

## **M. Paula Fitzgerald Ph. D**

(AKA Paula Fitzgerald Bone)  
West Virginia University  
Professor of Marketing  
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### **Education**

Ph D, University of South Carolina, 1987.  
Major: Marketing

BS, University of Alabama, 1983.  
Major: Marketing

### **Professional Positions**

Nathan Haddad Professor of Business Administration, West Virginia University.  
(2005 - Present).

Professor, CIMBA (Consortium International MBA), Paderno Del Grappa, Italy.  
(January 2001-April 2002; January 2011 - April 2011).

Professor of Marketing, West Virginia University.  
(May 2000 – Present).

Associate Professor of Marketing, West Virginia University.  
(May 1992-May 2000).

Assistant Professor of Marketing, West Virginia University.  
(August 1987 - May 1992).

Research Assistant, University of South Carolina.  
(August 1983 - July 1987).

## **RESEARCH**

### **Peer-Reviewed Journal Articles** (5258 citations as of September 2024 according to Google Scholar)

Givi, Julian, M. Paula Fitzgerald (2024). The First-to-test Bias: Impact of Testing Order on assigning Responsibility for Contagion, *Plos One*  
<https://doi.org/10.1371/journal.pone.0297965>.

Fitzgerald, M. Paula, Langenderfer, Jeff., Renzelli-Cain, Roberta., Critch, Elizabeth. A. (2023).

- "Marketing and Public Policy Implications of Dobbs v. Jackson Women's Health Organization. *Journal of Public Policy & Marketing* 42 (4), 303-325.
- Reshadi, Farnoush, Fitzgerald, M. Paula (2023). The Pain of Payment: A Review and Research Agenda. *Psychology & Marketing*. 40(8), 1672-1688.
- Gratz, Elizabeth., Sarkees, Matthew, Fitzgerald, M. Paula (2022). Whose View Is It Anyway? Media Coverage of Litigation in For-Profit Firms' Role in the Opioid Crisis. *Journal of Marketing Theory and Practice*, 30(4), 440-456.
- Fitzgerald, M. Paula, Rashadi, Farnoush, Sarkees, Matthew (2022). Patient Susceptibility to Over-trust: The Case of Off-Label Prescribing. *56(2)*, 849-875.
- Cook, Laurel A., Fitzgerald, M. Paula, Sadeghein, Raika (2022). Consumer Effort in Service Encounters: The Overlooked Impact of Surface Acting. *Journal of Services Marketing*, 36(2), 227.
- Durr, Andria. J., Critch, E. A., Fitzgerald, M. Paula, Fuller, Kylie A., Devlin, Kelly M., Renzelli-Cain, Roberta I. (2021). What Providers Know vs. What Providers Do: Barriers to Contraception in Adolescents. *West Virginia Medical Journal*, 117(2), 30-35.
- Durr, A., Critch, Elizabeth A., Fitzgerald, M. Paula, Fuller, Kylie A., Devlin, Kelly M., Renzelli-Cain, Roberta I. (2021). Untangling the Roots of the West Virginia Opioid Crisis: Relationships in Adolescent Pregnancy, Drug Misuse, and Future Outcomes. *Journal of Osteopathic Medicine*, 2(121), 191-198.
- Fitzgerald, M. Paula, Langenderfer, Jeff, Fitzgerald, Megan Lynn (2020). Is it Ethical for For-profit Firms to Practice a Religion? A Rawlsian Thought Experiment. *Journal of Business Ethics*. 166, 159-174.
- Kees, J., Fitzgerald, M. Paula, Dorsey, Joshua, Hill, Ronald (2020). Evidence-Based Cannabis Policy: A Framework to Guide Marketing and Public Policy Research. *Journal of Public Policy & Marketing*, 39(1), 76-92.
- Fitzgerald, M. Paula, Donovan, Karen R., Kees, Jeremy, Kozup, John (2019). An Examination of How Confusion Impacts Consumer Perceptions in a Product Labeling Experiment. *Journal of Consumer Marketing*. 36(2) 305-316.
- Fitzgerald, M. Paula, Yencha, Christopher (2019). A Test of Policymakers' Formal and Lay Theory Regarding Healthcare Prices. *Journal of Public Policy & Marketing*. 38(1) 3-18.
- Fitzgerald, M. Paula, Donovan, Karen Russo (2018). Consumer Responses to For-Profit Firms Exercising Religious Freedom in the Marketplace. *Journal of Public Policy & Marketing*, 37(1), 39-50.
- Fitzgerald, M. Paula, Bias, Thomas K., Gurley - Calvez, Tammy (2017). The Affordable Care Act and Consumer Well-being: Knowns and Unknown. *Journal of Consumer Affairs*, 51(1), 27-53.
- Fitzgerald, M. Paula, Bias, Thomas K. (2016). Satisfaction and Repurchase Intentions for Health Insurance Marketplaces: Evidence from a Partnership State. *Journal of Consumer Affairs*, 50(3), 638-651.
- Kees, J., Fitzgerald, M. Paula (2016). Who Uses Facts Up Front? A Baseline Examination of Who is Using Standardized Front-of-Package Nutrition Disclosures. *Journal of Consumer Affairs*, 50(2), 458-470.

