

**Barry BABIN**

Affiliate professor

Marketing Department

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**Education**

- 1991, PhD, Business administration, marketing, Louisiana State University, USA

**Honors and Awards**

- 2008, Distinguished fellow of the Academy of Marketing Science, USA

**Teaching Areas at RMS**- Quantitative Methods  
- Marketing**Teaching Languages****A. RESEARCH ACTIVITY****Areas of research**- Retail management  
- Services management**Membership of Scientific Organizations**

- 2009, Member of the Academy of Marketing Science
- 2006, President of the Academy of Marketing Science

**Research Programs Participation**

- Since 2010, Member of RMS 'Value and Persuasion' research centre
- Since 2010, Member of RMS 'Wine, Place and Value' research centre

**Editorial Participation and Scientific Reviewing**

- 2008, Editor - Marketing, Journal of Business Research

**PhD Supervision / Phd Assessment**

- 2008, Chairing and serving on multiple dissertation committees

**B. PUBLICATIONS / COMMUNICATIONS****Peer-Reviewed Articles**

- BABIN Barry, BORGES Adilson, CHEBAT Jean-Charles, 2010, *Does a companion always enhance the shopping experience ?*, Journal of Retailing and Consumer Services, (Vol 17, issue 4) : pp. 294-299.
- BABIN Barry, CHEBAT Jean-Charles, ALLARD Thomas, CRISPO Martine, 2009, *Reinventing the branch: an empirical assessment of banking strategies to environmental differentiation*, Journal of Retailing and Consumer Services, (Vol 16, n° 6) : pp. 442-450 .
- BABIN Barry, BURNTHORNE-LOPEZ Tarna, CHUNG Christina, 2009, *Perceptions of ethical work climate and person-organization fit among retail employees in Japan and the US: a cross-cultural scale validation*, Journal of Business Research, (n° 62) : pp. 594-600.
- BABIN Barry, CHEBAT Jean-Charles, ALLARD Thomas, 2008, *When income matters: customers evaluation of shopping malls' hedonic and utilitarian orientations*, Journal of Retailing and Consumer Services, (n° 16) : pp. 40-49.

- BABIN Barry, YONG-KI Lee, CHOONG-KI Lee, SEUNG-KON Lee, 2008, *Festivalscapes and patrons' emotions, satisfaction and loyalty*, Journal of Business Research, (n° 61) : pp. 56-64.
- BABIN Barry, 2008, *Scholarly Marketing Publication - the american advantage*, European Business Review, (n° 5) : pp. 370-383.
- BABIN Barry, GONZALES Christine, WATTS Christina, 2007, *Does Santa have a great job? Gift shopping value and satisfaction*, Psychology and Marketing, (Vol 24, issue 10) : pp. 895-917.
- BABIN Barry, ROBICHEAUX Robert, 2006, *Introduction to the special section on retailing research*, Journal of Business Research, (Vol 59, issue 12) : pp. 1279-1280.
- BABIN Barry, MUK Alexander, 2006, *U.S. Consumers' adoption-nonadoption of mobile SMS advertising*, International Journal of Mobile Marketing, (n° 1) : pp. 21-29.
- BABIN Barry, LEE Yong-Ki, KIM Eun-Ju, GRIFFIN Mitch, 2005, *Modeling consumer satisfaction and word of mouth: restaurant patronage in Korea*, Journal of Services Marketing, (Vol 19, issue 3) : pp. 133-139.
- BABIN Barry, CHEBAT Jean-Charles, ROBICEAUX Robert, 2005, *Comments on the special section resulting from the 2002 SMA Retail Symposium*, Journal of Business Research, (Vol 58, issue 5) : pp. 653-654.
- BABIN Barry, GRIFFIN Mitch, BOLES James S., 2004, *Buyer reactions to ethical beliefs in the retail environment*, Journal of Business Research, (n° 57) : pp. 1155-1163.
- BABIN Barry, CHEBAT Jean-Charles, MICHON Richard, 2004, *Perceived appropriateness and its effect on quality, affect and behavior*, Journal of Retailing and Consumer Services, (n° 11) : pp. 287-298.
- BABIN Barry, GRIFFIN Mitch, CHRISTENSEN Finn, 2004, *A cross-cultural investigation of the materialism construct: assessing the Richins & Dawson materialism in Denmark, France and Russia*, Journal of Business Research, (Vol 57) : pp. 893-900.

## Books

- BABIN Barry, CARR Jeffrey, GRIFFIN Mitch, ZIKMUND William.G., 2009, *Business Research Methods*, Stamford : South Western Educational Publishing, 646 pages.
- BABIN Barry, HAIR F. Joseph, ANDERSON E. Rolph, MEHTA Rajiv, 2009, *Sales management: building customer relationships and partnerships*.
- BABIN Barry, 2009, *CB: A value centered approach*.
- BABIN Barry, 2007, *Essentials of marketing research, 3rd edition*.
- BABIN Barry, 2007, *Exploring Marketing Research, 9th edition*.
- BABIN Barry, 2006, *Multivariate data analysis, 6th edition*.

## Chapters in Books

- BABIN Barry, BORGES Adilson, 2009, *Oh yeah, I remember that store! Memory, experience and value*, Memorable customer experiences A research anthology, : Editions Gower, pp. 161-175.

