

## **Lars E. Perner**

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Marketing  
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### **Education**

PhD, University of Southern California, 1998.  
Major: Marketing

MBA, California Polytechnic State University, 1989.  
Major: Marketing  
Minor: Information Systems

BA, California Polytechnic State University, 1986.  
Major: Political Science with emphasis in Psychology

### **Positions Held at USC Marshall**

Assistant Professor of Clinical Marketing, Marketing. (August 23, 2006 - Present).

### **Other Positions**

Assistant Professor of Marketing, San Diego State University, Imperial Valley Campus. (August 26, 2003 - August 22, 2006).

Visiting Assistant Professor of Marketing, A. Gary Anderson Graduate School of Management, University of California, Riverside. (2001 - 2003).

Visiting Assistant Professor of International Business, The George Washington University, Washington, D.C. (Department of International Business. (1999 - 2001).

Visiting Assistant Professor of Marketing, University of Maryland, College Park. (1998 - 1999).

Lecturer in Marketing, Cal State L. A. University. (1997 - 1998).

Lecturer in Marketing, Loyola Marymount University of Los Angeles. (1997).

Lecturer in Marketing, USC. (1993 - 1997).

Instructor, University of Redlands. (1991).

## **TEACHING**

### **Teaching Experience**

#### **University of Southern California**

BUAD 104, Learning About International Commerce (LINC--Japan/Taiwan), 1 course.

BUAD 307, Marketing Fundamentals, 37 courses.

BUAD 30720161, Marketing Fundamentals, 1 course.

BUAD 30720163, Marketing Fundamentals, 1 course.

GSBA 582, International Field Experience (GLOBE), 7 courses.

GSBA 58220864, Business Environment and Management Practices in the Pacific Rim (GLOBE Brazil), 1 course.  
MKT 450, Consumer Behavior and Marketing, 3 courses.

## Awards and Honors

Golden Apple Award (undergraduate marketing electives), USC Marshall Student Government. (May 10, 2019).

Golden Apple Award (core undergraduate courses), Marshall Student Government. (May 3, 2018).

Golden Apple Award for Marketing Electives, Marshall School of Business. (May 16, 2013).

## RESEARCH

### Published Intellectual Contributions

#### Book Chapters

Perner, L. E. (2011). The Eccentric Absentminded Professor. In Perner, L. (Ed.), *Scholars With Autism Achieving Dreams* (pp. 139-158, ch. 7). Sedona, AZ: Auricle Books.

#### Refereed Journal Articles

Kamins, M. A., Alpert, F., Perner, L. E. (2007). How Do Consumers Know Which Brand Is The Market Leader or Market Pioneer? Consumers' Inferential Processes, Confidence and Accuracy. *Journal of Marketing Management*, 23(7-8), 590-611.

Kamins, M. A., Alpert, F. H., Perner, L. E. (2007). How do Consumers Know Which Brand is the Market Leader? Consumers' Inferential Processes, Confidence, and Accuracy. *Journal of Marketing Management, Forthcoming*(Forthcoming).

Ackerman, D., Perner, L. E. (2004). Did You Hear What My Friend Paid! Examining the Consequences of Social Comparisons of Prices. *Advances in Consumer Research*, XXXI, 596-592.

Alpert, F., Kamins, M. A., Perner, L. E. (2003). Consumers' Perception and Misperception of Market Leadership and Market Pioneership. *Journal of Marketing Management*, 19, 807-835.

Ackerman, D. S., Gross, B. L., Perner, L. E. (2003). Instructor, Student, and Employer Perceptions on Preparing Students for Changing Business Landscapes. *Journal of Marketing Education*, 25(1), 46-57.

#### Conference Proceedings

Perner, L. E. (2004). *Marketing a Person on the Autistic Spectrum: Some Business School Lessons* (pp. 246-453). Soaring to New Heights: Proceedings of the Meeting of the Autism Society of America, Seattle.

Perner, L. E. (2003). *Preparing to Be Nerdy Where Nerdy Can Be Cool: College Planning for the Student with High Functioning Autism*. Proceedings, Autism Society of America meeting, Indianapolis, IN.

