

CURRICULUM VITA

William D. Diamond
Marketing Department
Isenberg School of Management
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EDUCATIONAL HISTORY

Received M.A. (1981) and Ph.D. (1984) from the Social Psychology program, Department of Psychology, University of North Carolina at Chapel Hill.

Received B.A. (magna cum laude) in Political Science from Amherst College, 1972.

PROFESSIONAL EXPERIENCE

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| 1992-Present | Associate Professor, Marketing Department, University of Massachusetts, Amherst. |
| 1985-1992 | Assistant Professor, Marketing Department, University of Massachusetts, Amherst. |
| 1989-90 | Visiting Assistant Professor, Graduate School of Management, Clark University. |
| 1984-85 | Visiting Instructor and Postdoctoral Fellow, Marketing Department, Fuqua School of Business, Duke University. |
| 1982-83 | Research Associate and Visiting Instructor, Division of Pharmacy Administration, School of Pharmacy, University of North Carolina. |
| 1979-80 | Social Research Assistant, Center for Alcohol Studies, University of North Carolina. |
| 1978-80 | Field Interviewer, Yankelovich, Skelley and White. |
| 1976-77 | Market Researcher, Fairfield Associates, Westport, Connecticut. |
| 1973-76 | Peace Corps Volunteer, Fiji. |

PUBLISHED ARTICLES

Schewe, Charles D., Kathleen Debevec, Thomas J. Madden, William D. Diamond, Anders Parment, Andrew Murphey (forthcoming) "If You've Seen One, You've Seen Them All! Are Young Millennials the Same Worldwide? *Journal of International Consumer Marketing*.

Debevec, Kathleen, Charles D. Schewe, Thomas Madden, and William Diamond, (forthcoming) "Are Today's Millennials Splintering into a New Generational Cohort? Maybe," *Journal of Consumer Behaviour*.

Iyer, E., Kashyap, R. and Diamond, W.D. (2012) Charitable Giving: Even the Willing Need to be Persuaded. *Journal of Current Issues and Research in Advertising*, 33(1) 115-127.

Debevec, Kathleen and Diamond, William D. (2012) Social smokers: Smoking motivations, behavior, vulnerability, and responses to antismoking advertising, *Journal of Consumer Behaviour*, 11(May/Jun 2012), 207-216.

Zanjani, Shabnam Haj Azim, William D. Diamond and Kwong Chan (2011), Does Ad-Context Congruity help Surfers and Information Seekers Remember Ads in Cluttered E-magazines?, *Journal of Advertising*, 40 (Winter): 67-83.

Diamond, William D. and Easwar Iyer (2007) Creating Effective Direct Mail Charitable Solicitations: The Effects of Enclosures and Different Appeals.", *Journal of Nonprofit and Public Sector Marketing*, 18 (1), 81-100.

Diamond, William D. and Sara Gooding-Williams (2002). Using Advertising Constructs to Evaluate Direct Mail Fundraising Appeals. *Nonprofit Management and Leadership*, 12(3).

Diamond, William D. and Stephanie M. Noble (2001) Defensive Responses to Charitable Direct Mail Solicitations, *Journal of Interactive Marketing*, 15(3), 2-12.

Diamond, William D. and Kashyap, Rajiv K. (1997) Extending models of prosocial behavior to explain university alumni contributions, *Journal of Applied Social Psychology*, 27, (10) (May 16-31), 915-928.

Diamond, W.D. (1992) Just What is a "Dollar's Worth?": Consumer Reactions to Price Discounts vs. Extra Product Promotions, *Journal of Retailing*, 68, (Fall), 254-270.

Diamond, William D. (1992) Effects of Format and Expertise on the Decision Rules Used to Evaluate Supermarket Sales Promotions. *Journal of Business and Psychology*, 6 (Summer), 465-481.

Diamond, W.D. and Loewy, B. Z. (1991) Effects of Probabilistic Rewards on Recycling Attitudes and Behavior, *Journal of Applied Social Psychology*, 21(19), 1590-1607.

- Diamond, W.D. (1990) Effects of Describing Long-term Risks as Cumulative or Noncumulative, *Basic and Applied Social Psychology*, 11 (December), 405-419.
- Diamond, W.D. (1990) Schemas Determining the Incentive Value of Sales Promotions, *Psychology & Marketing*, 7 (Fall), 163-175.
- Campbell, L. and Diamond, W.D. (1990) Framing and Sales Promotions: the Characteristics of a "Good Deal", *Journal of Consumer Marketing*, 7 (Fall), 25-31.
- Diamond, W.D. (1988) The Effect of Probability and Consequence Levels on the Focus of Consumer Judgments in Risky Situations, *Journal of Consumer Research*, 15 (September), 280-283.
- Diamond, W.D. and Gagnon, J.P. (1985) Obtaining Pharmacy Class Feedback through the use of Focus Group Interviews. *American Journal of Pharmaceutical Education*, 49(1), 49-55.
- McCarty, D., Diamond, W.D., and Kaye, M. (1982) Alcohol, Sexual Arousal, and the Transfer of Excitation. *Journal of Personality and Social Psychology*, 42, 977-988.
- Insko, C.A., Thibaut, J.W., Moehle, D., Wilson, M., Diamond, W.D., Gilmore, R., Solomon, M.R. and Lipsitz, A. (1980) Social Evolution and the Emergence of Leadership, *Journal of Personality and Social Psychology*, 39, 431-448.

