

RANDLE D. RAGGIO

*The Dr. George W. Fair Memorial Professor for Developing Scholars, Assistant Professor of Marketing,
E. J. Ourso College of Business, Louisiana State University*

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EDUCATION:

Ph.D. *Marketing, The Ohio State University, 2006, Department of Marketing, Max M. Fisher College of Business, Columbus, Ohio. Minor: Quantitative Psychology*

M.A. *Marketing, The Ohio State University, 2005, Department of Marketing, Max M. Fisher College of Business, Columbus, Ohio*

M.B.A. *Marketing, Vanderbilt University, 1997, Owen Graduate School of Management, Nashville, Tennessee*

B.S.B.A. *Management Information Systems, University of Southern Mississippi, 1991, Hattiesburg, Mississippi, with Highest Honors*

TEACHING EXPERIENCE:

LOUISIANA STATE UNIVERSITY

2008-present **The Flores MBA Program, E. J. Ourso College of Business**

- MBA core *Marketing Administration*
- MBA capstone *Brand Marketing Strategy*

2006-present **E. J. Ourso College of Business**

- Capstone strategic *Marketing Management* project-based course for senior marketing majors

THE OHIO STATE UNIVERSITY

2003 **Fisher College of Business**

- *Managerial Marketing*

BELMONT UNIVERSITY

2001-2002 **Jack C. Massey Graduate School of Business**

- Developed and taught Pricing section of MBA *Product/Service Costing and Pricing*

- 1999-2001 **Undergraduate School of Business**
- *International Business* (1999-2001)
 - *Principles of Management* (1999-2000)
- 1999 **Professional Bachelor's of Business Administration Program**
- *International Business* for adult degree completion program
- 1999-2001 **Center for Professional Development**
- *Marketing* (3 times) and *International Business* (1 time) for professionals from 30 countries from PIC, Inc., the world's leading supplier of pork genetics (1999-2001)
 - *Supervisory Skills* (1 time) for managers from the U.S. Army Corps of Engineers (2001)

PUBLICATIONS:

Peer-Reviewed Articles:

"Gratitude Works: Its Impact and the Mediating Role of Affective Commitment in Driving Positive Outcomes," *Journal of the Academy of Marketing Science*, Vol. 37 (December), 2009, with Judith Anne Garretson Folse

"Chasing Appropriable Value: Fully Leveraging Brand Equity to Maximize Brand Value," *Journal of Brand Management*, Vol. 16 (January), 2009, with Robert P. Leone

"The Theoretical Separation of Brand Equity and Brand Value: Managerial Implications for Strategic Planning," *Journal of Brand Management*, Vol. 14 (May), 2007, with Robert P. Leone

- #3 article on SSRN's All-Time Download List for Managerial Marketing: Branding & Brand Management; #4 for Managerial Marketing: Marketing Strategy & Planning, as of 10/10/09

Harvard Business Review:

"Do You Thank the Taxpayer for Your Bailout?" *Harvard Business Review*, Vol. 87 (June), 2009

"Is Mr. Clean Service Ready?" Invited commentary on HBR.com discussing P&G's move into services, available at http://blogs.harvardbusiness.org/hbreditors/2009/02/is_mr_clean_service_ready.html, posted February 18, 2009, with Neeli Bendapudi and Tassu Shervani

Edited Journal Issues:

Special issue on "Brand Value and Valuation," *Journal of Brand Management*, Vol. 17 (September) 2009, with Robert P. Leone

Invited Articles:

"Commentary on Brand Value Collection," *Journal of Brand Management's Brand Management Collections: Brand Value and Valuation*, http://www.palgrave-journals.com/bm/brand_management_collections.html, September 2009, with Robert P. Leone

“Drivers of Brand Value, Estimation of Brand Value in Practice, and Use of Brand Valuation: Introduction to the Special Issue,” *Journal of Brand Management*, Vol. 17 (September) 2009, with Robert P. Leone

“Postscript: Preserving (and Growing) Brand Value in a Downturn,” *Journal of Brand Management*, Vol. 17, (September) 2009, with Robert P. Leone

Book Chapters:

“Brand Equity,” in *Wiley International Encyclopedia of Marketing*, Jagdish Sheth and Naresh Malhotra (eds.), West Sussex, UK: John Wiley & Sons, *forthcoming*

“Brand Value,” in *Wiley International Encyclopedia of Marketing*, Jagdish Sheth and Naresh Malhotra (eds.), West Sussex, UK: John Wiley & Sons, *forthcoming*

“Producing a Measure of Brand Equity by Decomposing Brand-Benefit Beliefs into Brand and Attribute Sources,” in *Brand Equity Measurement: Concepts and Applications*, R. Harish and P. S. Gopalakrishnan (eds.), Bangalore: ICFAI University Press, 2007, with Robert P. Leone

Cases:

“Sy.Med Development, Inc.,” Case (Product #9B09A010) and Teaching Note, London, Ontario: Ivey Publishing, 2009

- Used in MBA-level *Marketing Administration* course at LSU
- Used in MBA-level *Product/Service Costing and Pricing* course at Belmont University

Technical Reports:

“Healthcare Performance Improvement and High Reliability: A Best Practice Methodology,” in *Healing without Harm*, Marcia L. Delk, Laura Linn, Melissa Ferguson, and Rynnie Rodd (eds.), Center for Health Transformation white paper, January 29, 2010, with Kerry Johnson, Carole Stockmeier, and Clarence S. Thomas, Jr.

“Producing a Measure of Brand Equity by Decomposing Brand-Benefit Beliefs into Brand and Attribute Sources,” *EmoryBI Technical Report Series*, Emory Brand Institute, Emory University, www.EmoryBI.com, 2006, with Robert P. Leone

- Reprinted in *Brand Equity Measurement: Concepts and Applications*, R. Harish and P. S. Gopalakrishnan (eds.), Bangalore: ICFAI University Press, 2007 (see above)

“Drivers of Perceptions of Louisiana, Its People, Products and Services, and Travel to the State,” presented to Angèle Davis, Secretary, Louisiana Department of Culture, Recreation & Tourism, 2007, with Judith Anne Garretson Folse

WORK IN PROGRESS:

The Differential Effects of “Brand”: Insights from Decomposing Brand-Benefit Beliefs into Brand and Attribute Sources, with Robert P. Leone (TCU) and William C. Black (LSU)

Manuscript being revised for 2nd-round review: *Journal of Marketing Research*

Brand Authenticity: The Role of Stability and Rarity, with Julie Anna Guidry and Judith Anne Garretson Folse (LSU)

Manuscript under review: *Journal of Marketing*

Expressions of Gratitude in Social Marketing Campaigns, with Judith Anne Garretson Folse

Manuscript under review: *Journal of Business Research*

Gratitude in the Relationship Marketing Paradigm, with Anna Green Walz (Grand Valley State University), Mousumi Bose (Fairfield University) and Judith Anne Garretson Folse

Manuscript being revised for 2nd-round review: *European Journal of Marketing*

When to Use Psychological Ownership as a Persuasive Message Strategy: The Moderating Impact of Gender, with Judith Anne Garretson Folse and Julie Anna Guidry (LSU)

Manuscript under review: *Journal of Advertising*

Free to Fee: Creating willingness in customers to accept charges for formerly-free services, with Neeli Bendapudi (Ohio State) and Tassu Shervani (SMU)

Target: *Journal of Marketing*

Producing a Measure of Brand Equity from Decomposed Brand-Benefit Beliefs into Brand and Attribute Sources, with Robert P. Leone (TCU) and William C. Black (LSU)

Target: *Journal of Marketing Research*

- Working paper is #8 article on SSRN's All-Time Download List for Managerial Marketing: Branding & Brand Management, as of 10/10/09

CONFERENCES AND PRESENTATIONS:

Special Session Co-Chair, "Gratitude, Attitudes and Intentions," AMA Winter Educator's Conference, New Orleans, LA, February 19-22, 2010, with Judith Anne Garretson Folse

"Interpreting the Impact of Media on the Public's Perception of Expressions of Gratitude," AMA Winter Educator's Conference, New Orleans, LA, February 19-22, 2010, with Judith Anne Garretson Folse and Rhett Grametbauer