Perner, L. E., Ackerman, D., Gross, B. (2001). *Hey, We Missed the Exit: Teaching Marketing Students To Navigate in a Changing Business Landscape*. Western Marketing Educators' Conference Waikoloa, Hawaii.

Ackerman, D., Gross, B., Perner, L. E. (2000). *Preparing for the Future: Shifting Students' Focus From What Has Been Done to What Can Be Done*. Western Marketing Educators' Conference, Lake Tahoe, NV.

### Journal Articles

Perner, L. E. (2009). Variety, Sensory Overload, and Frustration: The Shopping Experiences of Individuals on the Autism Spectrum. *Autism Society of America*, 1(2009), 46-48.

Perner, L. E. (2008). Autism Subtypes: A Key to Understanding a Perplexing Spectrum. *Autism Spectrum Quarterly*, 15(Spring, 2008), 8-11.

### Other

Perner, L. E. (2011). In L. Perner (Ed.), *Scholars With Autism Achieving Dreams* (pp. [http://www.booksforhealingbodymindandspirit.com/Scholars\\_with\\_Autism\\_into.htm](http://www.booksforhealingbodymindandspirit.com/Scholars_with_Autism_into.htm)). Sedona, AZ: Auricle Books.

Perner, L. E. (2011). *Applying to College: Finding the Right Fit*. Autism-Asperger's Digest.

Perner, L. E. (1998). *Asking About Prices: A New Approach to Understanding Price Stickiness* (2nd ed., vol. 32, pp. 424-426). Journal of Consumer Affairs.

### Presentations Given

Presentations by outside academics on current research--4 sessions, "Various", Attendee, Marketing Department, Marshall. (2019).

DataCon 2019 (6.5 hours), "DataCon 2019 [data analysis--topics included big data, geospatial segmentation, unstructured data]", Attendee, DataCon, USC. (August 17, 2019).

Marketing Educators' Association Conference (total of 9 hours), "2019 conference", Attendee, Marketing Educators' Association, Phoenix, AZ. (April 19, 2019).

Presentations by outside academics on current research--7 sessions, "Various", Attendee, USC Marketing Department. (2018).

Marketing Educators' Association Conference, "Conference", Attendee, Marketing Educators' Association, Santa Fe, NM. (April 18, 2018).

Presentations by outside academics on current research--6 sessions, "N/A", Attendee, USC Marketing Department, USC. (2017).

Teaching With Technology Conference, "Using Google Translate in Assignments and In-Class Activities", Presenter, USC Center for Excellence in Teaching, USC. (May 1, 2017).

Marketing Educators' Association Conference, "N/A", Attendee, Marketing Educators' Association, San Diego, CA. (April 4, 2017).

ANCA(R) Annual Conference and Awards Festival, "The Case For Autism Models: Vicarious Learning From "Matching" Members of a Heterogeneous Population", Presenter, ANCA(R) Foundation, Edinburgh, Scotland. (October 4, 2014).

ANCA(R) Naturally Autistic Awards Convention & Festival, "What's So Funny: Understanding the Social Context and Cognition of Humor (Invited Keynote Address)", Presenter, ANCA(R) Foundation, Sunshine Coast, B.C., Canada. (October 6, 2013).

Autism Society National Conference, "Critical Opportunities for Public Health Policies - The Centers for Disease Control (CDC) and Prevention's National Center on Birth Defects and Developmental Disabilities (NCBDDD)", Discussant, Autism Society of America, Pittsburgh, PA. (July 11, 2013).

Autism Society of America National Conference, "Autism Society Panel of People on the Spectrum of Autism (PSA) and Panel of Professional Advisors (PPA) Panel", Session Chair, Autism Society of America, Pittsburgh, PA. (July 11, 2013).

Autism Society of America, "Session of Advisory Panels", Session Chair, Same, San Diego, CA. (July 26, 2012).

Advance LA, "College Planning and Preparation for Students on the Autism Spectrum (Invited Address)", Presenter, The HELP Group, American Jewish University, Los Angeles, CA. (May 11, 2012).

Autism Without Limit, "Things They Would Not Teach Me of in College: Navigating the Academic Environment for People on the Spectrum", Presenter, National Autism Committee (AUTCOM), Burbank, CA. (October 21, 2011).