- Fitzgerald, M. Paula, Lamberton, Cait, Walsh, Michael (2016). Will I Pay for Your Pleasure? Consumers' Perceptions of Negative Externalities and Responses to Pigovian Taxes (Best Paper). *Journal of the Association of Consumer Research*, 1(3), 355-357.
- Sarkees, Matthew, Fitzgerald, M. Paula (2016). The Changing Landscape of Off-Label Prescription Drug Marketing: Key Issues and Research Opportunities for Paving a Path Forward. *International Journal of Pharmaceutical and Healthcare Marketing*, 10(2), 148-160.
- Bias, Thomas K., Agarwal, Parul, Fitzgerald, M. Paula (2015). Changing Awareness of the Health Insurance Marketplace. *American Journal of Public Health*, 105(Suppl5), S633-S636.
- Bias, Thomas K., Fitzgerald, M. Paula, Gurley-Calvez, Tammy (2015). Strategies for Policy Evaluations of Health Insurance Marketplaces. *Journal of Public Health Management & Practice*, 21(1), 62-68.
- Cui, Ping, Fitzgerald, M. Paula, Donovan, Karen Russo (2014). Extended Self: Implications for Country of Origin. *Journal of Consumer Marketing*, 31(4), 312-321.
- Bias, Thomas K., Fitzgerald, M. Paula, Agarwal, Parul (2015). Awareness and Interest in WV Health Insurance Exchange. *Population Health Management*. 105, S633-S636.
- Walsh, Michael, Plein, L. Christopher, Fitzgerald, M. Paula, Gurley - Calvez, Tammy, Pellillo, Adam (2014). Opting to Opt-In: Program Choice, Program Expectations and Results in West Virginia's Medicaid Reform Initiative. *Journal of Healthcare for the Poor and Underserved*, 25(August), 1449-1471.
- Fitzgerald, M. Paula, Ellen, Pam Scholder, Wiener, Joshua L. (2012). Encouraging People to Save for Their Future: Augmenting Current Efforts with Positive Visions of the Future. *Journal of Public Policy & Marketing*, 31(1 (Spring)), 58-72.
- Walsh, Michael, Fitzgerald, M. Paula (2012). Health Care Reform Through the Eyes of Patients: A Qualitative Look at Medicaid Redesign. *Health Marketing Quarterly*, 29(1), 18-34.
- Walsh, Michael, Fitzgerald, M. Paula, Gurley - Calvez, Tammy., Pellillo, A. (2011). Active Versus Passive Choice: Evidence from a Public Health Care Redesign. *Journal of Public Policy & Marketing*, 30(2), 191-202.
- Gurley - Calvez, Tammy., Pellillo, A., Fitzgerald, M. Paula, Walsh, Michael (2011). Choice in Public Health Insurance: Evidence from West Virginia Medicaid Redesign. *Inquiry*, 48(1), 15-33.
- Bone, Paula Fitzgerald, Donovan, Karen Russo (2009). Qualified Health Claims on Package Labels. *Journal of Public Policy & Marketing*, 28(2), 253-258.
- France, Karen Russo, Bone, Paula Fitzgerald (2009). Conveying Level of Science: Tests of Iconic and Comparative Formats. *Marketing Letters*, 20(4), 385-397.
- Kees, Jeremy, Bone, Paula Fitzgerald, Kozup, John, Ellen, Pam Scholder (2008). "Barely or Fairly Balancing the Black Box: Direct to Consumer Prescription Drug Internet Promotion". *Psychology and Marketing*, 25(7), 675-691.
- Bone, Paula Fitzgerald (2008). "Toward a General Model of Consumer Empowerment and Welfare in Financial Markets with an Application to Mortgage Servicers". *Journal of Consumer Affairs*, 42(2), 165-188.

