Approach” in the proceedings of *American Marketing Association Summer Educators’* Conference, San Francisco, CA

Langan, Ryan and Marshall, Greg (2011). “Toward the Study of the Effect of Nonverbal Cue Emulation on Customer Perceptions: Conceptual Foundations and Initial Propositions” in the proceedings of the *Academy of Marketing Science*, Coral Gables, FL

Langan, Ryan and Trocchia, Phil (2007). “A Typology of Sports Fan Segments and Associated Activities” in the proceedings of the *14th Annual ASSBBS* Conference, Las Vegas, NV

Invited Presentations

“Marketing on a Limited Budget” SCORE Small Business Event (2006)

“Career Networking” University of South Florida – St Petersburg (2005)

“Negotiating Your Salary” University of South Florida-St Petersburg (2004, 2005)

“Careers in Sports” University of Wisconsin-La Crosse (2002)

DISSERTATION

Title: Corporate Philanthropy: Taken for Granted or Taken with Gratitude?

Committee: Drs. Anand Kumar*, Dipayan Biswas, Adam Craig, Paul Spector (*denotes committee chair)

Abstract: Feelings of gratitude represent an essential component of social relationships and reciprocal behaviors. Despite the significance of gratitude in the context of marketing, insights into the conditions and mechanisms that foster feelings of gratitude on the part of consumers remain scant.

Essay 1 draws upon indirect-reciprocity theory to demonstrate how corporate donations of time compared to money may differentially influence consumer’s gratitude towards a firm and ultimately their desire to reciprocate. I further assess the extent to which feelings of gratitude and a desire to reciprocate may be strengthened or attenuated by company factors (e.g. relative cost), cause factors (e.g. perceived benefit), and consumer factors (e.g. personality traits)

In Essay 2 I investigate the effects of psychological distance on consumer’s preference for donations of time versus money. Informed by construal-level theory, I examine the influence of social distance and cause involvement on consumers’ preference for donations of time or money. Finally, I explore the mediating role of consumers’ idealistic and pragmatic orientation

Status: Proposal defended May, 2013. Final defense anticipated Spring, 2014.

RESEARCH GRANT

Submitted grant, entitled “*An Examination of the Influence of Employer-Sponsored Volunteer Programs on Stakeholder Gratitude*” to the Expanding the Science and Practice of Gratitude project funded by the John Templeton Foundation.

HONORS & CERTIFICATES

AMA-Sheth Consortium Fellow, 2012

Center for 21st Century Teaching Excellence, University of South Florida Certificate in “Student Learning Outcomes”, 2010

Center for 21st Century Teaching Excellence, University of South Florida Certificate in “Promoting Active Learning in the Classroom”, 2010

Center for 21st Century Teaching Excellence, University of South Florida Certificate in “Writing Case Studies”, 2010

ACADEMIC APPOINTMENTS

Adjunct Professor, Summer 2013

University of San Francisco, San Francisco CA

Course taught: Cross-Cultural Integrated Marketing Communications in the joint Master of Global Entrepreneurship and Management (jMGEM) program. Cohort comprised of students from eight different countries.

MBA Director, 2006 - 2009

University of South Florida-St Petersburg, St Petersburg FL

Responsible for maintaining AACSB accreditation standards, admittance of students, promotion of the MBA program course scheduling and advisement of students.

Visiting Instructor of Marketing, 2004-2006

University of South Florida-St Petersburg, St Petersburg, FL

Courses taught: Basic Marketing, Sport Marketing, Social Issues in Marketing, Promotion Management and Marketing Management. Created graduate placement program for the college of business to successfully link key firms with graduating students. Instituted firm receptions and business networking socials designed to familiarize area businesses with students and faculty. Advisor to the Student Business Organization.

TEACHING EXPERIENCE

Undergraduate Courses

Basic Marketing

Sections taught: 10

Final project consists of a comprehensive marketing plan

Average Evaluation: 4.44

Sport Marketing

Sections taught: 6

Developed curriculum for new course
Arranged for guest speakers throughout sports industry
Final project consists of a sponsorship proposal and mock sponsorship sales meeting
Average Evaluation: 4.65

Social Issues in Marketing

Sections taught: 2
Developed curriculum for new course
Course taught using case method approach
Average Evaluation: 4.58

Marketing Management

Sections taught: 2
Course taught using Marketing Strategy computer simulation
Average Evaluation: 4.35

Promotion Management

Sections taught: 13
Final project consists of an integrated marketing communications campaign proposal
Average Evaluation: 4.57

