

ROBERT ARTHUR WESTBROOK
William Alexander Kirkland Professor of Marketing
Jesse H. Jones Graduate School of Business
Rice University
233 McNair Hall
Houston, TX 77005-1892
westbro@rice.edu
713.851.0052

ACADEMIC APPOINTMENTS

1989 - present	Rice University	Professor of Marketing (with tenure)
1984 - 1989	University of Arizona	Professor of Marketing (with tenure)
1980 - 1984	University of Arizona	Associate Professor of Marketing (with tenure)
1978 - 1980	University of Arizona	Assistant Professor of Marketing
1975 - 1978	Duke University	Assistant Professor of Management
1975	University of Michigan	Instructor in Marketing

HONORARY TITLES

1989 - present	Rice University	William Alexander Kirkland Professorship
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ADMINISTRATIVE APPOINTMENTS

2014-	Area Coordinator, Marketing Faculty Group
1997-2004	Associate Dean of Faculty
1997-2004	Associate Dean for MBA Program

EDUCATION

1975	University of Michigan	Ph.D.	Business Administration (Marketing)
1971	University of Michigan	M.B.A.	With High Distinction
1969	University of Michigan	A.B.	Honors Psychology, With High Distinction

Dissertation (1975) :

- Title: "The Subjective Quality of Consumer Purchase Decision-Making Experiences for Major Household Appliances"
- Chairman: Joseph W. Newman (1972-73), James R. Taylor (1973-75).

ACADEMIC HONORS

Phi Beta Kappa, 1969
Dean's List, School of Engineering, 1965-66
Phi Eta Sigma, Engineering Honorary, 1966
Beta Gamma Sigma, Business Honorary, 1971
James B. Angell Scholar (Perfect Academic Scholarship), 1968-69
American Marketing Association Doctoral Consortium Fellow, 1971, 1974
General Electric Fellowship in Marketing Economics, 1969-70
Kaiser Corporation Marketing Fellowship, 1971-72

BUSINESS EXPERIENCE

1972 - 1974	Brand, Gruber & Stander Huntington Woods, Michigan Survey research, qualitative research	Senior Project Director
1970 - 1972	Market Opinion Research Company Detroit, Michigan Analysis of political opinion polls Survey research	Analyst; Project Director
1970	Ford Motor Company Ypsilanti, Michigan Plant Engineering	Summer Intern

RESEARCH & PUBLICATIONS

Current Scholarly Interests

- Strategic Marketing
- Customer Experience
- Customer Emotions
- Customer & Patient Satisfaction
- Customer & Patient Retention & Loyalty
- Qualitative Research Methods
- Customer Stories
- Strategic Account Management

RESEARCH & PUBLICATIONS

Published Articles

1. Westbrook, Robert A. (1976), "How Buyers are Faring in the Market Place: Some Empirical Results," in Kenneth L. Bernhardt, ed., Marketing: 1776-1976 and Beyond, Chicago: American Marketing Association, pp. 170-178.
2. Westbrook, Robert A. (1977), "A Study of Consumer Dissatisfaction Before Purchase," in William D. Perrault, ed., Advances in Consumer Research, 4, Atlanta: Association for Consumer Research, pp. 142-148.
3. Westbrook, Robert A. (1977), "Correlates of Consumer Satisfaction with Major Household Appliances," in Ralph L. Day, ed., Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, Bloomington, Ind.: Indiana University School of Business, pp. 85-90.
4. Westbrook, Robert A., Joseph W. Newman and James R. Taylor (1978), "Consumer Satisfaction in the Purchase Decision Process," Journal of Marketing, 42 (October), pp. 54-60.
5. Westbrook, Robert A. and Joseph W. Newman (1978), "An Analysis of Dissatisfied Shoppers for Major Household Appliances," Journal of Marketing Research, 15 (August), pp. 456-466.
6. Westbrook, Robert A. and Claes Fornell (1979), "Patterns of Information Source Usage Among Durable Goods Buyers," Journal of Marketing Research, 16 (August), pp. 303-312.
7. Westbrook, Robert A. and Claes Fornell (1979), "An Exploratory Study of Assertiveness, Aggressiveness and Consumer Complaining Behavior," in William I. Wilkie, ed., Advances in Consumer Research, 6, Ann Arbor: Association for Consumer Research, pp. 105-110.
8. Fornell, Claes and Robert A. Westbrook (1979), "The Relationship Between Consumer Complaint Magnitude and Organizational Status of Complaint Processing in Large Corporations," in Ralph L. Day and H. Keith Hunt, eds., New Dimensions of Consumer Satisfaction and Complaining Behavior, Bloomington, Ind.: Indiana University School of Business, pp. 95-98.
9. Westbrook, Robert A. and Joseph W. Cote, Jr. (1980), "An Exploratory Study of Non-Product-Specific Influences Upon Consumer Satisfaction," in Jerry C. Olson, ed., Advances in Consumer Research, 7, Ann Arbor: Association for Consumer Research, pp. 577-581.
10. Westbrook, Robert A. (1980), "Intrapersonal Affective Influences Upon Consumer Satisfaction with Products," Journal of Consumer Research, 6 (June), pp. 49-54.
11. Westbrook, Robert A. (1980), "Consumer Satisfaction as a Function of a Personal Competence/Efficacy," Journal of the Academy of Marketing Science, (Winter), pp. 427-437.
12. Westbrook, Robert A. (1980), "A Rating Scale for Measuring Product/Service Satisfaction," Journal of Marketing, (Fall), pp. 68-72.
13. Westbrook, Robert A. (1980), "On the Measurement of Consumer Satisfaction: A Multidisciplinary Perspective," in Ivan B. Ross, ed., Proceedings of the 1980 Convention of the American Psychological Association, Division 23 Program, 87th Annual Convention of the American Psychological Association.
14. Westbrook, Robert A. (1981), "Sources of Consumer Satisfaction with Retail Outlets," Journal of Retailing, (Fall), pp. 68-85.

