

**Jay P. Carlson**  
**Associate Professor of Marketing**

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**EDUCATION :**

BS, Ferris State University, 1992;

MBA, Minnesota State University at Moorhead, 1997;

PhD, University of South Carolina, 2001.

**SELECTED RECENT PUBLICATIONS:**

With L. Vincent, D. Hardesty, and W. Bearden, "Objective and Subjective Knowledge Relationships: A Quantitative Analysis of Consumer Research Findings," *Journal of Consumer Research*, forthcoming;

With J. Huppertz and P. Neidermeyer, "Price and Consumer Cost Responsibility Effects on Quality Perceptions and Price Negotiation Likelihood for Healthcare Services," *Health Marketing Quarterly*, forthcoming;

With D. Weathers, "Examining Consumer Reactions to Partitioned Prices with a Variable Number of Price Components," *Journal of Business Research*, 2008;

With D. Hardesty and W. Bearden, "Persuasion Knowledge and Consumer Reactions to Pricing Tactics," *Journal of Retailing*, 2007;

With W. Bearden and D. Hardesty, "Influences on What Consumers Know and What They Think They Know Regarding Marketer Pricing Tactics," *Psychology & Marketing*, 2007.

**AWARDS:**

Co-author of Best Paper, Advertising, Promotion, and Integrated Marketing Communications Track, AMA Summer Educators' Conference, 1999.

**PROFESSIONAL ACTIVITIES:**

**Academic Positions:**

Assistant Professor of Marketing, Bradley University, 2001 – 2003;

Assistant Professor of Marketing, Union Graduate College, 2003 – 2008;

Associate Professor of Marketing, Union Graduate College, 2008 - present.

**Professional Organization Memberships:**

American Marketing Association;

Association for Consumer Research;

Society for Consumer Psychology.