Marketing Research

Sections taught: in progress
Final project calls for the collection of data towards a marketing research proposal

Graduate Courses

Cross-Cultural Integrated Marketing Communications

Sections taught: 1
Incorporated case studies and global market research
Average Evaluation: 4.34

TEACHING EVALUATIONS

Average student evaluation for courses taught, 4.52
(average based on a 5-point scale)

TEACHING INTERESTS

IMC and Promotion	Marketing Management
Consumer Behavior	E-Commerce and Digital Marketing
International Marketing	Social Media

SERVICE ACTIVITIES

Professional Service

Chair, American Marketing Association Doc SIG Association, 2012-2013
Chair-elect, American Marketing Association Doc SIG Association, 2011-2012
Doctoral Symposium Chair, "Path to Publishing", Winter AMA 2013
Session Chair, "Friends with Benefits: The Highs and Lows of Co-Authorship", Winter AMA 2013
Session Chair, "Campus Visits: A Discussion of Do's and Don'ts", Summer AMA 2013

Reviewer, Society for Consumer Psychology, 2012
Reviewer, Academy of Marketing Science, 2012, 2013

University & College Service

Member, Enhancing Student Life Strategic Planning subcommittee, 2008
Hiring Committee Member, Career Development Services Coordinator, 2007
Hiring Committee Member, Director of Alumni Relations, 2007
Member, College of Business Strategic Planning committee, 2007
Member, Orientation committee, 2006
Member, Honor Code committee, 2006
Advisor, USF St Petersburg Student Business Organization, 2004-2006

Community Service

Volunteer, Big Brothers / Big Sisters, 2005-2009
Board Member, The Studio @ 620 Performing Arts, 2007-2009

PROFESSIONAL AFFILIATIONS

American Marketing Association
Academy of Marketing Science
Society for Consumer Psychology

DOCTORAL COURSEWORK

Major Field Seminars:

Marketing Theory & Thought
Pro-seminar in Marketing
Special Topics in Marketing
Consumer Behavior Theory
Selected Topics in Marketing
Marketing Strategy
Sales and Relationship Management

James R. Stock, PhD.
Anand Kumar, PhD.
Anne Magi, PhD.
Anand Kumar, PhD.
Sajeev Varki, PhD.
Sajeev Varki, PhD.
Greg W. Marshal, PhD.

Minor Field Seminars:

Introduction to Research Methods
Economics of Organizations
Applied Linear Statistical Models
Applied Multivariate Statistical Methods
Structural Equation Modeling
Advanced Formative Research-Social Marketing
Factor Analysis
Sociological Statistics
Social Psychology
Organizational Research Methods
Advanced Marketing Research Design

Anol Bhattacharjee, PhD.
Christopher Thomas, PhD.
Terry L. Sincich, PhD.
Terry L. Sincich, PhD.
Michael D. Coover, PhD.
Tait Martin, PhD.
Michael D. Coover, PhD.
Elizabeth Vaquera, PhD.
Jennifer Bosson, PhD.
Paul Spector, PhD.
David Ortinau, PhD.

PROFESSIONAL EXPERIENCE

Account Sales Manager, 1999 – 2003

Portland Trail Blazers, NBA - Portland, OR

Performed season ticket and group sales. Generated \$161,000 of season ticket revenue during first year. Operated Onyx and DSA Software to manage accounts. Led department in multi-year season ticket renewals

Director of Corporate Sales, 1997 – 1999

La Crosse Bobcats, CBA - La Crosse, WI

Generated and managed \$225,000 worth of accounts in coordination with the General Manager. Managed over 55 corporate accounts. Conducted both group and season ticket sales. Created promotions for and participated in game operations.

REFERENCES

Dr. Anand Kumar

Associate Professor of Marketing

4202 E. Fowler Ave.

University of South Florida

Tampa, FL 33620-5500

akumar@usf.edu

813-974-6205

Dr. Sajeev Varki

Associate Professor of Marketing

4202 E. Fowler Ave.

University of South Florida

Tampa, FL 33620-5500

svarki@usf.edu

813-974-6227

Dr. Greg W. Marshall

Charles Harwood Professor of Marketing and Strategy

Bush Executive Center/Crummer Hall, Rm. 302

1000 Holt Ave · Winter Park, FL 32789

Rollins College

gmarshall@rollins.edu

407-691-1150

Dr. Ronald P. Hill

Richard J. and Barbara Naclerio

Chair Professor, Marketing & Business Law

Bartley Hall, Room 3073

800 Lancaster Avenue

Villanova University

Villanova, PA 19085

ronald.hill@villanova.edu

610-519-3256