

# **Robert D. Mackoy**

## **Education**

Ph.D., Marketing  
August, 1994

Michigan State University

M.B.A., Marketing  
May, 1981

University of California, Berkeley

B.A., Sociology  
January, 1975

University of Illinois

## **Academic Experience**

2000 - Present  
Associate Professor of Marketing

Butler University

1994 - 1999  
Assistant Professor of Marketing

Butler University

1999 – 2002 (Summers)  
Visiting Faculty

Helsinki School of Economics and  
Business Administration

## **Business Experience**

American Journal of Health Promotion -- General Manager

Antarctic Services, Incorporated (subsidiary of ITT) -- Logistics Specialist

Pacific Gas and Electric Company -- Market Research Analyst

Appalachian Mountain Club -- Research Specialist

## **Publications**

### **Refereed Journal Articles**

Anderson, Ronald, Robert D. Mackoy, Vincent B. Thompson, and Gilbert Harrell (2004), "A Bayesian Network Estimation of the Service-Profit Chain for Transport Service Satisfaction," Decision Sciences, 35:4, 665-689.

Mackoy, Robert D., and Gregory Osland (2004), "Lodge Selection and Satisfaction: Attributes Valued by Ecotourists," forthcoming in The Journal of Tourism Studies, 15:2

Osland, Gregory, and Robert D. Mackoy (2004), "Ecolodge Performance Goals and Evaluations," forthcoming in The Journal of Ecotourism.

Aiken, Damon, Greg Osland, Ben Liu, and Robert Mackoy (2004), "Building Internet Trust: Signaling through Trustmarks," International Journal of Internet Marketing and Advertising, 1:3, 251-267.

Spreng, Richard A., Robert D. Mackoy, and Cornelia Dröge (1998), "Confounds in the Measurement of Predictive Expectations," Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Vol. 11, 1-7.

Stamatoplos, Anthony, and Robert D. Mackoy (1998), "Effects of Library Instruction on University Students' Satisfaction with the Library: A Longitudinal Study," College & Research Libraries, 59:4, 323-334.

Dröge, Cornelia, Diane Halstead, and Robert D. Mackoy (1997), "The Role of Competitive Alternatives in the Postchoice Satisfaction Formation Process," Journal of the Academy of Marketing Science, Vol. 25, 18-30.

Mackoy, Robert D., Richard A. Spreng and Gilbert D. Harrell (1996), "An Investigation of the Relationship Between Level of Satisfaction and Processing Intensity," Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Vol. 9, 75-80.

Spreng, Richard A. and Robert D. Mackoy (1996), "An Empirical Examination of a Model of Perceived Service Quality and Satisfaction," Journal of Retailing, 72:2, 201-214.

Spreng, Richard A., Gilbert D. Harrell, and Robert D. Mackoy (1995), "Service Recovery: Impact on Satisfaction and Intentions," Journal of Services Marketing, 9:1, 15-23.

Mackoy, Robert D. and Richard A. Spreng (1995), "The Dimensionality of Consumer Satisfaction/Dissatisfaction: An Empirical Examination," Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Vol. 8, 53-58.

Mackoy, Robert D., Cornelia Dröge, and Diane Halstead (1995), "Effects of Temporal Focus on the Relationship Between Expectations and Evaluation," Journal of Social Psychology, 135:1 (February), 107-109.

Dröge, Cornelia, Roger Calantone, Madhu Agrawal, and Robert D. Mackoy (1993), "The Consumption Culture and Its Critiques: A Framework for Analysis," Journal of Macromarketing, 13:2 (Fall), 32-45.

### **Refereed Conference Proceedings**

Aiken, Damon, Greg Osland, Ben Liu, and Robert Mackoy (2003), "Developing Internet Consumer Trust: Exploring Trustmarks as Third-Party Signals," AMA 2003 Winter Educators' Conference Proceedings, (abstract only).

Skinner, Deborah, Robert Mackoy, and Gregory Osland (2000), "Does Need for Cognition Moderate the Effectiveness of Ironic Humor in Advertising? or What Does It Take to Get the Message?," AMA 2000 Summer Educators' Conference Proceedings, (abstract only).

Goebel, Joseph M., William D. Roering, Robert D. Mackoy, Jack L. Engledow (1998), "An Investigation of Organizational Risk-Taking Reputation: Sailing Into Uncharted Waters," in Decision Sciences Institute 1998 Proceedings, Decision Sciences Institute, 553-555.

Mackoy, Robert D., Engledow, Jack L., William D. Roering, and Joseph M. Goebel (1997), "An Investigation of the Structure of Firms' Risk-Taking Reputations," in 1997 Institute of Behavioral and Applied Management (IBAM) Program and Proceedings, Roy Farris, Darlene Dunning, and Daniel Rowley (eds.), Volume 5, 158-161.

