
José Domingo Mora
Associate Professor & Chair
Department of Management & Marketing
Charlton College of Business, UMass Dartmouth
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ACADEMIC BACKGROUND

PhD	Business Administration (Marketing, Methods)	Simon Fraser University	(2010)
MA	Communication Management	University of Southern California	(1994)
BS	Communication (Journalism) <i>magna cum laude</i>	Universidad Central de Venezuela	(1992)
BS	Biology (Ecology)	Universidad Central de Venezuela	(1984)

Certificates

	University Teaching & Learning (2-semester)	Simon Fraser University	(2009)
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WORK EXPERIENCE

Academia

- University of Massachusetts Dartmouth, Dartmouth, Massachusetts, USA:
 - Associate Professor of Marketing, (Sep 2017 - Present)
 - Chair, Department of Management & Marketing (Sep 2022-Present)
 - Assistant Professor of Marketing (Sep 2010 – Aug 2017)
- Simon Fraser University, Vancouver, Canada: Seasonal Instructor (Jan 2008 - May 2010)
- Andrés Bello Catholic University, Caracas, Venezuela: Part Time Lecturer (Sep 1997 - May 2000)

Industry

- Head of Research and Marketing, IBOPE-AGB México, presently IBOPE-Nielsen (Apr 2003 - Apr 2005) Mexico City, México. Television ratings measurement
- VP Production and Programming, Televen (Apr 2002 - Apr 2003) Caracas, Venezuela. Broadcast television.

- Director of Research, Optimum Media Direction (OMD) (Aug 2000 - Jan 2002) Caracas, Venezuela. Media planning agency
- Director of Commercial Marketing, RCTV (Apr 1999 - May 2000) Caracas, Venezuela. Broadcast television
- Manager, Audience Research, RCTV (Jan 1996 - Apr 1999) Caracas, Venezuela. Broadcast television
- Supervisor, Public Affairs, Petróleos de Venezuela (Apr 1992 - December 1993) Caracas, Venezuela. Oil industry
- Product Development Specialist, Procter & Gamble, Latin America Division (June 1988 - May 1992), Caracas, Venezuela. Personal cleansing products

INTELLECTUAL CONTRIBUTIONS

Refereed Journal Articles

- Mora, J.D. and Izadi, A. (2024). Off to a Good Start? Grammar and Syntax in the Opening Predict Review Usefulness. *Journal of Electronic Commerce Research*, 25 (3), 171-190. (Cal State U Long Beach, IF₂₀₂₁=4.00, Acceptance=10%)
- Mora, J. D. (2022). Does Consumption Make Company Better? An Activity and Companionship Model of Experienced Utility. *International Journal of Consumer Studies*, 46 (2), 636-652. (Elsevier, IF₂₀₂₁= 8.60, Acceptance=6%)
- Mora, J. D. (2021). How Internet Penetration Affects Local B&M Retailers in New England. *Marketing Management Journal*, 31 (1), 25-33. (Mktg. Mgmt. Association, IF=N.R., Acceptance=30%)
- Mora, J. D. (2016). Social Context and Advertising Effectiveness: A Dynamic Study. *International Journal of Advertising*, 35 (2), 325-344. (T&F/Routledge, IF₂₀₂₁= 6.70, Acceptance=13%)
- Mora, J. D., & González, E. M. (2016). Do Companions Really Enhance Shopping? Assessing Social Lift Over Forms of Shopper Value in Mexico. *Journal of Retailing and Consumer Services*, 28, 228-239. (Elsevier, IF₂₀₂₁=10.97, Acceptance=15%)
- Mora, J. D., Krider, R. E., & Ho, J. (2015). Who Decides What to Watch on TV at Home? Insights From People-Meter Data in Mexico. *Journal of Advertising Research*, 55 (1), 22-36. (Advertising Research Foundation, IF₂₀₂₁=3.03, Acceptance=13%)
- Mora, J. D., Ho, J., & Krider, R. E. (2012). Television Co-Viewing in Mexico: An Assessment on People Meter Data. *Journal of Broadcasting and Electronic Media*, 55 (4), 448-469. (T&F/Routledge, IF₂₀₂₁=2.99, Acceptance=6%)

- Mora, J. D., & Ganim-Barnes, N. (2011). Online Media in Fast-Growing Companies: Adoption, Usage, and Relation to Revenues. *Marketing Management Journal*, 21 (2), 136-152. (Mktg. Mgmt. Association, IF=N.R., Acceptance=30%)
- Krider, R. E., Arguello, A., Campbell, C., & Mora, J. D. (2010). Trait and Image Interaction in Ecotourism Preferences. *Annals of Tourism Research: A Social Sciences Journal*, 37 (3), 779-801. (Elsevier, IF₂₀₂₁=13.20, Acceptance=10%)

Refereed Book Chapters

- Mora, J. D. (2012). Fuzzy Dynamic Groups: Measures and Implications for Television Audiences. In: A. Meier & L. Donze (Eds.) *Fuzzy Methods for Customer Relationship Management and Marketing*. Hershey, PA: IGI Global.