Published Articles (continued)

15. Westbrook, Robert A. (1981), "Prepurchase Information Search and Post-Purchase Satisfaction," in H. Keith Hunt and Ralph L. Day, eds., Refining Concepts and Measures of Consumer Satisfaction and Complaining Behavior, Bloomington: Indiana University School of Business, pp. 68-73.
16. Westbrook, Robert A. and Richard L. Oliver (1981), "Developing Improved Measures of Consumer Satisfaction," in Kent B. Monroe, ed., Advances in Consumer Research, 8, Ann Arbor, Mich.: Association for Consumer Research, pp. 94-99.
17. Black, William C. and Robert A. Westbrook (1981), "On the Measurement of Innovativeness: A Modification of the Time of Adoption Approach," Proceedings of the Southwestern Marketing Conference, Southwestern Marketing Association.
18. Oliver, Richard L. and Robert A. Westbrook (1982), "On the Factor Structure of Satisfaction and Related Post-Purchase Measures," in R.L. Day and H.K. Hunt, eds., Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, Vol. 5, Bloomington: Indiana University School of Business, pp. 11-14.
19. Westbrook, Robert A. and Michael D. Reilly (1982), "Value-Percept Disparity: An Alternative to the Disconfirmation of Expectations Theory of Consumer Satisfaction," in R.P. Bagozzi and A.M. Tybout, eds., Advances in Consumer Research, 10, Ann Arbor, Mich.: Association for Consumer Research, pp. 256-261.
20. Westbrook, Robert A. (1983), "Consumer Satisfaction and the Phenomenology of Emotion During Automobile Ownership," in H. Keith Hunt and Ralph L. Day, eds., International Fare in Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Bloomington: School of Business, Indiana University, pp. 2-9.
21. Fornell, Claes and Robert A. Westbrook (1984), "The Vicious Circle of Consumer Complaints," Journal of Marketing, (Summer), pp. 68-78.
22. Westbrook, Robert A. (1984), "On Satisfaction Responses and the Effects of Product Labels," in Thomas C. Kinnear, ed., Advances in Consumer Research, 11, Ann Arbor, Mich.: Association for Consumer Research, pp. 311-313.
23. Black, William C., Lyman E. Ostlund, and Robert A. Westbrook (1985), "Spatial Demand Models in an Intra-brand Context," Journal of Marketing, (Summer), pp. 106-113.
24. Westbrook, Robert A. and William C. Black (1985), "A Motivation-Based Shopper Typology," Journal of Retailing, (Summer), pp. 78-103.
25. Westbrook, Robert A. (1987), "Product/Consumption-Based Affective Responses and Post-Purchase Processes," Journal of Marketing Research, 24 (August), pp. 258-270.
26. Westbrook, Robert A. (1988), "Consumer Satisfaction: An Affirmation of Possibilities," in E. Scott Maynes, ed., The Frontier of Research in the Consumer Interest, Ithaca, NY: American Council of Consumer Interests, pp. 760-770.
27. Garland, Barbara A. and Robert A. Westbrook (1989), "An Exploration of Consumer Satisfaction in a Non-Profit Context," Journal of the Academy of Marketing Sciences, (Winter), 87-95.
28. Reilly, Michael D., Robert A. Westbrook, and Barbara C. Garland (1989), "The Influence of Client Orientation on New Users' Satisfaction with an On-Line Information Retrieval Service," Journal of Professional Services Marketing, 4(2: June), 39-50.

