

Michael Walsh Ph. D
West Virginia University
Marketing
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Education

Ph D, University of Pittsburgh, 2005.
Major: Marketing
Dissertation Title: Consumer Response to Logo Shape Redesign: The Influence of Brand Commitment

MBA, University of Pittsburgh, 1990.
Major: Marketing

BA, Duquesne University, 1978.
Major: Journalism

Professional Positions

Academic - Post-Secondary

Associate Dean, General Business Department Chair and Professor of Marketing, West Virginia University. (July 1, 2023 – Present 1, 2023).

Associate Dean, Marketing Department Chair and Professor of Marketing, West Virginia University. (July 13, 2021 – June 30, 2023).

Marketing Department Chair and Associate Professor of Marketing, West Virginia University. (July 2014 - July 13, 2021).

Associate Professor of Marketing, West Virginia University, College of Business and Economics. (August 2012 - June 2014).

Assistant Professor, West Virginia University, College of Business and Economics. (January 2006 - August 2012).

Visiting Lecturer, West Virginia University, College of Business and Economics. (September 2005 - December 2005).

Visiting Lecturer, University of Pittsburgh. (2002 - 2005).

Professional

Director of Marketing and Practice Development, Buchanan Ingersoll, P.C. (1998 - 2001).

Senior Vice President - Director of Operations and Finance, Ketchum Advertising - Pittsburgh, PA; TBWA Chiat Day - St. Louis, MO. (1996 - 1998).

Senior Vice President - Director of Operations and Finance, Ketchum Advertising. (1992 - 1996).

Senior Vice President - Media Director, Ketchum Advertising. (1988 - 1992).

Vice President, Director of Media Operations, Ketchum Advertising. (1986 - 1988).

Associate Media Director, Ketchum Advertising. (1984 - 1986).

Media Supervisor, Ketchum Advertising. (1982 - 1984).

Media Planner, Ketchum Advertising. (1979 - 1982).

Assistant Media Planner, Ketchum Advertising. (1978 - 1979).

Professional Memberships

American Marketing Association.

Association for Consumer Research. (December 31, 2010).

Southern Regional Science Association. (December 31, 2007).

Awards and Honors

Honors Faculty Fellow, 2021-2022 Academic Year, West Virginia University Honors College.
(August 15, 2021 - August 14, 2022).

Educator of the Year, American Marketing Association-Pittsburgh Chapter. (December 10, 2015).

Professor of the Year, Beta Gamma Sigma. (April 21, 2015).

Outstanding Teaching Award, Marketing Department, College of Business and Economics.
(December 31, 2010).

Outstanding Teaching Award, Marketing Department, College of Business and Economics, West
Virginia University. (December 31, 2006).

Best Paper, 2016 Marketing and Public Policy Conference. (June 24, 2016).

Outstanding Outreach Award, College of Business and Economics. (December 10, 2011).

Outstanding Service Award, Marketing Department, College of Business and Economics, West
Virginia University. (December 31, 2008).

TEACHING

Teaching Experience

West Virginia University

BADM 522, Business Research/Statistics, 2 courses.

BADM 525, Marketing Management, 9 courses.

BADM 652, Marketing Strategy, 28 courses.

BCOR 350, Principles of Marketing, 9 courses.

BCOR 350H, Principles of Marketing, 1 course.

BUSA 330, Survey of Marketing, 5 courses.

HONR 204B, Arthurdale, WV Matters, 2 courses.

MANG 711, Research Methods, 1 course.

MKTG 320, Personal Selling 1, 2 courses.
MKTG 325, Marketing Research, 3 courses.
MKTG 380, Integrated Promotions, 18 courses.
MKTG 474, Integrated Promotions Campaign, 12 courses.
MKTG 480, Services Marketing, 13 courses.
MKTG 495, Independent Study, 24 courses.
MKTG 721, Advanced Topics in Marketing 2, 4 courses.

Directed Student Learning

Doctoral Committee Chair, "Elvira Kizilova," Marketing. (January 1, 2016 - May 15, 2021).
Advised: Elvira Kizilova

RESEARCH

Published Intellectual Contributions

Book Chapters

Walsh, M. (2016). *Internet Marketing for the Curious: Why Study Internet Marketing*. The Curious Academic Publishing.

Refereed Journal Articles

Nelson, C. A., Cui, P., Walsh, M. (2024). Trust Repair After A Sales Management Error. *Journal of Personal Selling and Sales Management*, 44(1), 1-10.

Yim, A., Cui, P., Walsh, M. The Role of Cuteness in Artificial Intelligence Agents on Consumer Attachment. *Journal of Research in Interactive Marketing*, 18(1), 127-141.

Nelson, C., Walsh, M. (2021). The Role of Salesperson Growth Mindset in Organizational Commitment. *Journal of Selling*, 21(2), 18-31.