Autism Society of America Conference and Expo, "Abstraction, Literal Thinking, Generalization, and Learning: A Guide for the Perplexed", Presenter, Autism Society of America, Orlando, FL. (July 8, 2011).

Autism Society of America Conference and Expo, "Panel of Professional Advisors and Panel of Spectrum Advisors Forum", Session Chair, Autism Society of America, Orlando, FL. (July 6, 2011).

Inland Regional Center Conference, "Preparing For and Surviving College", Presenter, Inland Empire Regional Center, San Bernadino, CA. (April 30, 2011).

Tenth International Health Forum, "Using Consumer Behavior Insights For Strategic Impact and Innovative Marketing of OTC Pharmaceutical Companies", Presenter, Wort & Bild Verlag, Munich, Germany. (November 19, 2010).

Back to School Autism Conference, "Panel of Teens and Adults with Autism/Asperger's- Hear from the Real Experts", Presenter, Autism Conferences of America, Pasadena, CA. (August 14, 2010).

Autism Society National Conference, "Professionals on the Autism Spectrum: Insights From Our Careers", Presenter, Autism Society, formerly Autism Society of America, Dallas, TX. (July 10, 2010).

Autism Society National Conference, "Perspectives on the DSM-5 Changes", Presenter, Autism Society, formerly Autism Society of America, Dallas, TX. (July 8, 2010).

Autism Society National Conference, "Making a Name for Myself: Developing Individual Self-Advocacy and Leadership Skills (Pre-Conference Session)", Other, Autism Society, formerly Autism Society of America, Dallas, TX. (July 7, 2010).

Autism Society National Conference, "Panel of Persons on the Spectrum of Autism Advisors' and Panel of Professional Advisors' Forum", Session Chair, Autism Society, formerly Autism Society of America, Dallas, TX. (July 7, 2010).

Autism Society of America Conference, "No Sense of Humor on the Autism Spectrum? Not So Fast!", Presenter, Autism Society of America, St. Charles, IL. (July 25, 2009).

Autism Society of America Conference, "The Culture of Autism", Other, Autism Society of America, St. Charles, IL. (July 25, 2009).

Marketing Educators' Association Conference, "Teaching International Marketing: Tips and Traps", Other, Marketing Educators' Association, Newport Beach, CA. (April 24, 2009).

Keep Your Eye on the Prize: Successful Adulthood and How to Work Toward it Through the School Years, "If I'd Known Then What I Know Now: Reflections on Life on the Autism Spectrum", Presenter, Autism Society of Greater Long Beach/San Gabriel Valley, Long Beach, CA. (January 18, 2009).

Autism Society of America Conference, "If We'd Known Then What We Know Now: Learning from Life on the Autism Spectrum", Presenter, Autism Society of America, Orlando, FL. (July 10, 2008).

Autism Society of America Conference, "Rerouting the Road Paved With the Best Intentions to Better Climate Controlled Land", Discussant, Autism Society of America, Orlando, FL. (July 10, 2008).

Marketing Educators' Association Conference, "Teaching Consumer Behavior: Tips, Traps, and Positioning", Presenter, Marketing Educators' Association, Salt Lake City, UT. (April 25, 2008).

Business for Social Responsibility, "Sustainable Consumption", Other, Business for Social Responsibility, San Francisco, CA. (October 25, 2007).

Marketing Educators' Association, "Integrating Periodical Databases Into the Marketing Curriculum", Presenter, Marketing Educators' Association, San Antonio, TX. (April 25, 2007).

Autism Society of America Conference, "Theory of a Different Kind of Mind: Understanding Autistic Thinking", Presenter, Autism Society of America, Providence, RI. (July 14, 2006).

## **SERVICE**

### **Refereeing Activities**

Editorial Board Member, "Journal of Marketing Thought", Editorial Board. (August 1, 2014 - May 30, 2015).

Ad Hoc Reviewer, Papers, "Proceedings, Marketing Educators' Association Conference". (September 2005 - March 2007).

### **General Service**

#### **Departmental**

BUAD 307 Coordinator, Department of Marketing. (September 1, 2008 - Present).