Published Articles (continued)

29. Fornell, Claes, Michael J. Ryan and Robert A. Westbrook (1990), "Customer Satisfaction: The Key to Customer Retention," Mobius, (Summer), 14-18.
30. Westbrook, Robert A. (1991), "Marketing Strategy Implications of Cognitive Process Models of Consumer Satisfaction," in Jagdish Sheth, ed. Consumer Satisfaction in the Telecommunications Industry, JAI Press.
31. Westbrook, Robert A. (1991), "An Overview of Emotions," in Carolyn Yoon, ed., Tears, Cheers and Fears: The Role of Emotions in Advertising, Marketing Science Institute Report 91-112, pp.6-8.
32. Westbrook, Robert A. and Richard L. Oliver (1991), "The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction," Journal of Consumer Research, 18 (June), 84-91.
33. Oliver, Richard L. and Robert A. Westbrook (1993), "Profiles of Consumer Emotions and Satisfaction in Ownership and Usage," Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 6(1), 2-27.
34. Westbrook, Robert A. (1998), "Observations on Applied Customer Satisfaction Research," Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 10, 1-8.
35. Westbrook, Robert A. (2000), "Towards A Managerial Research Agenda for Customer Satisfaction," Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior, 13, 17-25.
36. Epstein, Marc J., Piyush Kumar and Robert A. Westbrook (2000), "The Drivers of Customer and Corporate Profitability: Modeling, Measuring, and Managing the Causal Relationships," Advances in Management Accounting, 9, 43-72.
37. Epstein, Marc J. and Robert A. Westbrook (2001), "Linking Actions to Profits in Strategic Decision Making," MIT Sloan Management Review, 42 (1), 39-49.
38. Westbrook, Robert A. (2003), "An Applied Case Study of Organization-Level Customer Satisfaction," Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior, 16, 40-49.
39. Dholakia, Utpal M., Vicki G. Morwitz and Robert A. Westbrook (2005), "Survey Participation Effects on Customer Purchase Behavior: Evidence for a Positivity Effect of Firm-Sponsored Satisfaction Surveys," Marketing Science Institute Reports, 04-121, pp. 95-102.
40. Brown, Steven P., Robert A. Westbrook and Goutam Challagalla (2005), "Good Cope, Bad Cope: Adaptive and Maladaptive Coping Following a Critical Negative Work Event," Journal of Applied Psychology, 90 (4), 792-798.
41. Borle, Sharad, Utpal Dholakia, Siddarth S. Singh and Robert A. Westbrook (2007), "The Impact of Survey Participation on Subsequent Customer Behavior: An Empirical Investigation," Marketing Science, 26 (5), 711-726.
42. Gorry, G. Anthony and Robert A. Westbrook (2009), "Winning the Internet Confidence Game," Corporate Reputation Review, 12 (3), 195-203. Lead article.
43. Dholakia, Utpal, Siddarth S. Singh and Robert A. Westbrook (2010), "Understanding the Effects of Post-Service Experience Surveys on Delay and Acceleration of Customer Purchasing Behavior: Evidence from the Automotive Services Industry," Journal of Service Research, 13 (November), 362-378. Lead article. Finalist for Best Article of Year.
44. Gorry, G. Anthony and Robert A. Westbrook (2011), "Once More with Feeling: Empathy and Technology in Customer Care," Business Horizons, 54 (2), 125—134.

Published Articles (continued)