"Recognizing Those Who Participated and Encouraging Those Who Didn't: A Social Marketing Perspective on Expressions of Gratitude from post-Katrina Louisiana," AMA Winter Educator's Conference, New Orleans, LA, February 19-22, 2010, with Judith Anne Garretson Folse

- *Best Paper:* Corporate Affairs, Social Responsibility, and Sustainability Track

"Gratitude Works: The Impact of 'Thank You' From Post-Katrina Louisiana," AMA Summer Educator's Conference, San Diego, CA, August 8-11, 2008, with Judith Anne Garretson Folse

"Gratitude in the Relationship Marketing Paradigm," AMA Summer Educator's Conference, San Diego, CA, August 8-11, 2008, with Anna Green Walz, Mousumi Bose, and Judith Anne Garretson Folse

"Producing a Measure of Brand Equity by Decomposing Brand-Benefit Beliefs into Brand and Attribute Sources," MSI Conference on Marketing Metrics and Financial Performance, Boston, MA, December 6-8, 2006, with Robert P. Leone

“The Theoretical Separation of Brand Equity and Brand Value,” AMA Winter Educator’s Conference (invited presentation in “Brand Equity, Customer Equity, and Brand Value – Past and Future” special session), St. Petersburg, FL, February 17-20, 2006, with Robert P. Leone

Special Session Chair, “Brand Equity, Customer Equity, and Brand Value – Past and Future,” AMA Winter Educator’s Conference, St. Petersburg, FL, February 17-20, 2006

“Separating Equity and Value,” invited presentation at ZIBS Brand Valuation Workshop, Emory University, June 23-24, 2005, with Robert P. Leone

“Measuring the Impact of Brand on Consumers’ Brand Ratings,” MSI/JMR Conference on Academic-Practitioner Collaborative Research, Yale University, December 10-12, 2004, with Robert P. Leone

“A Recommended Procedure for Brand Ratings Decomposition,” Fisher College of Business Marketing Colloquia Series, The Ohio State University, October 1, 2004

“Value Pricing: Navigating the Free-to-Fee Transition for B2B Services,” ISBM Academic Conference, Harvard University, August 5-6, 2004, with Neeli Bendapudi and Steve Brown

“Beyond Customer (Un)Profitability: A Conceptual Framework of Service Denial,” *Discussant*, 34th Annual Haring Symposium for Doctoral Research, Indiana University, April 2-3, 2004

“Is Brand Equity Good in Theory?” Fisher College of Business Marketing Colloquia Series, The Ohio State University, August 8, 2003

GRANTS AND RESEARCH SUPPORT:

Dr. George W. Fair Memorial Professorship for Developing Scholars, awarded in 2009

\$10,000 E. J. Ourso College of Business Summer Award for Intellectual Contribution, 2009

\$5,000 LSU Council on Research Summer Stipend Grant, 2007

\$10,000 from Louisiana Department of Culture, Recreation & Tourism to fund gratitude study investigating the public policy implications of “thank you” marketing message, 2006

REVIEWING:

European Journal of Marketing – *ad hoc* reviewer 2010

Journal of Marketing – *ad hoc* reviewer 2006-2009

Journal of the Academy of Marketing Science – *ad hoc* reviewer 2009

Journal of Brand Management – *ad hoc* reviewer 2009

Journal of International Marketing – *ad hoc* reviewer 2008-2009

2010 AMA Winter Educators’ Conference, Corporate Affairs, Social Responsibility and Sustainability Track, New Orleans, LA, February 19-22, 2010

2007 European Marketing Academy (EMAC) Conference, Product and Brand Management Track, Reykjavik, Iceland, May 22-25, 2007

2006 AMA Winter Educators’ Conference, Relationship Marketing Track, St. Petersburg FL, February 17-20, 2006

INTERVIEWS/PUBLICITY:

Quoted in *Business Week* on whether bailout recipients should say “Thank You,” July 13/20, 2009

Quoted in *Baton Rouge Business Report* on Brawny’s rebranding efforts, July 28, 2009

Gratitude research featured in *BizEd* magazine, September/October 2007

Gratitude research featured in *LSU Today*, July 20, 2007

Appeared on LPB TV’s *Louisiana Town Square*, panelist discussing perceptions of Louisiana,
May 23, 2007