Nelson, C., Walsh, M., Cui, P. (2021). Breach of Trust and Repair: The Impact of Salesperson Words and Actions on Buyer Trust. *Journal of Qualitative Market Research*, 24(3), 375-395.

Christopher, N., Cui, A., Walsh, M. (2020). The Role of Analytical CRM on Sales Person's Use of Competitive Intelligence. *Journal of Business & Industrial Marketing*, 35, 2127-2137.

Walsh, M. (2019). Going from good to great: TopAnchor Quilting Tools LLC. *Academy of Business Journal*.

Su, L., Cui, P., Walsh, M. (2019). Trustworthy blue or untrustworthy red: The influence of brand logo theme colors on brand trust. *Journal of Marketing Theory and Practice*.

Walsh, M., Cui, P., MacInnis, D. (2018). How to Successfully Introduce Logo Redesigns. *Journal of Brand Management*, 26(4), 365-376.

Fitzgerald, M. Paula, Lambertson, C., Walsh, M. (2016). Will I Pay for Your Pleasure? Consumers' Perceptions of Negative Externalities and Responses to Pigovian Taxes. *Journal of the Association of Consumer Research*, 1(3), 355-357.

Cui, P., Wajda, T., Walsh, M. (2015). Luxury Brands in Emerging Markets: A Case Study on China. *Advances in International Marketing*, 287-305.

- Cui, P., Walsh, M., Zhou, S. (2014). Importance of Strategic Fit between Host-Home Country Similarity and Exploration Exploitation Strategies on SMEs' Performance: A Contingency Perspective. *Journal of International Marketing*.
- Walsh, M., Plein, L. Christopher, Fitzgerald, M. Paula, Gurley - Calvez, T., Pellillo, A. (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.
- Walsh, M., 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.
- Cui, P., Walsh, M., Gallion, D. (2011). Internationalization Challenges for SMEs and Global Marketing Managers: A Case Study. *International Journal of Business and Social Research*, 1(1), 57-69 (See attachment for journal rank justification).
<http://www.ijbsr.org/images/Archive%20articles/vol.1no.1dec%202011/4.pdf>
- Walsh, M., Winterich, K. P., Mittal, V. (2011). How Re-designing Angular Logos to Be Rounded Shapes Brand Attitude: Consumer Brand Commitment and Self-Construal. *Journal of Consumer Marketing*, 28(6), 438-447.
- Walsh, M., Fitzgerald, M. Paula, Gurley - Calvez, T., Pellillo, A. (2011). Active Versus Passive Choice: Evidence from a Public Health Care Redesign. *Journal of Public Policy and Marketing*, 30(2), 191-202.
- Gurley - Calvez, T., Pellillo, A., Fitzgerald, M. Paula, Walsh, M. (2011). Choice in Public Health Insurance: Evidence from West Virginia Medicaid Redesign. *Inquiry*, 48(1), 15-33.
- Walsh, M., Winterich, K. P., Mittal, V. (2010). Do Logo Redesigns Help or Hurt Your Brand? The Role of Brand Commitment. *Journal of Product and Brand Management*, 19(2), 76-84.
- Walsh, M. (2010). "New Insights into What Drives Internet Advertising Avoidance Behavior: The Role of Locus of Control". *International Journal of Internet Marketing*, 6(2), 137-141.
- Walsh, M., Lipinski, J. (2009). "The Role of the Marketing Function in Small and Medium Enterprises". *Journal of Small Business and Enterprise Development*, 16(4), 569-585.
- Walsh, M., Schaeffer, P. (2009). "Exploring GAP Analysis to Evaluate Participant Satisfaction of Economic Development Programs". *Journal of the Community Development Society*, 39(3), 115-129.
- Walsh, M., Lipinski, J. (2008). "Unhappy Campers: Exploring Consumer Resistance to Change". *Journal of Travel and Tourism Marketing*, 25(1), 25-34.

Other

- Flynn, T. R., Smith, J. R., Walsh, M. (2021). *Integrated Marketing Communications A Consumer Centric Approach for the Digital Era*. Dubuque, Iowa: Kendall Hunt.
- Lipinski, J., Carothers, L. M., Walsh, M. (2011). *Brand communities: Influencing organizations' identities and their perceptions of the business environment* (4th ed., vol. 4, pp. 363-377). *International Journal of Business Environment*.
- Gurley - Calvez, T., Fitzgerald, M. Paula, Pellillo, A., Walsh, M., Plein, C. (2009). *Health*

Improvement Institute: Mapping the Process. West Virginia Department of Health and Human Resources, Bureau for Medical Services.

Gurley - Calvez, T., Fitzgerald, M. Paula, Pellillo, A., Walsh, M., Plein, C. (2009). *Medicaid Provider Report.* West Virginia Department of Health and Human Resources, Bureau for Medical Services.