45. Gorry, G. Anthony and Robert A. Westbrook (2011), "Can You Hear Me Now? Learning from Customer Stories," Business Horizons, 54 (6), 575-584. Finalist for Best Article of Year.
46. Dang Bich N., Robert A. Westbrook, Maria C. Rodriguez-Barradas, Thomas P. Giordano, (2012), "Identifying Drivers of Overall Satisfaction in Patients Receiving HIV Primary Care: A Cross-sectional Study," PLoS One, 7(8): e42980. doi:10.1371/journal.pone.0042980.
47. Dang, Bich N., Robert A. Westbrook, William C. Black, Maria C. Rodriguez-Barradas, Thomas P. Giordano (2013), "Examining the Link between Patient Satisfaction and Adherence to HIV Care: A Structural Equations Model," PLoS One, 8(1): e54729. doi:10.1371/journal.pone.0054729.
48. Gorry, G. Anthony and Robert A. Westbrook (2012), "Customers, Knowledge Management and Intellectual Capital," Knowledge Management Research & Practice, <http://dx.doi.org/10.1057/kmrp.2012.14>.
49. Frennea, Carly, Vikas Mittal and Robert A. Westbrook (2013), "The Satisfaction Profit Chain," Handbook of Service Marketing Research, eds. Roland T. Rust and Ming-Hui Huang. Northampton, MA: Elwood Elgar, 182-218.
50. Frennea, Carly, Vikas Mittal and Robert A. Westbrook (2014), "Managing Customer Value in Business-To-Business Markets," Marketing Review St. Gallen, 3 (April), 46-53.
51. Dang, Bich N., Robert A. Westbrook, Christine M. Hartman, Thomas P. Giordano (2016), "Retaining HIV Patients in Care: The Role of Initial Patient Care Experiences," AIDS and Behavior.
52. Dang, Bich N., Robert A. Westbrook, Sarah Njue, Thomas P. Giordano (2017), "Building Trust and Rapport Early in the New Doctor-Patient Relationship: A Longitudinal Qualitative Study," BMC Medical Education, 17 (32). <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5288896/>
53. Mittal, Vikas, Kyuhong Han and Robert A. Westbrook (2017), "Customer Engagement and Employee Engagement: A Research Review and Agenda," in Robert Palmatier, V. Kumar and Colleen Harmeling, eds., Customer Engagement Marketing, New York: Palgrave Macmillan, 173-201.

Monographs

Black, William C., David A. Plane, and Robert A. Westbrook (1985), An Evaluation of Alternative Economic Inducements to Ridesharing for the Arizona Commuter, Arizona Department of Transportation.

Working Papers

Newman, Joseph W. and Robert A. Westbrook (1972), "Measuring Purchase Decision Time," Working Paper #68, Division of Research, University of Michigan.

Fornell, Claes and Robert A. Westbrook (1978), "Identification of Consumer Information Gathering Approaches: Application of a Joint Functional/Structural Methodology," working paper, Graduate School of Business, Duke University.

Gorry, G. Anthony and Robert A. Westbrook (2014), "Meetings of the Bored," working paper, Jones Graduate School of Business, Rice University.

Recognition of Scholarship

Top Researchers in Marketing, 1987
(Source: 1987, Marketing Educator, pp. 1ff)

Top Ten Most Prolific Scholars in Major Marketing Journals, 1980-85
(Source: Wheatley and Wilson, 1987 AMA Educators' Conference Proceedings, pp. 260-65)

TEACHING

Degree-Program Courses

Strategic Marketing

Strategic Marketing (EMBA)
Marketing Management (MBA)
Marketing for Non-Profit Organizations (MBA, Undergraduate)
Advertising Management (MBA, Undergraduate)

Customer Satisfaction & Retention

Managing Customer Satisfaction and Loyalty (MBA)

Customer Analysis & Analytics

Customer Analytics for Satisfaction & Loyalty (MBA)
Customer Analysis (MBA, EMBA)
Ph.D. Seminar in Consumer Behavior
Consumer Behavior for Marketing Strategy (MBA)
Introduction to Consumer & Buyer Behavior (Undergraduate)

Research Methods

Ph. D. Seminar in Research Methods
Qualitative Research Methods (Ph.D. seminar, MBA)
Research for Marketing Management (MBA)
Introduction to Marketing Research (Undergraduate)

Entrepreneurship

Market Opportunity Assessment for New Ventures (Undergraduate Honors, MBA)
Marketing Planning in New Venture Development (Undergraduate Honors, MBA)

Executive Courses and Seminars

Strategic Marketing
Customer Analytics
Customer Satisfaction & Retention
Customer Satisfaction Management
Patient Satisfaction
Marketing Research
Marketing Planning
Strategic Account Management

Recognition of Teaching

- Fellow, Center for Teaching Effectiveness, Rice University, 2012-2014
- Award for Teaching Excellence, MBA for Executives, Jones Graduate School of Business, Class of 2013
- Finalist, Brown Award for Teaching Excellence, Rice University, 1997
- Dean's List of Teaching Distinction, University of Arizona, 1981-1988
- Outstanding Teacher Award, American Marketing Association, University of Arizona Chapter, 1981
- Award for Teaching, American Marketing Association, University of Arizona Chapter, 1987
- Recognition for Teaching Excellence, Eller School of Management, MBA Class of 1988