Dröge, Cornelia and Robert D. Mackoy (1995), "The Consumption Culture versus Environmentalism: Bridging Value Systems with Environmental Marketing," in Marketing and Public Policy Conference Proceedings, Pam Scholder Ellen and Patrick J. Kaufman (eds.), Volume 5, 227-237.

Mackoy, Robert D., Richard A. Spreng and Gilbert D. Harrell (1995), "The Relationship Between Level of Satisfaction and Processing Intensity," in Society for Consumer Psychology Conference Proceedings, Scott MacKenzie and Douglas Stayman (eds.), (abstract only)

Spreng, Richard A. and Robert D. Mackoy (1995), "An Empirical Examination of a Model of Perceived Service Quality and Satisfaction," in Marketing Theory and Applications, 1995 Winter Educators' Conference, Stewart and Vilcassim (eds.), 216-217.

Dröge, Cornelia and Robert D. Mackoy (1994), "Postconsumption Competition: The Effects of Choice and Non-Choice Alternatives on Satisfaction Formation," in Advances in Consumer Research, Proceedings of the 1994 ACR Conference,

Mackoy, Robert D. and Cornelia Dröge (1994), "Parallel Processing of Competitive Alternatives: Propositions Regarding Satisfaction Formation," in Enhancing Knowledge Development in Marketing, AMA 1994 Summer Educators' Conference Proceedings, R. Achrol and A. Mitchell (eds.), Volume 5, 302 (abstract only)

Mackoy, Robert D. (1992), "Empirical Studies of International Consumers: 1970-1991," in Marketing: Perspective for the 1990s, Robert L. King (ed.), Richmond, VA: Southern Marketing Association, 124-128.

### **Refereed Book Chapters**

Mackoy, Robert D., Roger J. Calantone and Cornelia L. Dröge (1995), "Environmental Marketing: Bridging the Divide between the Consumption Culture and Environmentalism," in Environmental Marketing: Developments in Practice, Theory and Research, Michael Polonsky and Alma T. Mintu (eds.), Haworth Press, pages 37-54.

### **Non-refereed Research Publications**

Stamatoplos, Anthony, and Robert D. Mackoy (2004), "Collaboration in Library Research," forthcoming in Indiana Libraries

Osland, Gregory, Robert Mackoy, and Daniel McQuiston, (2003), "EcoParaiso," Indiana University CIBER Case Collection, European Case Clearing House; USA Distributor: Babson University, Wellesley, MA.

McQuiston, Daniel, Robert Mackoy, Gregory Osland, (2003), "Teaching Note for Eco Paraiso," Indiana University Case Collection, European Case Clearing House; USA Distributor: Babson University, Wellesley, MA

Stamatoplos, Anthony, and Robert D. Mackoy (2001), Assessment of User Response to the IUPUI University Library: 1999-2001 Studies, Indianapolis, IN: IUPUI University Library

Taylor, Dorothy J., and Robert D. Mackoy (1980), Winter Recreation in the White Mountains--Users' Characteristics and Information Needs, Berlin, N.H.: Appalachian Mountain Club (103 page monograph)

### **Not Peer-Reviewed, Previously Published as a Stand-Alone Case**

Osland, Gregory, Robert Mackoy, and Daniel McQuiston, (forthcoming), "Eco Paraiso," In Marketing Leadership in Hospitality and Tourism: Strategies and Tactics, 4th ed., Robert Lewis and Stowe Shoemaker, eds. Prentice-Hall.

## **Presentations**

### **Conference Presentations**

Goebel, Joseph M., William D. Roering, Robert D. Mackoy, Jack L. Engledow (1998), "An Investigation of Organizational Risk-Taking Reputation: Sailing Into Uncharted Waters," presented at the 29<sup>th</sup> Annual Conference of the Decision Sciences Institute , Las Vegas, NV

Mackoy, Robert D., Engledow, Jack L., William D. Roering, and Joseph M. Goebel (1997), "An Investigation of the Structure of Firms' Risk-Taking Reputations," presented at the 1997 Institute of Behavioral and Applied Management (IBAM) Conference, Austin, TX

Roering, William D., Joseph M. Goebel, Robert D. Mackoy, Jack L. Engledow, and Robert B. Bennett, Jr. (1997), "Risk and Reputations: An Exploratory Study," presented at a poster session of the 1997 Corporate Reputation, Image and Competitiveness Conference, New York University, New York, NY

Dröge, Cornelia and Robert D. Mackoy (1995), "The Consumption Culture versus Environmentalism: Bridging Value Systems with Environmental Marketing," presented as a competitive paper at the 1995 Marketing and Public Policy Conference, Atlanta, GA

Mackoy, Robert D., Richard A. Spreng and Gilbert D. Harrell (1995), "The Relationship Between Level of Satisfaction and Processing Intensity," presented as a competitive paper at the Society for Consumer Psychology Conference, San Diego, CA

Mackoy, Robert D. and Richard A. Spreng (1995), "The Dimensionality of Consumer Satisfaction/Dissatisfaction: An Empirical Examination," presented as a competitive paper at the Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference, Snowbird, UT

