

## Dr. Howard Marmorstein

Office Phone: 305-284-1776

**Current Academic Rank:** Associate Professor

**Primary Department:** Marketing

**Secondary or Joint Appointments:**

**Citizenship:** U.S.A.

### HIGHER EDUCATION

#### **Institutional:**

University of Florida, Ph.D. Business Administration (Marketing), 1989.

University of Pennsylvania, M.B.A, (Marketing), 1982.

University of Pennsylvania, B.S., Economics, 1978.

### EXPERIENCE

#### **Academic:**

University of Miami, Assistant/Associate Professor, January 1988 to date.

University of Florida, Research Assistant/Instructor, 1986-1987.

#### **Non-Academic:**

Transway International, Sales Representative, 1979-1980.

Citibank, N.A., Asset Services Division, Internal Audit, 1981.

#### **Consulting/Expert Witness:**

Survey research and consultation for clients including: Florida D.O.T., First Union Bank, Arthur Andersen, Johnson & Johnson. Legal issues have included eminent domain, trademark infringement, deceptive advertising, business valuation, among others.

#### **Current Research Focus:**

Consumers' numeracy, response to price promotions, financial decision making and trademark infringement.

## PUBLICATIONS

### Juried or Refereed Journal Articles and Exhibitions:

"Reading the Fine Print: Helping Clients Evaluate Mutual Fund Prospectuses", Accepted at *Journal of Financial Planning*, April 2010, (with *Thomas Robinson, Ph.D., CPA, CFP®, CFA; David Schulte, J.D., CPA, CFA;; William Trent, CFA; and Eric J. Gervais, J.D.*)

"Structured Products for the Retail Market: Regulatory Implications of Investor Innumeracy & Consumer Information Processing" Accepted at *Arizona Law Review*, April 2010, (with A. Morales-Olazabal).

The Effect of Consumer Surveys and Actual Confusion Evidence in Trademark Litigation: An Empirical Assessment", *The Trademark Reporter, The Law Journal of the International Trademark Association*, Vol. 99 November-December, 2009 No. 6.,1416-1436, (with D. Sarel).

"Customer relationship management in banking: An introduction and strategic implications," *Journal of Financial Services Marketing* (2007) vol. 12, 97–101 (with D.Sarel).

"Beyond Tax-Loss Harvesting: Maximizing Effective Returns by Accelerated Recognition of Long-Term Gains," *Journal of Taxation of Investments* Volume 25, 1, Fall 2007 , pp. 77-89(13) (with D. Sarel and [J. Johnson](#)).

Marmorstein, Robinson, Schulte and Trent "Evaluating the Offering Documents for Principal Protected Securities", *Journal of Financial Planning*, December 2006, pp. 60-66.

Sarel and Marmorstein, "Addressing Consumers' Concerns about Online Security: A Conceptual and Empirical Analysis of Banks' Actions" *Journal of Financial Services Marketing*, Fall 2006.

Marmorstein, Charnes, Johnson and Sarel, "Tax-loss Harvesting in Quarter 1?" *Journal of Taxation of Investments*, (Winter 2006).

Sarel, Rodriguez, Marmorstein and Barach, "Childbirth Selection Process", *Marketing Health Services* (formerly *Journal of HealthCare Marketing*) (March 2005).

Sarel and Marmorstein, "Marketing online banking to the indifferent consumer: A longitudinal analysis of banks' actions", *Journal of Financial Services Marketing*, Vol. 8. March 2004, pp.231-242.

Marmorstein, Sarel, and Rossomme, "Unleashing the Power of Yield Management in the Internet Era: Opportunities and Challenges", *California Management Review*, Vol. 45, No. 3, Spring 2003, pp. 147-167.

Sarel and Marmorstein, "Marketing Online Banking Services: The Voice of the Customer", *Journal of Financial Services Marketing*, Volume 8, Number 2, 2003.

Sarel and Marmorstein, "A Strategic Orientation for E-Commerce Investments: A customer Equity Approach", Journal of Targeting, Measurement and Analysis for Marketing, Vol. 11, Number 2, 2002, 110-123.

Sarel and Marmorstein, Designing Confusion Surveys for Cyberspace Trademark Litigation: The Admissibility vs. Weight Debate", Intellectual Property & Technology Law Journal, Volume 14, Number 9, September 2002, 12-17.

Sarel and Marmorstein, "Migrating Customers to New Distribution Channels: The Role of Communication," Journal of Financial Services Marketing, Vol. 6, Number 3, March 2002.

Sarel, Dan and Marmorstein, Howard, "Increasing the Effectiveness of Banks' Service Guarantees: The Role of Implementation", Journal of Financial Services Marketing, 2001.

Marmorstein, H, Sarel, D., and Lassar, W., "Increasing the Persuasiveness of a Service Guarantee: The Role of Service Process Evidence", Journal of Services Marketing. 2001.