TRADE JOURNAL PAPER

- Diamond, William D. (2006) How to Captivate Donors' Heart. *Nonprofit World*, 24(5), 12-13.

COMPETITIVE CONFERENCE PAPERS

- Bennett, Delancy and William Diamond (2012) Street Credibility: What is it? Who has it? Why is it so Appealing to Diverse Consumer Groups?, Association for Consumer Research, October 4, Vancouver.
- Diamond, William D. and Delancy Bennett (2011) Using Causal Metaphors of the Obesity Epidemic to Predict Protection Motivation , AMA Marketing and Public Policy Conference , Washington, D.C., June 4.
- Bennett, Delancy and William D. Diamond (2011) Increasing Healthy Beverage Consumption: Developing a Quasi-Experiment Based on the Theory of Planned Behavior, AMA Marketing and Public Policy Conference , Washington, D.C., June 4.
- Schewe, Charles D., Kathleen Debevec, William Diamond, and Shabnam Haj Azim Zanjani (2010) Are today's Millennials About to Splinter into a New Generational Cohort? An Analysis of College Upperclassmen. AMA Summer Educators' Conference, Boston Massachusetts, August 15.

- Diamond, William D. (2010) Opting In: Requests for Antismoking Information by College Student Smokers. Winter AMA Educators' Conference, New Orleans, February 21.
- Diamond, William D. (2009) "Behavioral targeting of different segments of college student smokers," AMA Marketing and Public Policy Conference, Philadelphia, May 29.
- Diamond, William D. and Lauren I. Labrecque, (2008) "Effects of Common Front-of-Package Icons on Nutrition Facts Panel Viewing Time and Product Perception," AMA Marketing and Public Policy Conference, Philadelphia, May 30.
- Labrecque, Lauren I. and William D. Diamond (2008) "Did You Pay Attention to the Ad? Predicting Implicit and Explicit Memory From Ad Viewing Time, *Society for Consumer Psychology Winter Conference Proceedings*, 186-188. [Friday Feb 22, New Orleans]
- Diamond, William D. (2007) "Quit For A Week: An Effective Approach To Promoting Smoking Cessation And A Potential Research Paradigm," AMA Marketing and Public Policy Conference, Washington, DC, June 1.
- Connors, Maura, Diamond, William D. and Easwar Iyer (2007) "Impact of ROI and Perceived Risk on Allocation Patterns AMA Marketing and Public Policy Conference, Washington, DC, June 1.
- Diamond, William D. and Kathleen Debevec (2006) Understanding and Changing Perceptions of Hazardous Consumption Activities. In Ingrid M. Martin, David W. Stewart and Michael Kamins (eds.) **Marketing and Public Policy Conference Proceedings 2006**, Chicago: AMA 30-32.
- Debevec, Kathleen and William Diamond (2005) Social Smokers: A Breed Apart – Differences in Schemas, Smoking Behavior, and Responses to Anti-Smoking Ads, American Marketing Association Marketing and Public Policy Conference, Washington, D.C, May 20.
- Diamond, William D. and Easwar Iyer (2003) Creating Effective Direct Mail Charitable Solicitations: The Effects of Enclosures and Different Appeals. Presented at the Direct Marketing Education Foundation Conference, Orlando, October 12.
- Diamond, W.D. (2003) Using Temporal Construal Theory to Refine Ad Campaigns Persuading People to Quit Smoking. American Marketing Association Marketing and Public Policy Conference, Washington, D.C.
- Diamond, W.D. and Kathleen Debevec (2002) Do Different Anti-Smoking Messages Work for Different Segments of Smokers and Nonsmokers? Three Internet Advertising Studies. American Marketing Association Marketing and Public Policy Conference, Atlanta, GA.
- Diamond, William D. and Kathleen Debevec (2001) The Effects of Framing, Type of Message, and Self-Referencing on the Effectiveness of Anti-Smoking Advertising. Presented at the Marketing and Public Policy Conference, Washington DC, June 2.