- Bone, Paula Fitzgerald, Ellen, Pam Scholder (2008). "Stained by the Label? Stigma and the Case of Genetically-Modified Foods". *Journal of Public Policy & Marketing*, 27(1), 69-82.
- Bone, Paula Fitzgerald, France, Karen Russo Riley, Richard (2006). "A Multi-firm Analysis of Slotting Allowances". *Journal of Public Policy & Marketing*, 25, 224-237.
- France, Karen Russo, Bone, Paula Fitzgerald (2005). "Policy-makers' Paradigms and Evidence from Consumer Interpretations of Dietary Supplement Labels". *Journal of Consumer Affairs*, 39(1), 27-51.
- Bone, Paula Fitzgerald, Russo France, K. (2003). "International Harmonization of Food and Nutrition Regulation: The Good and the Bad". *Journal of Public Policy & Marketing*, 22(1), 102-110.
- Bone, Paula Fitzgerald, France, Karen Russo (2001). "Packaging Graphics and Consumer Product Beliefs". *Journal of Business and Psychology*, 15(3), 467-489.
- Bone, Paula Fitzgerald, Ellen, Pam Scholder (1999). "Scents in the Marketplace: Explaining A Fraction of Olfaction". *Journal of Retailing*, 75(2), 243-262.
- Ellen, Pam Scholder, Bone, Paula Fitzgerald (1998). "Does it Matter if it Smells? Olfactory Stimuli as Advertising Executional Cue". *Journal of Advertising*, 27(4), 29-39.
- Bone, Paula Fitzgerald, Corey, Robert J. (1998). "Moral Reflection in Marketing". *Journal of MacroMarketing*, 20, 104-114.
- Ellen, Pam Scholder, Bone, Paula Fitzgerald, Stuart, Elnora. W. (1998). "How Well Do Young People Follow the Label? An Investigation of Four Classes of Over-the-Counter Drugs". *Journal of Public Policy & Marketing*, 17, 70-85.
- France, Karen Russo, Bone, Paula Fitzgerald, France, James W. (1996). "Small Business and Comparison Advertising Strategies: Is it Worth the Risk?". *Journal of Small Business Strategy*, 7, 81-98.
- Bone, Paula Fitzgerald (1995). "The Effect of Word-of-Mouth Communication on Long- and Short-term Memory". *Journal of Business Research*, 32, 313-223.
- Bone, Paula Fitzgerald, Jantrania, Swati (1992). "Olfaction as a Cue for Product Quality". *Marketing Letters*, 3(3), 289-296.
- Bone, Paula Fitzgerald, Ellen, Pam Scholder (1992). "Generation and Consequences of Communication-Evoked Imagery Processing". *Journal of Consumer Research*, 19, 93-104.
- Bone, Paula Fitzgerald, Corey, Robert J. (1992). "Ethical Dilemmas in Packaging: Beliefs of Packaging Professionals". *Journal of MacroMarketing*, 12, 45-54.
- Corey, Robert J., Bone, Paula Fitzgerald (1992). "Ethical Packaging as an Expression of Corporate Values: A Call for Research". *Journal of Marketing Management*, 2, 44-54.
- Bone, Paula Fitzgerald, Shimp, T. A., Sharma, S. (1990). "Assimilation and Contrast Effects in Product Performance Perceptions: Implications for Public Policy". *Journal of Public Policy & Marketing*, 9, 100-110.
- Bone, Paula Fitzgerald (1990). "Identifying Mature Segments". *Journal of Services Marketing*, 5(1), 47-60.

Bone, Paula Fitzgerald, Sharma, S., Shimp, T. A. (1989). "A Boot-strap Procedure for Assessing Goodness of Fit Indices in Confirmatory Factor Models". *Journal of Marketing Research*, 26, 105-111.

Bone, Paula Fitzgerald, Ellen, Pam Scholder, Easley, Richard W., McNeely, Samuel E. (1986). "A Comment on "Relationship Between Source Expertise and Source Similarity in An Advertising Context". *Journal of Advertising*, 15(1), 47-48.

## Invited Journal Articles

Sarkees, Matthew E., Fitzgerald, M. Paula, Lambertson, C. (2022). Pharmaceuticals, Marketing, and Society: A New Center of Gravity for Critical Research and Policy. *Journal of Public Policy & Marketing*, 41(4), 229-303.

Bhatari, Vijay, Gratz, Elizabeth T., Fitzgerald, M. Paula (2022). "You Can't Make Me Do It!" A Model of Consumer Compliance. *Journal of Consumer Affairs*, 56, 120-140.

Sarkees, Matthew E., Fitzgerald, M. Paula, Lambertson, Cait (2021). The Pandemic Ripple Effect: Understanding Marketing and Public Policy Opportunities in the Pharmaceutical Industry. *Journal of Public Policy & Marketing*, 40(1), 103-104.

Fitzgerald, M. Paula, Bone, Sterling A., Pappalardo, Janice K. (2020). Consumer Power and Access. *Journal of Public Policy & Marketing*, 39(2), 95-98.

Fitzgerald, M. Paula (2017). Reflections on "World-of-Mouth Effects on Short-term and Long-term Product Judgements". *Journal of Global Scholars of Marketing Science* 27(3), 180-183.

Bone, Paula Fitzgerald, France, Karen Russo, Aikin, Kathryn. J. (2009). On Break-up Cliches Guiding Health Literacy's Future. *Journal of Consumer Affairs*, 43(2), 185-198.