Grewal, D., Gotlieb, J., and Marmorstein, H. "The Moderating Effects of Contextual Cues on the Relationship Between Price and Post-Purchase Perceived Quality", Journal of Business and Psychology. 2000.

Sarel, Dan and Marmorstein, Howard, (1999) "The Role of Service Recovery in HMO Satisfaction", Journal of Health Care Marketing, pp7-15, Lead Article.

Grewal, D., Lassar, W, and Marmorstein, H., "Consumer Responses to the Timing of Product Breakdowns in the Presence of Manufacturers' Warranties", Journal of Business and Psychology. 1999.

Sarel, Dan and Marmorstein, Howard, "Market Expansion Strategies", Health Care Business Digest, Vol. 3, No. 2 (February 1998).

Sarel, Dan and Marmorstein, Howard, "Managing the Delayed Service Encounter: The Role of Employee Action and Customer Prior Experience", Journal of Services Marketing, Vol. 12, 3, 1998, 195-208.

**Also reprinted by** International Journal of Bank Marketing, Vol 17, #6 pp 286-294.

Grewal, D., Marmorstein, H., and Sharma, A., "Communicating Price Information to Consumers' Through Semantic Cues", Journal of Consumer Research. September 1996.

Sarel, Dan and Howard Marmorstein (1995), "Identifying New Prospects for Health Care Services: A reconceptualization and Empirical Examination of Usage-Based Segmentation", Journal of Health Care Marketing, Fall 1995.

Charnes, John, Howard Marmorstein and Walter Zinn (1995), "Safety Stock Determination with Serially Correlated Demand in a Periodic Review System" Journal of the Operational Research Society, 46, 1006-1013.

Grewal, Dhruv and Howard Marmorstein (1994), "Market Price Variation, Perceived Price Variation and Consumers' Price Search Behavior: A Transaction Utility Perspective", Journal of Consumer Research, (December).

Grewal, Dhruv, Jerry Gotlieb and Howard Marmorstein (1994), "The Moderating Effects of Message Framing and Source Credibility on the Price-Perceived Risk Relationship", Journal of Consumer Research, 21, (June).

Marmorstein, Howard and Walter Zinn (1993), "A Conditional Effect of Autocorrelated Demand On Safety Stock Determination", European Journal of Operational Research, 68, pp. 139-142.

Alba, Joseph, Howard Marmorstein and Amitava Chattopadhyay (1992), "Transitions in Preference Over Time: The Effects of Memory on Message Persuasiveness", Journal of Marketing Research, Vol. 29, November, pp. 406-416.

Marmorstein, Howard, Dhruv Grewal and Raymond P. Fishe (1992), "The Value of Time Spent in Price Comparison Shopping: Survey and Experimental Evidence", Journal of Consumer Research, Vol. 19, June, pp. 52-61.

Zinn, Walter, Howard Marmorstein and John Charnes (1992), "The Effect of Autocorrelated Demand on Customer Service", Journal of Business Logistics, Vol 13, No. 1, pp. 173-192.

Lambert, Douglas, Howard Marmorstein and Arun Sharma (1990), "The Accuracy of Salespersons' Perceptions of Their Customers: Conceptual Examination and an Empirical Study", Journal of Personal Selling and Sales Management, Vol. 10, No. 1, (Winter), pp. 1-10 (**Lead Article**).

Lambert, Douglas, Howard Marmorstein, and Arun Sharma (1990), "Industrial Salespeople as a Source of Market Information", Industrial Marketing Management, Vol. 19, No. 2, May, pp. 141-148.

Zinn, Walter and Howard Marmorstein (1990), "Comparing Alternative Methods of Setting Safety Stock Levels: The Demand System and the Forecast System", Journal of Business Logistics, Vol. 11, No. 2, pp. 95-110.

Lynch, John G., Howard Marmorstein, and Michael Weigold (1988), "Choices from Sets Including Remembered Brands: Use of Recalled Attributes and Prior Overall Evaluations", Journal of Consumer Research, Vol. 15, No. 2, September, pp. 169-184 (**Named Best Paper in JCR in the Period 1988-1990**).

Alba, Joseph W. and Howard Marmorstein "The Effects of Frequency Knowledge on Consumer Decision Making" (1987), Journal of Consumer Research, Vol 14, No. 1, June, pp. 14-25.

#### **Books and Monographs Published:**

Robinson, Schulte, Marmorstein and Trent: "Understanding and Evaluating Prospectuses, Offering Documents and Proxy Statements", Financial Planning Association, 2006.

#### **Other Works, Publications and Abstracts:**

Chen, Rao, Marmorstein and Tsiros, "Numeracy and Mental Accounting with Percentage Changes", presentation at Behavioral Pricing Conference, Drexel University, September 2008.