Gurley - Calvez, T., Fitzgerald, M. Paula, Pellillo, A., Plein, C., Walsh, M. (2009). *Mountain Health Choices Beneficiary Report.* Charleston, WV: West Virginia Department of Health and Human Resources, Bureau for Medical Services.
http://www.wvdhhr.org/bms/oAdministration/Medicaid_Redesign/redesign_MedicaidMemberReport.pdf

Contracts, Grants and Sponsored Research

Contract

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

Grant

Walsh, M. (Co-Principal), Fitzgerald, M. Paula (Co-Principal), "Deans Award of Distinction," Sponsored by West Virginia University, West Virginia University, \$10,000.00. (October 2012 - December 2015).

Walsh, M., "A+ Publication Award," West Virginia University, \$750.00. (January 2014 - December 2014).

Walsh, M., "Faculty Development Grant," West Virginia University, \$400.00. (January 1, 2013 - December 31, 2013).

Walsh, M., "Faculty Development Grant," Sponsored by West Virginia University, \$400.00. (January 2012 - December 2012).

Walsh, M., Cui, P., "SMEs/Internationalization," Sponsored by West Virginia University, West Virginia University, \$5,900.00. (October 2011 - December 2012).

Fitzgerald, M. Paula (Co-Principal), Walsh, M. (Co-Principal), "B&E Internal Summer Research Grant," Sponsored by College of B&E, West Virginia University, \$5,000.00. (June 2009 - August 2009).

Sponsored Research

Walsh, M. (Principal), "Readership Study," Sponsored by Charleston Newspapers, inc., Private, \$22,500.00. (March 10, 2010 - June 30, 2010).

SERVICE

University/College/Department Service

University: Academic Transformation Committee for Rewards and Recognition. (2021 - 2023),

College: Senior Management/Executive Committee. (2014 - Present), AOL. (2013 – Present), MBA and Cooperative Masters Programs Curriculum Committee. (2016 - 2020), OHMBA Task Force. (2018 - 2019), Faculty Mentor, Student Trip to China. (2019) and Panama (2018), MBA Admissions Committee. (2012 -2019), EMBA Curriculum Committee. (2013 - 2017), Academic Programs. (2014 - 2016), Academic Policies and Procedures Sub Committee. (2013 - 2016), Task Force - BUDA Program. (2015 - 2016), Building Retrofit Committee. (2013 - 2015), Outreach and Service Committee. (2011 - 2012), Scholarship, Honors and Awards. (2010 - 2011), Strategic Planning Committee. (2008 - 2010), Communications Task Force. (2006 - 2008), Student Recruitment and Placement Committee. (2006 - 2008),

Department: Promotion and Tenure Committee (2012-2014), Marketing Dept. Curriculum Committee. (2014 - Present), PhD Admissions. (2013 – Present), Marketing Dept. Recruitment Committee. (January 1, 2011 - Present), Director, Professional Sales Institute. (August 1, 2014 - May 15, 2021),

Professional Service

Board of Directors, Pittsburgh Civic Light Opera, Pittsburgh, PA. (1997 - 2024), University Sales Center Alliance. (2020 - 2022), YMCA Camp Deer Valley, Fort Hill, PA. (2008 - 2015), Camp Kon-O-Kwee/Spencer, Fombell, PA. (1999 - 2007), South Hills YMCA, Pittsburgh, PA. (2009 - 2012), University of Pittsburgh Business School Alumni Association, Pittsburgh, PA. (1992 - 2003), BPA International, Inc., New York, NY. (1991 – 1998),

Board of Advisors, POWER (Pennsylvania Women in Early Recovery), Pittsburgh, PA. (1994 - 2023).

Co-Founder, Information Technology Media Advisory Council, Boston, MA. (1993 - 1998).

Co-chair, Branding Track, American Marketing Association, 2012 Summer Conference, Chicago, IL., Co-Chair, Services Marketing Competitive Paper Track for American Marketing Association Winter Meeting (2008), Co-Chair, Services Marketing Track, American Marketing Association's Winter Conference, Austin, Texas. (2008), Global and Cross Marketing Track Co-Chair, American Marketing Association 2014 Summer Conference, San Francisco, CA.

Ad-Hoc Reviewer, Journal of Marketing (2023, 2017), Journal of Marketing Education (2023), Journal of Product and Brand Management (2021, 2020, 2017), Journal of Marketing Theory and Practice (2020), Journal of Marketing Management (2018), , Information and Management Journal (2013), Journal of Retailing (2010), Journal of Healthcare for the Poor and Underserved (2020, 2019, 2018, 2015, 2014), Administrative Sciences (2024).

External Reviewer for Promotion/Tenure, Kennesaw State University (2024), Robert Morris University, (2023), Indiana University (2018), Duquesne University (2013)

Judge, DECA, local, statewide and international competitions (2016 – Present)