Faculty member, Faculty meetings. (August 15, 2006 - Present).

Member, Ad Hoc Committee on Marketing Electives, Member. (October 23, 2016 - March 1, 2017).

Assessment of opportunity for technology marketing course, MS Program in Marketing. (May 21, 2015 - June 3, 2015).

Guest instructor, Guest teaching of MKT 430 and MKT 534. (January 28, 2015).

Faculty member, Development of proposal for MS-MKTG course in Social Media, Analytics, and Customer Insight. (November 25, 2014 - January 27, 2015).

Member, Ad Hoc Committee on Marketing Undergraduate Electives, Member. (November 1, 2013 - September 1, 2014).

Creator, video discussion of career opportunities in market research, Marketing Department, Speaker. (January 3, 2013 - January 9, 2013).

Examiner, Grade Appeal, Department of Marketing. (July 10, 2012 - July 31, 2012).

Contributor, Global Branding Center. (June 1, 2009 - March 1, 2010).

Member, BUAD 307 Coordination, Member. (August 1, 2006 - September 1, 2008).

Faculty, Mentoring of Ph.D. students for teaching. (January 15, 2008 - May 15, 2008).

Committee Member, Ad Hoc Committee on Undergraduate Course Offerings, Member. (December 1, 2006 - October 1, 2007).

### **Other**

Operator, Operator, ConsumerPsychologist.com web site, Operator and Owner. (August 25, 2006 - Present).

National Board member, Board secretary, Executive Committee member, Autism Society of America, Member. (October 1, 2009 - July 6, 2016).

Attendee, Marketing Educators' Association Conference. (April 14, 2016 - April 15, 2016).

### **Professional**

Speaker and participant in "think tank" on issues of aging individuals on the autism spectrum, Autism Canada, the Autism Research Institute, and Pacific Autism Family Network. (October 28, 2017 - October 29, 2017).

Panel of Persons on the Autism Spectrum Advisors and Board member (national), Autism Society (formerly Autism Society of America), Chair and Ex-Oficio Board Member of the Society. (October 1, 2009 - December 31, 2013).

Board Member and Webmaster, Autism Society Los Angeles (chapter), Member. (July 15, 2007 - October 1, 2011).

Task Force Member and Presenter, Centers for Disease Control (CDC) and Autism Speaks, Member. (January 20, 2011 - February 5, 2011).

Member, Scientific Workshop Panel, Interagency Autism Coordinating Committee (IACC) would like to invite you to be a panelist at the upcoming IACC Scientific, Member. (September 1, 2009 - December 1, 2009).

Panel of Persons on the Autism Spectrum Advisory Panel, Autism Society of America, Member. (April 1, 2007 - October 1, 2009).

Member, Autism Society of America Strategic Planning Committee, Member. (September 1, 2006 - December 31, 2007).

### **Public/Community**

Speaker--Invited address, University of Redlands--Talk on college for students on the autism spectrum. (December 6, 2008).

Speaker, Los Angeles Asperger Syndrome Parents' Support Group. (November 12, 2008).

Panelist on supports for individuals on the autism spectrum, National Association of State Directors of Developmental Disabilities Services. (May 8, 2008).

At Large Director, San Diego County Chapter, Autism Society of America, At Large Board Member. (September 10, 2005 - July 31, 2007).

Panelist, San Diego State University, Panelist. (March 1, 2007).

### **School**

Faculty Electives Advisor: Marketing, Marshall. (August 20, 2018 - Present).

Faculty judge, Marshall. (March 24, 2017 - Present).

Media Relations, Marshall School of Business. (August 20, 2006 - Present).

Marshall Teaching Summit: Building connections for our students participant, Marshall School of Business. (September 13, 2019).

Presentation Judge, Online MBA Program. (August 23, 2019).

Faculty participant, Marshall Faculty Mentor Program (MCP). (August 30, 2016 - May 10, 2019).

Clinical faculty participant in AACSB visitor interview, Marshall School of Business. (March 18, 2019).

Panel of Golden Apple Awards recipients, Marshall. (September 13, 2018).