PROFESSIONAL ORGANIZATIONS AND ACTIVITIES

Professional Societies	American Marketing Association Association for Consumer Research INFORMS
Editorial Boards	<i>Journal of Marketing</i> (1994-2001) <i>Journal of Consumer Satisfaction/Dissatisfaction & Complaining Behavior</i> (1986-2009)
Manuscript Reviewing	<i>Journal of Marketing Research</i> , <i>Journal of Consumer Research</i> , <i>Journal of Consumer Psychology</i> , <i>Journal of Applied Social Psychology</i> , <i>Journal of Consumer Affairs</i> , <i>Journal of Retailing and Consumer Services</i> Marketing Science Institute, National Science Foundation, Association for Consumer Research Annual Conferences, AMA Marketing Educators' Conferences, AMA Marketing Theory Conference, AMA Doctoral Dissertation Competition
Conference Presentations	American Marketing Association Annual Educators' Conference American Marketing Association Marketing Theory Conference Association for Consumer Research Annual Conference American Psychological Association Annual Conference Marketing Science Institute Conference on Advertising & Emotion Association for Commuter Transportation Annual Conference American Council on Consumer Interests Research Symposium Consumer Satisfaction/Dissatisfaction Annual Conference Southwestern Marketing Association Annual Conference Consumer Satisfaction in the Telecommunications Industry European Academy for Advanced Research in Marketing

UNIVERSITY ADMINISTRATION AND SERVICE

Jones Graduate School of Business, Rice University

Marketing Area Coordinator (2014-)
Jones School Promotion & Tenure Committee (Chair, 1997-2000)
Jones School Promotion & Tenure Committee (1989-97, 2004-06)
Dean's Advisory Committee (2005, 2007)
Curriculum & Standards Committee (1990, 1992-94)
MBA Curriculum Committee (2004-05, 2014-)
MBA Curriculum Committee (Chair, 2006-07)
MBA Programs Committee (2013-14)
Admissions & Placement Committee (1992-93, 1997-98, Chair, 1997-2001)
Chaired Professor Search Committee (Chair, 1998-99)
Executive MBA Oversight Committee (2007-08)
Faculty Recruiting Committee (1989-90, 1996-97)
Honorary Titles Committee (Chair, 2004-05)
Jones Citizenship Committee (Chair, 2013-14; 2014-)
Jones School -Baylor College of Medicine Joint Programs Committee (1997-98)
Jones School Marketing Committee (2004-2006)
MBA for Professionals Committee (2005)
MBA Programs Committee (2011-13)
MBA Programs Committee (Chair, 1995-2003, 2004-06)
McNair Hall Building Program Committee (1998-2002)
Ph.D. Committee (1999-2000)
Research Committee (2010-11)
Teams Committee (2007-08)
Technology Task Force (1997-2000)

Rice University

Committee on Teaching, Rice University (2011-13)
Engineering-Business Minor Study Committee (2004-05)
Rice University Graduate Council (1992-95)

University of Arizona (1978-1989)

Marketing Department:

Chair, Graduate Committee and Head of Doctoral Program, 1984-86 and 1988-89
Member, Graduate Committee, 1979-1983, 1987-88
Chair, Long-Range Planning Committee, 1987-88
Personnel Committee, 1980-89
Faculty Search Committee, 1980-89
Promotion and Tenure Committee, 1980-89
Master of Science/Marketing Research Committee, 1988-89

Karl Eller Graduate School of Management:

Promotion and Tenure Advisory Committee, 1986, 1988
Ph.D. Committee, 1983-84
College Computer Resources Committee, 1978-80
Planning Committee for Entrepreneurship Honors Program, 1983-84
Search Committee for Director, Karl Eller Center, 1984
Steering Committee, Karl Eller Center of the Private Market Economy, 1984-86
Academic Coordinator, Entrepreneurship Program, 1986
General Education Task Force, 1986
Committee on Distinguished and Regents' Professorships, 1987
United Fund Committee, 1982
Department Head Review Committees (ad hoc), 1983

UNIVERSITY ADMINISTRATION AND SERVICE (continued)

University of Arizona

Graduate Studies Committee, 1980-84

Faculty Senate, 1981-82

Dissertation/Thesis Supervision Committees: Doctoral (5); Master's (3)

Duke University (1975-78)

MBA Curriculum Committee, 1976-78

Committee on Undergraduate Scholarships, 1975-78

Faculty Search Committees (7), 1975-78

Committee for Business Ethics Symposium, 1976

Committee for Student Teacher Evaluations, 1976-78