## Non-Refereed Articles

- BABIN Barry, GUIDRY Julie Anna, GRAZIANO William G., SCHNEIDER W. Joël, 2009, *Pride and prejudice in the evaluation of wine?*, International Journal of Wine Business Research, (Vol 21, n° 4) : pp. 298-311.
- BABIN Barry, 2006, *Marketing to Asian Americans: the impact of acculturation and interpersonal influence on ethnocentric consumer preferences*, Journal of The Korean Academy of Marketing Science, (n° 15) : pp.187-210.

## Peer-Reviewed Proceedings

- BABIN Barry, SPIELMANN Nathalie, *Capturing Retail/Service Personality across Service Contexts*, Academy Marketing Sciences Cultural Perspectives in Marketing Conference, IESEG, Lille, France, July 21 - July 24 2010.
- BABIN Barry, BORGES Adilson, *The low price guarantee in a general merchandise setting: the moderating role of the burden of proof*, 14th Biennial World Marketing Congress, Oslo School of Management, Oslo, Norway, July 21 - July 25 2009.
- BABIN Barry, BORGES Adilson, CHEBAT Jean-Charles, *Family, Friends or me: A Closer Look at the Effect of Shopping Pals*, Retailing Conference, Ontario, Canada, July 2009.
- BABIN Barry, *Percevoir c'est vouloir : comment l'orientation sexuelle du consommateur modère les perceptions de l'atmosphère et transfère de la valeur aux produits dans ces atmosphères*, French Marketing Association, London, UK, May 14 2009.
- BABIN Barry, BORGES Adilson, SPIELMANN Nathalie, *To perceive is to purchase: how consumers transfer value from store atmospheres based on their gender orientation*, AFM (Association Française de Marketing)

2009, London, UK, May 14 - May 15 2009.

- BABIN Barry, *Further explorations in wine business research*, Academy of Marketing Science Annual Conference, Vancouver, Canada, May 28 2008.
- BABIN Barry, *The meaning of life: value maximization*, Academy of Marketing Science World Marketing Congress, Verona, Italy, July 11 2007.
- BABIN Barry, *Marketing, wine and the meaning of life*, Academy of Marketing Science Annual Conference, Coral Gables, USA, May 24 2007.
- BABIN Barry, *Perceived on-line transaction trust and online retail/service trust: a comparison of american and japanese online consumer behavior*, Academy of Marketing Science cultural perspectives in marketing conference, Seoul, South Korea, July 14 2006.
- BABIN Barry, *Another look at wine and popular culture: some grounded theory*, Academy of Marketing Science Annual Conference, San Antonio, USA, May 26 2006.
- BABIN Barry, *Product category and promotion the congruency: its effect on preference and retail store image*, Academy of Marketing Science Annual Conference, Tampa, USA, May 28 2005.
- BABIN Barry, *Burning for fun or burning for money? Illicit consumption behavior in a contemporary context*, Academy of Marketing Science Annual Conference, Tampa, USA, May 27 2005.
- BABIN Barry, *Cultural aspects in marketing ethics research and pedagogy*, Academy of Marketing Science Annual Conference, Tampa, USA, May 26 2005.
- BABIN Barry, *50 things we have learned about wine consumers, but whose counting? an interpretive perspective of wine as depicted in movies*, Academy of Marketing Science, Tampa, USA, May 25 2005.
- BABIN Barry, *The retail/service atmosphere: life in the salt-mine*, Academy of Marketing Science Annual Conference, Vancouver, Canada, May 27 2004.
- BABIN Barry, *Further commentaries on wine marketing: the power of the brand*, Academy of Marketing Science annual conference, Vancouver, Canada, May 26 2004.
- BABIN Barry, *The value of shopping activities*, Association of French Marketing, Saint Malo, France, May 07 2004.
- BABIN Barry, *Une autre incursion du côté obscur : comment les femmes et les hommes travaillent à leurs achats de cadeaux*, 2004 Association for French Marketing Conference, March 08 2004.

### Non-Refereed Communications

- BABIN Barry, *Overall restaurant image and its influence on customers' overall satisfaction and perceived restaurant loyalty: an american experience*, 2007 European Institute for retail and services studies, San Francisco, USA, July 01 2007.
- BABIN Barry, *Retail aesthetics: salesperson homogeneity and the retail environment*, American Marketing Association Summer Educators' Conference, Chicago, USA, August 06 2006.
- BABIN Barry, *50 things we have learned about wine consumers, but whose counting? An interpretive perspective of wine as depicted in movies*, World Marketing Congress, Munster, Germany, July 06 2005.
- BABIN Barry, *Everything you always know about publishing in the JR and in the retailing area*, RMS/AMS International Retail Conference, Reims Management School, Reims, France, July 02 2005.
- BABIN Barry, *The impact of situational motives on consumers' gift shopping experiences: are women or men better gift shoppers?*, RMS/AMS International Retail Conference, Reims Management School, Reims, France, July 01 2005.
- BABIN Barry, *Culture, Socialization, Ethical Climate and Organizational Outcomes - A Sneak Peak*, 2004 Academy of Marketing Sciences, Cultural perspectives in marketing conference, Puebla, Mexico, September 24 2004.
- BABIN Barry, *The history of the wine business in the UK and more*, Invited presentation, Henley Management College, Henley, UK, May 11 2004.

## C. PROFESSIONAL EXPERIENCE

### Teaching

- 09/2008 - To date, Affiliate professor, Reims Management School, Reims, France
- 08/2007 - To date, Max P. Watson, Jr. Endowed Professor and Head of Department, Louisiana Tech University (LA TECH), Ruston, Louisiana, USA
- 09/1991 - 06/2007, Professor of marketing and consumer research, University of Southern Mississippi, Hattiesburg, MS, USA