Commencement faculty participant, Marshall Commencement. (May 11, 2018).

Panelist, Marshall. (April 26, 2018).

Faculty representative, Parent Welcome Reception. (August 17, 2017).

Faculty participant, Marshall. (August 16, 2017).

Presenter, USC Institute for Communication Technology Management. (June 8, 2017).

Faculty on-stage participant, Marshall. (May 12, 2017).

Faculty judge, Marshall. (February 10, 2017).

Judge, Marshall Business Student Government Freshman Case Competition. (February 10, 2017).

Panel moderator and participant, Marshall Career Conference. (February 3, 2017).

Faculty participant, Commencement. (May 13, 2016).

Member, Marshall Ad Hoc Committee on Academic Integrity, Member. (February 11, 2016 - May 1, 2016).

Member, Marshall Faculty Technology Committee, Marshall Faculty Technology Committee, Member. (September 1, 2012 - April 30, 2016).

Panelist, Marshall panel on marketing curriculum and careers. (March 3, 2016).

Member, Ad Hoc Committee on the Revision of Consumer Behavior Minor Curriculum, Member. (April 10, 2015 - January 15, 2016).

Substitute member, Marshall Committee on Undergraduate Programs. (January 8, 2016).

Department Champion, USC (Marshall) Critical Thinking Initiative (USC-CT), Co-promoter with Miriam Burgos. (August 6, 2014 - December 31, 2015).

Advisor/Director, Marshall--BUAD 490. (June 6, 2015 - October 26, 2015).

Panel member, Evaluation of possible online resource on culture for GLOBE trips. (July 31, 2015).

Panel member, Review of Candidates for Marshall Chief Information Officer (CIO). (June 26, 2015 - July 2, 2015).

Member, BRI 5 User Group meetings, Member. (September 15, 2014 - December 15, 2014).

Showcase Presentation, LACI. (December 5, 2012 - December 1, 2014).

Member, Ad Hoc Committee on Critical Thinking, Member. (October 8, 2013 - November 1, 2014).

Presenter, Marshall ITS. (October 22, 2014).

Member, Fertitta Hall Classroom Subcommittee, Member. (November 25, 2013 - February 19, 2014).

Faculty attendee, Marshall Undergraduate Alumni Advising Board presentation, Faculty attendee. (September 13, 2013).

Presenter, Marshall ITS, Presenter. (August 22, 2013).

Member, Marshall Fertitta Hall Classroom Committee, Member. (July 24, 2013 - August 14, 2013).

Guest speaker, GSSBA 580 (Professors Doig Joines and Yasushi Hamao), Guest speaker. (April 16, 2013).



Commentator, USC Association for Integrated Marketing (AIM), Commentator. (February 28, 2013).

Showcase Presentation, LACI. (December 5, 2012).

Presentation, Marshall School of Business/ITS. (July 18, 2012 - August 16, 2012).

Dinner with parents of newly admitted students, Marshall School of Business. (February 23, 2012).

Faculty, Marshall and University U/G Commencement ceremonies. (May 8, 2007 - May 10, 2011).

Faculty Advisor to one or two teams per semester, Los Angeles Community Impact (LACI). (February 1, 2007 - April 20, 2011).

Faculty Representative, Marshall School of Business, Dinners and receptions for new students and parents. (February 25, 2011 - March 1, 2011).

Faculty, USC Marshall Parent Move-In Reception. (August 20, 2008).

### **Student Organizations**

Faculty Advisor, Best Buddies. (September 1, 2008 - May 10, 2019).

Faculty Advisor, USC Healthcare Business Club, Faculty Advisor. (August 15, 2008 - May 1, 2017).

Speaker, Association for Integrated Marketing (AIM). (February 10, 2016).

Faculty Adviser, USC ENACTUS (Formerly Students for Free Enterprise [SIFE]), Faculty Advisor. (August 30, 2010 - May 30, 2015).

Panel Member, Association for Integrated Marketing (AIM). (March 25, 2014).

Scholarship Dinner attendance, Sigma Delta Tau. (November 12, 2012).

Annenberg TV. (August 15, 2008 - December 20, 2008).