Interviewed by Jeff Palermo of *Louisiana Network*, radio interview discussing gratitude research,
May 16, 2007

RECOGNITION – TEACHING:

Louisiana State University

Tiger Athletic Foundation (TAF) Undergraduate Teaching Award, university-wide recognition of outstanding undergraduate teaching, 2009

Finalist (top 3) for Flores MBA Program Class of 2009 *Professor of the Year*, 2009

Finalist (top 3) for Flores MBA Program Class of 2010 *Professor of the Year*, 2009

Belmont University

From Fall 1999 – Spring 2001, listed 26 times on the graduating senior survey under the open-ended item asking for “...the name(s) of any individuals who have had a particularly positive impact on your Belmont experience”

One of three faculty members selected by the fall 2001 graduating class to speak at the graduation Jazz Brunch

RECOGNITION – ACADEMIC:

The Ohio State University

AMA-Sheth Doctoral Consortium Fellow, University of Connecticut, 2005

Recipient of the Bill Davidson Fellowship, Max M. Fisher College of Business, 2002-2006

Recipient of the Ohio State University Fellowship, 2002-2003

Vanderbilt University Owen Graduate School of Management

George H. Brown National Marketing Award nominee – Top marketing student

University of Southern Mississippi

Phi Kappa Phi Bowl Award – Top university graduate (tied)

U.S.M. Student Hall of Fame

Most Outstanding College of Business Student

Most Outstanding Management Information Systems Student

RECOGNITION – COMMUNITY SERVICE:

President’s Volunteer Service Award, presented by President George W. Bush, in recognition of work with Desire Street Academy, April 22, 2008

Attended President George W. Bush's *Remarks on Volunteering*, White House South Lawn, September 8, 2008

Presented with a copy of *Louisiana Senate Concurrent Resolution 129* (the "Louisiana Thanks You!" resolution) by Senator Tom Schedler, and invited to speak at opening of Senate session, in recognition of work on *Louisiana Thanks You!* campaign, June 16, 2006

DISSERTATION COMMITTEES:

Louisiana State University
Yana Kuzmina, Marketing, 2009

UNIVERSITY SERVICE:

University Committees and Service:

Belmont University
University Marketing/Advertising Committee, 2000-2002
Search Committee for Director of Marketing and Communications, 2001-2002
Search Committee for Director of Financial Aid, 2001

College of Business Committees and Service:

E. J. Ourso College of Business, Louisiana State University
Flores MBA Program Committee, 2009-present
Flores MBA Program Marketing Specialization Advisor, 2009-present
Chapter Advisor – *Mu Kappa Tau*, marketing honor society, 2006-present

Jack C. Masssey Graduate School of Business, Belmont University
Graduate Curriculum Committee, *ex officio* member, 2000-2002

CONSULTING:

Managed student-led projects for undergraduate Marketing Management (4451) and MBA Brand Management (7300) courses with the following companies:

Community Coffee Company
Gulf South Animated Motion Technologies
Louis DeAngelo's Casual Italian Dining
Louisiana Public Broadcasting
Louisiana Shrimp Task Force
Marketing with Trivia
Mockler Beverage
OnTour
Pac-Mor
Printed BIG
Woman's Center for Wellness (Woman's Hospital)

The Bubble Thing: Ongoing consulting for packaging design, direct-response TV advertising, website design for product distributed nationally at mass retailers, 2009- present

Pac-Mor: Consulted on product development, marketing strategy and promotion/selling plan for innovative, patented bag concept with applications in athletic, outdoor, travel, baby, and athletic equipment markets, 2009

OTHER SERVICE AND ACTIVITIES:

“Introduction to Case Analysis & Discussion and How to Write Persuasive Recommendations,” presented during Flores MBA Program Launch Week 2008, 2009

“3+ Marketing Lessons,” presented to Alumni and PR Committee, E. J. Ourso Dean’s Advisory Council Meeting, February 27, 2009

LSU Marketing Department “Professoring” Seminar Series participant, Job Search (2007), Dissertation Writing (2008)

Desire Street Academy Advisory Committee, 2007-2009

Tutor for ACT prep and remedial math and English, Desire Street Academy 2006-2008