Sarel, Dan and Marmorstein, Howard, "Managing The Failed Service Encounter: How Employee Actions Affect Consumer Response to Delays," at the Sixth Annual AMA Frontiers in Services Conference, Nashville, TN October 1997.

Sarel, D., Lassar, W., and H. Marmorstein, "Examining the Effectiveness of Service Guarantees: The Role of Process, Specificity, and Prior Experience", European Marketing Conference, Copenhagen May 1995.

Marmorstein, H., Grewal, D., and Charnes, J., "The Accuracy of Consumers' Internal Reference Prices: Implications for Predicting Brand Choice and Response to Price Promotions," Winter American Marketing Association Conference, San Diego, California, 1995).

"Expanding the Market for 'Unsought' Services: The Efficacy of Usage-Based Segmentation", at the AMA Frontiers in Services Conference, Nashville, TN October 1994 (with D. Sarel).

"The Polychronic Attitude Index: A Multitrait-Multimethod Validation and Extension," Causal Modeling Conference, Purdue University, March 1994, (with Chet Schriesheim, Dhruv Grewal, Claudia Gardiner and Melanie J. Lankau).

Grewal, Dhruv and Howard Marmorstein, "Customer Service Time as a Determinant of Store Patronage", Presentation at American Marketing Association Summer Educators' Conference, August 1992.

Marmorstein, Howard and Dhruv Grewal, "Consumers' Subjective Cost of Price Comparison Shopping", American Marketing Association Summer Educators' Conference Proceedings, August 1991.

Marmorstein, Howard and Dhruv Grewal, "Market Price Variation, Perceived Price Variation and Consumers' Price Search: A Transaction Utility Perspective", Presentation at American Marketing Association Winter Educators' Conference, February 1991.

Buzas, Thomas and Howard Marmorstein, "Consumers' Knowledge of Supermarket Prices: The Effects of Manufacturer and Retailer Promotions", Advances in Consumer Research, Vol. 15, 1988.

Lynch, John G. and Howard Marmorstein, "Choosing Between Present and Remembered Brands", Presentation at the Conference of the Association for Consumer Research, April 1986.

Alba, Joseph W. and Howard Marmorstein, "Frequency Information as a Dimension of Consumer Knowledge", Richard J. Lutz (ed.), Advances in Consumer Research, Vol. 13, 1986.

Marmorstein, Howard, "The Role of Price Perceptions in Consumers' Information Search and Shopping Behavior", Invited Presentation of Dissertation Proposal at American Marketing Association Summer Educators' Conference, August 1986.

## **PROFESSIONAL**

Member: Association for Consumer Research  
Academy of Marketing Science  
American Marketing Association

**Editorial Responsibilities:**

Member of Editorial Board  
Journal of the Academy of Marketing Science

Co-Guest Editor: Special Edition of the *Journal of Financial Services Marketing*,  
(forthcoming fall 2007).

Ad Hoc Reviewer:  
Journal of Retailing  
Journal of Consumer Research

Annual Conference Reviews:  
American Marketing Association Educators' Conferences  
Association for Consumer Research

**Honors and Awards:**

1993 McLamore Award in Business and Social Sciences, University of Miami.

University of Miami School of Business Research Grant, 1988, 1989, 1991.

**Best Article 1988-1990, Journal of Consumer Research, "Choices from Sets Including Remembered Brands: Use of Recalled Attributes and Prior Overall Evaluations". (Co-Authored with John Lynch, Jr. and Michael Weigold).**

**Winner in Marketing Science Institute's Annual Dissertation Proposal Competition, "The Role of Price Perceptions in Consumers' Information Search and Shopping Behavior", July 1986.**

Represented University of Florida at the 1986 American Marketing Association Doctoral Consortium.

Graduated Cum Laude, Wharton School, 1978.

Named a Benjamin Franklin Scholar, 1974.

**TEACHING****Teaching Awards Received:**

University of Miami: Professor of the Year Award, 2003.

**Teaching Specialization (courses taught):**

Principles of Marketing  
Consumer Behavior  
Marketing Research  
Marketing Management

**Thesis and Dissertation Advising:**

Committee Member:

Bonus Packs vs. Discounts, Undergraduate Honors Thesis, 2006.

In-Theater Advertising, Master's Thesis, 2005.

Product Placements, Undergraduate Honors Thesis, 2003.

Multi-Trait, Multi-Level Investigation of Trust and Management Style, Claudia Cogliser, Department of Management, Doctoral Dissertation, 1998.

Effect of Time Pressure on Tax Professionals Judgments, Richard Newmark, Department of Accounting, Doctoral Dissertation, 1995.

**Service**

**University Committees and Administrative Responsibilities:**

Business and Social Science Research Council (2003-6).

Business School, Ph.D. Committee: Marketing Department Representative 2 years.

Faculty Advisor to Marketing Club (1990-1995).