Faculty, Fraternity and sorority scholarship dinners. (February 10, 2008 - November 15, 2008).

Faculty, Delta Sigma Pi--Faculty Appreciation Night. (November 5, 2008).

Faculty panelist, Panel appearance, Association for Integrated Marketing. (September 10, 2008).

### **University**

Faculty usher, USC Convocation. (August 22, 2019).

Presentation on technology to detect academic integrity violations, Committee on Information Services. (February 12, 2019).

Faculty participant (and coordination meeting), USC Convocation. (August 14, 2018 - August 16, 2018).

Member (representing Marshall), Academic Senate and Provost's Committee on Information Services, Member. (August 11, 2014 - May 3, 2018).

Guest speaker, EDUC 531 "Student Disability Issues in Higher Education.". (March 8, 2018).

Faculty attendee, USC. (August 18, 2017).

Faculty participant, USC Convocation. (August 18, 2017).

Faculty Marshall, Convocation and rehearsal. (August 17, 2016).

Faculty invitee, USC Alpha Kappa Psi faculty dinner, Faculty invitee. (December 1, 2014).

Speaker, Talk to EDUC 531: Student Disability Issues in Higher Education. (October 15, 2014).

Participant, Provost/Academic Senate, Participant. (January 25, 2013 - January 26, 2013).

Faculty Guest to Scholarship Dinner, Gamma Phi Beta Sorority. (November 15, 2010).

Faculty Guest to Scholarship Dinner, Phi Kappa Psi Fraternity. (November 8, 2010).

Mentor to Gina Gillum, McNair Program, Faculty Advisor. (January 15, 2007 - May 15, 2008).

Speaker, Seminar: Understanding and Helping College Students with Autistic Spectrum Disorders? (April 11, 2008).

## **Consulting**

Management, State of South Carolina, Bethesda, MD. (June 28, 2016 - August 3, 2016).

Management, Online search firm (non-disclosure agreements prohibits identification\_, U.S. (East Coast). (February 1, 2008 - June 1, 2009).

## **Media Exposure**

Delta Sky Magazine, "Box Boom: Subscription boxes continue to surprise and delight customers.". (December 2019).

CNBC.com, "Most consumers expect to return gifts this holiday season—and it's changing how shoppers spend". (December 3, 2019).

Orange County Register, "Holiday hiring includes boost in tech-related jobs". (December 3, 2019).

ABC7News.com, "Parents would rather damage credit than disappoint kids, Cyber Monday breaks sales records, and most shoppers plan to return some of their gifts". (December 2, 2019).

MarketWatch.com, "3 money-saving tips for buying a washing machine". (May 27, 2019).

LAFox11 (KTTV) television, "Evening News". (November 19, 2018).

Orange County Register, Long Beach Telegram, San Gabriel Valley Tribuen, Chico Enterprise-Record, "Target to open small-format store in Mission Viejo". (November 5, 2018).

Inverse.com, "The Shape of Performance What makes a perfect car design?". (October (4th Quarter/Autumn) 2018).

Rochester Democrat and Chronicle, "Dads don't care about Father's Day gifts". (June 15, 2018).

ZEIT-online, "Sie nehmen es mit der NRA auf; Immer mehr Unternehmen lösen sich von der US-Waffenlobby und schränken den Verkauf von Gewehren und Pistolen ein. Erzwingt der wirtschaftliche Druck ein Umdenken? [They take it up with the NRA; More and more companies are moving away from the US arms lobby and restricting the sale of rifles and pistols. Does economic pressure force a rethink?]" (March 5, 2018).

Los Angeles Daily News, "Big-box sites look for new life as chains close stores". (January (1st Quarter/Winter) 31, 2018).

Los Angeles Daily News, Pasadena Star-News, Torrance Daily Breeze, San Gabriel Valley Tribune, "What will Southern California do with all the empty big box stores?". (January (1st Quarter/Winter) 31, 2018).

Pharma & Healthcare Monitor Worldwide, "In healthcare, Amazon eyes yet another sector to upend". (January (1st Quarter/Winter) 31, 2018).

Los Angeles Times, "In healthcare, Amazon eyes yet another sector to upend". (January (1st Quarter/Winter) 30, 2018).