Campus Advisor and Campus Director for LSU’s 2008 *Veritas Forum*, “The Radical/Relevant U,” featuring University of Southern California philosophy professor Dallas Willard

“Missionary Economist,” in *Devotional Ventures: 60 Inspiring Devotions for Business Professionals by Business Professionals*, Corey Cleek (ed.), 2006, Ventura, CA: Regal, p. 20-22

Translated into Spanish and Indonesian

Chapter reprinted in *Christianity Today’s Men of Integrity.net*, October 1, 2008

Chapter reprinted in March 2007 *Life@Work Newsletter*, Duluth, GA: INJOY

PROFESSIONAL EXPERIENCE:

E. J. Ourso College of Business, Louisiana State University, Baton Rouge, LA,
Assistant Professor, 2006-present

The Jack C. Massey Graduate School of Business, Belmont University, Nashville, TN,
Director, 2000-2002

Belmont University College of Business Administration, Nashville, TN, *Instructor*, 1999-2002

Toy Manufacturers of America, Inc., *Blue Ribbon Communications Panel*, New York, NY, 1998-1999

Kidpower, Inc., Brentwood, TN, *Marketing Director*, 1997-1999; *Marketing Manager*, 1996-1997

Raggio & Associates, Mandeville, LA, *President*, 1994-1995

Andersen Consulting, New Orleans, LA, *Senior Consultant*, 1993-1994; *Staff Consultant*, 1991-1993

BIOGRAPHICAL SKETCH:

Randy Raggio joined the LSU faculty as Assistant Professor of Marketing in June 2006 after receiving his Ph.D. from The Ohio State University. Before moving to Columbus to work on his Ph.D., Randy was director of the Jack C. Massey Graduate School of Business and instructor of business at Belmont University in Nashville, TN where he taught undergraduate, MBA, and professional education courses. He developed the Pricing section of Belmont's MBA course *Product/Service Costing and Pricing*. His value pricing case, *Sy.Med Development*, is available through Ivey Publishing.

Randy earned his undergraduate degree in Management Information Systems from the University of Southern Mississippi and an MBA with a concentration in Marketing from Vanderbilt University.

Randy's research interests are in the area of marketing strategy. His dissertation consisted of three essays covering empirical and theoretical implications of brands and brand equity for consumers and firms. As part of this research, he worked closely with the heads of the brand equity tracking team in Procter & Gamble's Consumer Market Knowledge group. He is currently working on research pertaining to branding, brand equity, strategic pricing issues in B2B services markets, and the place of gratitude in marketing theory and practice. He has provided commentary for HBR.com and has been quoted in *Business Week*. His research has appeared in *Journal of the Academy of Marketing Science*, *Harvard Business Review* and *Journal of Brand Management*.

Randy's professional marketing experience includes time as the marketing director for Kidpower, the toy company that marketed products such as the Funnoodle (the long foam swimming pool "noodles"), the Luminator brand of light-up sport toys, and Little Bear plush products based on the animated children's series. He produced more than 13 commercials that aired on national cable TV and appeared on QVC three times. In 1998 he was appointed to the *Toy Manufacturers of America Blue Ribbon Communications Panel* in recognition of his superior handling of a crisis communications situation involving one of Kidpower's products. He currently consults on marketing/brand development for several consumer products.

Additionally, Randy worked with Andersen Consulting (now Accenture) before leaving the firm to start his own company. He has business experience with companies in the U.S., Canada, Mexico, Belgium, China, Korea, Australia and the United Kingdom.

Randy is a competitive swimmer and in 1999 completed a 24-mile solo swim across Lake Pontchartrain, Louisiana in a time of 13:44:22. In the summer of 2000 he swam in the annual 12.5-mile "Race around Key West," finishing in a time of 4:55:00.

Randy spent seven weeks in India during the summer of 1999 helping to develop daycare centers for children in the slums of Mumbai (Bombay). In 2006 he founded and directed the "Louisiana Thanks You!" campaign to help the people of Louisiana express their gratitude for the overwhelmingly generous response to hurricanes Katrina and Rita, which spawned his interest in the place of gratitude in marketing. In 2008, he was awarded the President's Volunteer Service Award from President George W. Bush in recognition of his work with Desire Street Academy.