- Diamond, W.D. and Stephanie M. Noble (2000) Defensive Responses To Charitable Direct Mail Solicitations. Direct Marketing Education Foundation Educator's Conference, New Orleans, LA.
- Flaherty, Karen and William D. Diamond (1999) The Impact of Consumer's Mental Budgeting on the Effectiveness of Cause-Related Marketing. *Best Paper Award, Ethical and Social Issues in Marketing Track*, Summer Educators' Conference, American Marketing Association, San Francisco, CA.
- Boza M.E. and Diamond W.D.(1998) The Social Context of Exchange: Transaction Utility, Relationships and Legitimacy Diamond, in Joseph W. Alba and J. Wesley Hutchinson (Eds.) Advances in Consumer Research (Vol. 25), Provo, Utah: Association for Consumer Research.
- Diamond, W.D. and Kaul, R. (1996) Using the Script Concept to Improve Social Marketing Interventions. Presented at the Second Annual Conference on Social Marketing, Fairfax, Virginia.
- Diamond, W.D. and Kashyap, R.E. (1995) Developing Communications to Increase Alumni Donations: Strategies for Universities, Schools within Universities, and Departments. 1995 Symposium for the Marketing of Higher Education, Chicago: American Marketing Association.
- Diamond, W.D. (1991) The Effects of Different Types of Supermarket Coupons on Purchase Intentions. Proceedings of the 1991 Summer Educators Conference, Chicago: American Marketing Association.
- Diamond, W.D. and Holborn, J. (1990) Decision Rules of Coupon "Grand Masters." Presented at the Behavioral Decision Research in Management Conference, Philadelphia.
- Diamond, W.D. and Loewy, B.Z. (1990) The Effect of Probabilistic Promotions on Attitudes Toward Recycling. Presented at the Summer Educators' Conference of the American Marketing Association, Washington, D.C.
- Diamond, W.D. and Campbell, L. (1990) Beyond Coupon Proneness: Social Class and Preferences for Different Sales Promotions. Proceedings of the 1990 Summer Educators' Conference, Chicago: American Marketing Association.
- Diamond, W.D. and Sanyal, A. (1990) The Effect of Framing on the Choice of Supermarket Coupons, in M.E. Goldberg, G. Gorn and R.W. Pollay (Eds.) Advances in Consumer Research (Vol. 17), Provo, Utah: Association for Consumer Research, 488-493.
- Diamond, W.D. and Johnson, R.R. (1990) The Framing of Sales Promotions: An Approach to Classification, in M.E. Goldberg, G. Gorn and R.W. Pollay (Eds.) Advances in Consumer Research (Vol. 17), Provo, Utah: Association for Consumer Research, 494-500.
- Campbell, L. and Diamond, W.D. (1989) Effects of Framing on the Perception of Sales Promotions, in Kim B. Rotzoll (Ed.) Proceedings of the 1989 Conference of the American Academy of Advertising, Urbana-Champaign: University of Illinois, RC51-RC56.

Diamond, W.D. and Campbell, L. (1989) The Framing of Sales Promotions: Effects on Reference Price Change, in Thomas S. Srull (Ed.) Advances in Consumer Research (Vol. 16), Provo, Utah: Association for Consumer Research, 241-247.

OTHER PRESENTED PAPERS

Diamond, William D. (2007) Targeting Different “Try to Quit” Requests to Lighter and Heavier College Student Smokers. Colloquium, UCSF Center for Tobacco Research and Education.

OTHER MANUSCRIPTS

Diamond, W.D. (1984) Risk Mechanisms and Risk Taking. Unpublished Doctoral Dissertation, University of North Carolina at Chapel Hill.

Diamond, W.D. Some Factors Influencing Subject Weighting of Dimensions in a Multidimensional Scaling of Social Influence Tactics. Unpublished Master's Thesis, University of North Carolina at Chapel Hill.

GRANTS RECEIVED

2000 \$10,000 University of Massachusetts Service Learning Grant for the Marketing Department in collaboration with the Nonprofit Center.

2000 (with Suzanne Kulik) \$10,000 operating support for the Nonprofit Center from the Davis Foundation.

1999 (with Suzanne Kulik): \$23,000 operating support for the Nonprofit Center from the Davis Foundation

1998 (with Suzanne Kulik): \$10,000 operating support for the Nonprofit Center from the Davis Foundation

1997 (with Suzanne Kulik): \$5,000 for a workshop on Nonprofit Management from the Community Foundation of Western Massachusetts

1998: \$2500 School of Management Summer Research Grant: Developing a Database Marketing Course

1997: \$3500 School of Management Summer Research Grant (Direct Mail Fundraising Research)

1996: \$3000 School of Management Summer Research Grant.

1995: \$2000 Service Learning Grant to develop a nonprofit marketing course at the University of Massachusetts.