Los Angeles Times, "In healthcare, Amazon eyes yet another sector to upend". (January (1st Quarter/Winter) 30, 2018).

San Gabriel Valley Tribune, Chico Enterprise-Record, Whittier Daily News, Los Angeles Daily News, "A lot to learn; Walmart's training center teaches associates to thrive in retail environments". (January (1st Quarter/Winter) 20, 2018).

Forbes, "Inside Sears' New Store Concept: Can A Focus On Appliances And Mattresses Work?". (November 29, 2017).

MyNewsLA.com, "Crazed shoppers jam stores in chaotic Black Friday madness". (November 24, 2017).

San Bernadino Sun, "Shopping for deals? Have a game plan before you go". (November 23, 2017).

San Gabriel Valley Tribune, Torrance Daily Breeze, Pasadena Star News, "Shopping blitz starts earlier each year". (November 20, 2017).

San Gabriel Valley Tribune, Pasadena Star News, "Amazon sets up a pop-up in Pasadena Whole Foods". (November 15, 2017).

Los Angeles Times, "Forget tips -- just raise wages". (November 7, 2017).

San Jose Mercury, East Bay News, Whittier Daily News, San Gabriel Valley News, "Report ranks state as least ready for a recession; Small-business consultant places California at No. 50 for high debts and taxes". (August 26, 2017).

KFI AM 640 radio, "Bill Handel show". (August 11, 2017).

Whittier Daily News, Pasadena Star News, "Daiso Japan to hire 70 for La Mirada warehouse". (August 2, 2017).

NBCNews.com, "Forget the Fishing Pole, Today's Dads Want a Yoga Mat for Father's Day". (June 16, 2017).

BBC Business News and Times of India, "Why do we spend less on Father's Day than Mother's Day?". (June 15, 2017).

Greensburg, PA Tribune-Review, "Report: Pepsico eyeing coconut water company". (May 28, 2017).

NPR (select stations), "MarketPlace". (April (2nd Quarter/Spring) 12, 2017).

NPR (select stations), "Market Watch". (April (2nd Quarter/Spring) 3, 2017).

San Gabriel Valley Tribune, Pasadena Star News, "Lowe's filling 662 seasonal jobs in SoCal". (February 5, 2017).

BBC World Service, "5 Live". (November 25, 2016).

San Diego Union Tribune, "Black Friday lives on, but in spirit only". (November 25, 2016).

La Opinion, "Listos, todos a las tiendas desde el jueves por la tarde". (November 23, 2016).

Hazleton (PA) Standard Speakeer, "More stores close for Thanksgiving". (November 20, 2016).

Scranton Times-Tribune, "More than 40 local retailers will keep their doors closed on Thanksgiving". (November 20, 2016).

Racked, "Men's Grooming Brands Have a Man Problem". (November 17, 2016).

Pasadena Star-News, "Why some stores are vowing they won't start Black Friday sales until after Thanksgiving". (October (4th Quarter/Autumn) 24, 2016).

Pasadena Star-News, "Here are the best jobs you can get if you are 16". (October (4th Quarter/Autumn) 4, 2016).

Pasadena Star-News, "Want to know the biggest industry in your San Gabriel Valley city? This database can help". (August 31, 2016).

Pasadena Star-News, "Macy's is closing 100 stores, but doesn't say which ones". (August 11, 2016).

MarketPlace (NPR), "Chipotle wants to reward frequent burrito eaters". (June 27, 2016).

Detroit News, "The gratuitous side of tipping". (May 29, 2016).

HoyLosAngeles.com, "¿Es la propina un modelo anticuado? ¿Por qué algunos restaurantes la han intentado eliminar?". (May 22, 2016).

Los Angeles Times, "The tipping point: Why restaurant patrons don't want to stop leaving gratuities". (May 20, 2016).

National Public Radio (NPR), "All Things Considered". (April (2nd Quarter/Spring) 5, 2016).

Entrepreneur, "Would You Eat Lab-Grown Beef? This Startup Is Counting on It". (March 22, 2016).

All Things Considered (National Public Radio), "Before Hollywood, The Oil Industry Made LA". (March 5, 2016).