## Sponsored Research: Contracts

Fitzgerald, M. Paula (Supporting), "WV Health Insurance Exchange," Sponsored by WV Offices of the Insurance Commission, State, \$2,163,444.00. (2012 - 2015).

Fitzgerald, M. Paula (Supporting), Jespersion, K. (Co-Principal), Kemp-Rye, M. (Co-Principal), "WaterSense Program Evaluation," Sponsored by US Environmental Protection Agency, Federal, \$600,000.00. (January 2008 - December 2012).

Bone, Paula Fitzgerald (Co-Principal), Gurley - Calvez, Tammy. (Principal), Walsh, Michael (Co-Principal), "Medicaid Reform Evaluation," Sponsored by West Virginia DHHR, State, \$175,000.00. (March 2008 - March 2009).

## Intellectual Contributions in Progress

Tanner, E., Fitzgerald, M. Paula, Gratz, E. *Political Earthquakes' and Political Tribes' Impact on Political Activism*. Finalizing analysis of Study 5, to be submitted to *Journal of Public Policy & Marketing*, Fall 2024.

Gratz, E., Fitzgerald, M. Paula, Taylor, R. Society's Perception of Disability is Changing – Will Marketing Make a Place for the Disability Community at the Table? Being revised for *Journal*

*of Consumer Affairs.*

Sadeghein, R., Fitzgerald, M. Paula, He, S. That's Not What Happened: Dealing with Consumer-Generated Fake Reviews. Under second review.

Suwanda, Siti, Emily Tanner, M. Paula Fitzgerald, Matthew Sarkees, When Preventing Death is Stigmatized: The Case of Narcan (Naloxone HCl). Collecting data.

Suwanda, Siti, Emily Tanner, M. Paula Fitzgerald, Farnoush Rashadi. A Systematic Review of Consumption Stigma. Finalizing draft for review.

## **TEACHING**

### **Recent Teaching Experience**

#### **West Virginia University**

- Customer Relationship Marketing—Undergraduate
- Services Marketing—Undergraduate
- Introduction to Marketing, Honors Section—Undergraduate
- Healthcare Services Marketing—Executive EMBA
- Consumer Behavior—PhD level
- On Being a Researcher (Philosophy and Life of a Researcher)—PhD level

## **SELECTED SERVICE**

### **College and University Service**

- Search Committees for Marketing Department
- Departmental PhD Committee Member
- College and Departmental Tenure and Promotion Committees
- Frequent Guest Speaker for WVU undergraduate classes and special programs
- Led student trips to Thailand, Brazil, Italy, and China
- Various University-level selection committees (e.g., Benedum Scholar, Caveney Award)

### **Selected Professional Service**

- Editorial Review Board Member, *Journal of Public Policy & Marketing*.
- Editorial Review Board Member, *Journal of Consumer Affairs*.
- External Reviewer for Promotion/Tenure.
- Florida State and Villanova University Research Seminar--Invited Presentations
- Editor, *Journal of Public Policy & Marketing*—Special Issue on Pharmaceuticals, Marketing and Society Special Issue.
- Editor, *Journal of Public Policy & Marketing*--Special Issue on Consumer Access and Power.
- Frequent Ad-Hoc Reviewer for journals and conferences
- Mentor and featured speaker, Marketing and Public Policy Pre-Conferences

## **Selected Public Service**

- Advisory Member, West Virginia Women's Commission Wellness Committee, West Virginia.
- Faculty Liaison, West Virginia Center for Excellence in Women's Health.
- Expert Participant, Canada Health Products Labeling Forum, Ottawa.
- Consulting with for-profit and nonprofit organizations via undergraduate courses and informally.
- Guest Speaker
  - West Virginia Offices of the Insurance Commissioner--ACA Agents' Training.
  - West Virginia Chapter of the American Dietetic.

## **Selected Awards and Honors**

- Best Student Paper, 2024, Marketing and Public Policy Conference (lead author Siti Suwanda, PhD Candidate, WVU). (June 2024).
- Best Competitive Paper, 2023 Marketing and Public Policy Conference. (June 2023).
- Chambers College Outstanding Diversity, Inclusion, Cohesion and Equity committee member, AY 2021-22, Chambers College. (August 2022 - Present).
- *Journal of Public Policy & Marketing* Outstanding Reviewer. (May 2020).
- WVU Coin. Recognition of exemplifying WVU values (February 2019).
- College of Business and Economics College Award of Distinction in Service (2017).
- James and Karen Caveney Alumni Association Faculty Excellence Award, University-level award for outstanding teaching, research, and service to the state (March 2016).
- Southern Regional Education Board Faculty Mentor of the Year (November 1, 2014).
- Outstanding Teacher, West Virginia University Foundation. (2004).