Fall 1992: \$3100 from Energy Federation Incorporated. This is a nonprofit organization working with 12 utility companies nationwide to distribute energy saving "Compact Fluorescents." An undergraduate class is running focus groups on compact fluorescents. Aside from funding the research, EFI made a \$1000 donation to a marketing department research fund.

Summer 1991: \$3,000 from the University of Massachusetts School of Management Summer Research Committee. Half is to review and analyze the literature on the psychology of sales promotions; half to chair a departmental committee developing materials to increase the computer literacy of undergraduate marketing students.

Summer 1989: \$600 from the University of Massachusetts School of Management Summer Research Committee. To do research on the psychology of sales promotions.

Summer 1988: \$750 from the University of Massachusetts School of Management Summer Research Committee. To do research on the psychology of sales promotions.

Spring 1986: A Joseph P. Healey grant for \$3,565 to do research on judgments of Low-Probability / High-Consequences Risks.

ACTIVITIES RELATED TO RESEARCH AND TEACHING

University "Technology" (Technology In Education) Fellow, 1997-8

University Service Learning Fellow, 1995-6

RECENT REVIEWING

Nonprofit Management and Leadership
AMA Winter Educators' Conference.
AMA Summer Educators' Conference.
AMA Public Policy and Marketing Conference.

Journal of American College Health.
M@n@gement.

SERVICE TO DISCIPLINE

Member, AMA, Marketing and Society SIG. Have coordinated special sessions for the SIG.

COURSES TAUGHT AT UMASS

Doctoral Seminar in Consumer Research
M.B.A. course in Interactive and Multichannel Marketing
M.B.A. course in Nonprofit Marketing
M.B.A. course in Buyer Behavior
M.B.A. course in Marketing Research
Undergraduate course in Consumer Behavior
Undergraduate course in "Consumer Behavior and Marketing Research"
Undergraduate course in Direct Marketing
Undergraduate course in Nonprofit Marketing
Portion of undergraduate Principles of Marketing course.

OTHER TEACHING ACTIVITIES

Spring 1994: Sabbatical leave spent at Jagiellonian University and the Academy of Economics, Krakow, Poland.

Summer 1992-Summer 1997: U.S. University Consortium with Jagiellonian University (Cracow, Poland and Prague, Czech Republic) Faculty Development Workshop.

DOCTORAL COMMITTEES OF THE FOLLOWING UNIVERSITY OF MASSACHUSETTS STUDENTS:

Yana Andonova (Committee Co-chair), Delancy Bennett (Committee Chair)
Shabnam Zanjani, Jason Gabisch, Lauren LaBrecque, Leland Campbell, Charles Gulas,
Rajendar Garg, Abhijit Sanyal, Kathleen Sullivan, Karen Flaherty, Henry Greene, Shalini
Bahl, Maria-Eugenia Boza.

SERVICE ACTIVITIES

I. University

University Committee on Admission and Records, 2002-2008.

Search Committee, Vice Chancellor for Research, 1997.

Service Learning Fellow, 1995-6.

Fine Arts Center Advisory Board, 1991-1996.

University Honors Committee on Academic Matters, 1990-1999.

University Faculty Senator, 1987-1990.

University Child Care Evaluation Committee, 1985-6.

II. Isenberg School of Management

Chair, Human Subjects Committee, 2007-2010.

School Administrative Committee, 2000-2006.

Nonprofit Center Faculty Director. 1995-2005. The Center's most recent project was the Nonprofit Center Internet Youth Panel. From 2003 through June 2005, approximately 200 people aged 12-18 have joined this online panel. These youths have filled out an introductory paper-and-pencil questionnaire. The first online data collection commenced on May 1, 2005.

Dean Evaluation Committee, 1995-6.

School Personnel Committee, 1995-1996.

Department representative to School Undergraduate Committee, 1993-1995.

Department representative to School Ph.D. Committee, 1992-1993.

School of Management Educational Needs Fund Committee, 1986.

School of Management Summer Research Grants Committee, 1986.

III. Marketing Department

Doctoral Program Coordinator, 2006-2010

Omnibus Questionnaire Coordinator, 2000-present. The "Omnibus Questionnaire" is distributed distributed to 600-800 students in introductory marketing. This served the research interests of many faculty and graduate students.

Department Head (Chair), Marketing Department, 9/2000-8/2006

COMEC/ UMACC representative 1996-2009

Chair, Department Head Evaluation, 1992.

Marketing Department Honors Program Coordinator, 1990-1996.

Repeated Participation in the following committees:

Ph.D. Comprehensives and Core Examinations, (sometimes chair).

Department Merit Committee (sometimes chair). This committee stands in as a personnel committee for many pieces of departmental business.

Department Faculty Search (whenever we search).