Mackoy, Robert D., Richard A. Spreng and Gilbert D. Harrell (1995), "An Investigation of the Relationship Between Level of Satisfaction and Processing Intensity," presented as a competitive paper at the Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference, Snowbird, UT

Spreng, Richard A. and Robert D. Mackoy (1995), "An Empirical Examination of a Model of Perceived Service Quality and Satisfaction," presented as a competitive paper at the 1995 American Marketing Association Winter Educators' Conference, San Diego, CA

Dröge, Cornelia and Robert D. Mackoy (1994), "Postconsumption Competition: The Effects of Choice and Non-Choice Alternatives on Satisfaction Formation," presented as a competitive paper at the 1994 Association for Consumer Research Conference, Boston, MA

Mackoy, Robert D. and Cornelia Dröge (1994), "Parallel Processing of Competitive Alternatives: Propositions Regarding Satisfaction Formation," presented as a competitive paper at the 1994 American Marketing Association Summer Educators' Conference, San Francisco, CA

Mackoy, Robert D. and Richard A. Spreng (1994), "The Dimensionality of Consumer Satisfaction/Dissatisfaction: Preliminary Analysis," accepted as a Research Note at the 1994 Association for Consumer Research Conference, Boston, MA

Spreng, Richard A. and Robert D. Mackoy (1994), "A Conceptual Model of Affect and Satisfaction Judgment" presented as a special session paper at the 1994 Association for Consumer Research Conference, Boston, MA

Mackoy, Robert D. (1992), "Empirical Studies of International Consumers: 1970-1991," presented as a competitive paper at the 1992 Conference of the Southern Marketing Association, 124-128.

### **Non-refereed Presentations**

Hoyt, Dolores, Rachel Applegate, Anthony Stamatoplos, and Robert D. Mackoy (2006), "Evaluating Library Services," 2006 Indiana Library Federation Annual Conference

Mackoy, Robert D. (1999) "Working with Generation X: A Practical Guide," presented at the Indiana CPA Society Fall Members Conference, Indianapolis, IN

Mackoy, Robert D. (1998, 1999), "Creating Competitive Advantage: Medical Marketing Overview," presented as part of the "Mini-MBA for Physicians" program at Butler University, Indianapolis, IN

Mackoy, Robert D. (1997), "Consumer Motivation in the Tourism Industry," presented at the Hoosier Hospitality Conference and Marketplace, Indianapolis, IN (March 5, 1997)

Mackoy, Robert D. (1996), "Overview of Research Philosophy and Techniques," presented to the statewide Indiana University Librarians' Association (InULA) Workshop on Research and Publishing, South Bend (May 31, 1996) and Bloomington (June 7, 1996)

Stamatoplos, Anthony, and Robert D. Mackoy (1996), "Collaboration in Library Research," presented to the statewide Indiana University Librarians' Association (InULA) Workshop on Research and Publishing, South Bend (May 31, 1996) and Bloomington (June 7, 1996)

## **Work in Progress**

Aiken, Damon, Robert Mackoy, Ben Liu, Richard Fetter, and Gregory Osland, "Investigating Consumer Trust of the Internet: The Generalized Internet Trust Scale," under second review at Journal of Business Research

Stamatoplos, Anthony, and Robert D. Mackoy, "Drivers of Satisfaction with Library Services," data collection completed, analysis and manuscript preparation in progress.

Mackoy, Robert D., Cornelia Dröge, and Diane Halstead, "Magnitude and Impact of Hindsight Bias in Satisfaction Formation," data collected.

## **Dissertation**

"Parallel Processing of Competitive Alternatives: An Empirical Analysis of Satisfaction Formation."

Committee: Cornelia Dröge (Chair), Roger Calantone, M. Bixby Cooper, and Richard A. Spreng.

The dissertation examines the satisfaction literature in marketing and presents a new model of satisfaction formation which explicitly considers competitive alternatives. Parallel yet interrelated paths of satisfaction formation are hypothesized to cause satisfaction with both a primary target and with competing targets. The relative importance of predictive expectations, desires, and attitudes as antecedents of satisfaction are investigated within this framework.

## **Honors and Awards**

Featured researcher (with Gregory Osland) at Butler University Founders' Day Celebration of Faculty Research – 2004

College of Business Faculty Award for Excellence in Teaching – 2004

Butler Mortar Board – Excellence in Teaching Award – 2002

Citation of Excellence by ANBAR Electronic Intelligence for article appearing in the Journal of the Academy of Marketing Science – 1998

Selected by the American Library Association as one of the top twenty contributions to the field of library instruction for article appearing in College & Research Libraries – 1998

Butler Mortar Board nominee for the Excellence in Teaching Award – 1997

Southern Marketing Association – Best Dissertation Proposal – 1993

Eli Broad Graduate School of Management nominee for the Richard D. Irwin Scholarship – 1992

Haring Symposium Discussant – 1992

AACSB Fellowship – 1990-1991