Eater.com, "Will Chipotle's Free Food Giveaway Win Back Customers?". (February 25, 2016).

KPCC (Los Angeles NPR affiliate), "Air Talk With Larry Mantle". (January (1st Quarter/Winter) 6, 2016).

KABC/ABC7 (Los Angeles ABC affiliate), "Evening News". (November 30, 2015).

KCBS/CBS9-Los Angeles, "News". (November 30, 2015).

Los Angeles Times, "Why Cyber Monday still has retail punch". (November 28, 2015).

Chicago Daily Herald, "... but maybe Black Friday is a good time to treat ourselves". (November 26, 2015).

WGN Radio (Chicago), "Business Lunch". (November 26, 2015).

ConsumerAffairs.com, "Just how effective are values-related boycotts?". (November 11, 2015).

KCBS/CBS9-Los Angeles, "Retailers Hoping To Get Early Jump On Consumers With Pre-Black Friday Sales". (November 6, 2015).

Los Angeles Times, "Boycott Amazon? It's not an easy choice". (August 21, 2015).

National Public Radio (NPR), "'GMO-Free' Is A Boon For Companies Chasing 'Health Halo' Profits". (August 19, 2015).

Christian Science Monitor, "After 98 years, Converse adds comfort to Chuck Taylors". (July (3rd Quarter/Summer) 24, 2015).

National Public Radio, "Market Place". (July (3rd Quarter/Summer) 17, 2015).

KCBS/CBS9-Los Angeles and KTLA, "Evening News". (July (3rd Quarter/Summer) 14, 2015).

KPCC (Los Angeles area NPR affiliate), "Why do companies still make robocalls?". (June 17, 2015).

KPCC and affiliated Southern California NPR stations, "Take Two". (June 17, 2015).

American Banker, "TD Bank Plays Up Local Angle in Nationwide Campaigns". (June 10, 2015).

WDIV Radio (Detroit), "Will Jones: Why good customer service is sometimes hard to find". (March 16, 2015).

Sowetan Live (South Africa), "Generic vs Brand name, how to choose". (March 2, 2015).

Guardian, "Technology is ready for synthetic foods. Are you?". (January (1st Quarter/Winter) 28, 2015).

KCBS/CBS9-Los Angeles, "Tiffany Ad Campaign Embracing Same-Sex Marriage Goes Viral On Social Media". (January (1st Quarter/Winter) 19, 2015).

British Broadcasting Corporation (BBC), "5Live". (December 2, 2014).

National Public Radio (NPR), "Marketwatch". (November 26, 2014).

Rapid City Journal (SD), ""Thanksgiving Day shopping draws pre-dawn crowds"". (November 26, 2014).

KNBC, "Evening news". (November 21, 2014).

Vegas, Inc., "Allegiant fliers complaining about fees but still paying". (November 16, 2014).

KPCC (NPR Los Angeles affiliate), "Air Talk With Larry Mantle". (November 12, 2014).

WCCO Radio (Chicago), "Steele Talkin' With Geralyn Steele". (October (4th Quarter/Autumn) 26, 2014).

KTLA and KCBS, "Evening news". (October (4th Quarter/Autumn) 24, 2014).

Epoch Times (Chinese language), "不畏谷歌亞馬遜華裔公司挑戰當日送達". (September 25, 2014).

San Gabriel Valley Tribune, "Newegg joins Google, Amazon in same-day delivery battle in Los Angeles". (September 14, 2014).

Credit Union Times, "Go Psycho on Members". (September 10, 2014).

Go Psycho on Members, "Credit Union Times". (September 10, 2014).

San Jose Mercury News, "Quinn: It's not you; your device really is broken". (September 3, 2014).

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## **Directorships and Management Responsibilities**

Autism Society of America, Board Member; Board Secretary; Executive Committee Member, 12 days. (December 12, 2016 - Present).

Autism Society of America, Member, Board of Directors; Board Secretary; Member, Executive Board, 12 days. (March 15, 2009 - July 6, 2016).

## **Awards and Honors**

### **Service, Professional**

Special Service Award (Web Master), Marketing Educators' Association. (April 18, 2013).