Current Work

- Mora, J. D. How Advertising Co-Exposure Influences Consumption in Ontario and Québec. Writing, data processing and statistical modelling completed. Statistical modelling of TV audiences with portable people-meter data.
- Mora J. D. Social Heuristics in Routine Joint Consumption (working title). Status: Writing, data processing and statistical modelling completed. Statistical modelling of TV audiences with portable people-meter data.

Refereed Research Presentations

Mora, J. D. (2022). *Grammar and Text Position as Drivers of Online Review Usefulness*. 2022 Conference of the Academy of Marketing Science, Monterey CA, United States of America.

Mora, J. D. & Kara, S. (2020). *Relational Advertising Appeals and Relational Proximity: Effects on Advertising Memory*. 2020 Conference of the American Marketing Association, United States of America (online).

Mora, J. D. & Kara, S. (2020). *The Effects of Advertising Appeal and Exposure Context on Advertising Effectiveness*. 2020 Conference of the American Marketing Association (Winter), San Diego, United States of America.

Mora, J. D. (2019). *Integrating Social and Activity Utilities to Explain Consumption (and the Rest of Life)*. Conference of the Academy of Marketing Science, Vancouver, Canada.

Mora, J. D. (2017). *Could higher-order advertising effects help save on media? An empirical exploration in television audiences*. Conference of the American Academy of Advertising, Boston, Massachusetts.

Mora, J. D. (2015). *Conformity and conflict management as drivers of variety-seeking in true group consumption*. Informs Marketing Science Conference, Baltimore, Maryland.

Mora, J. D. (2015). *Deviant sociospheres: When unusual influence patterns proclaim the coming of unusual choices*. Academy of Marketing Science Conference, Denver, Colorado.

Mora, J. D., Gonzalez, E. M., & Sibdari, M. Y. (2015). *The interpersonal utility of shopping: Confirmatory study and implications*. Academy of Marketing Science Conference, Denver, Colorado.

Gonzalez, E. M., Mora, J. D., & Yousef-Sibdari, M. (2014). *Is it better to shop together? Influence of group characteristics on individual buyer utility in Mexico and the USA*. World Marketing Conference, Academy of Marketing Science, Lima, Peru.

Mora, J. D. (2012). *Groups and variety-seeking: An empirical investigation in a household panel*. Informs Marketing Science Conference, Boston, MA, United States of America.

Mora, J. D. (2012). *Influence of group characteristics on individual consumption*. Academy of Marketing Science: World Marketing Conference, Atlanta, GA, United States of America.

Mora, J. D. (2011). *Intra and cross-household influences as predictors of individual consumption*. Informs Marketing Science Conference, Houston, TX, United States of America.

Mora, J. D. & Krider, R. E. (2009). *Group consumption as a predictor of individual consumption*. Administrative Science Association of Canada, Niagara Falls, Canada-Ontario.

Mora, J. D. & Ho, J. (2009). *Family groups consuming television: Do shared moments breed strong interactions?* Informs Marketing Science Conference, Ann Arbor, Michigan.

Mora, J. D. & Krider, R. E. (2008). *Interpersonal influences among Mexican television viewers*. Informs Marketing Science Conference, Vancouver, Canada-British Columbia.

Mora, J. D. & Krider, R. E. (2007). *Life beyond individual choice: Group decision making in television audiences*. Administrative Science Association of Canada, Ottawa, Canada-Ontario.

Putler, D., Dhar, T., Krider, R. E., & Mora, J. D. (2007). *Empirical study of homogeneous retailer agglomeration*. Informs Marketing Science Conference, Singapore, Singapore.

Mora, J. D. & Matus, H. (2005). *Subscription TV viewers show some attitude: Lifestyles and viewer choices in Mexico*. ESOMAR/ARF Audience Measurement Conference, Montreal, Canada-Quebec.

Refereed Conference Proceedings

Mora, J. D., González, E. M., & Sibdari, M. Y. (2015). *The interpersonal utility of shopping: Confirmatory study and implications*. Academy of Marketing Science.

Gonzalez, E. M., Mora, J. D., & Yousef-Sibdari, M. (2014). *Is it better to shop together? Influence of group characteristics on individual buyer utility in Mexico and the USA*. Academy of Marketing Science: World Marketing Conference.

Mora, J. D., & Krider, R. E. (2009). *Group consumption as a predictor of individual consumption*. Administrative Sciences Association of Canada.

Mora, J. D., & Krider, R. E. (2007). *Life beyond individual choice: Group decision making in television audiences*. Administrative Sciences Association of Canada.

Mora, J. D., & Hector, M. (2005). *Subscription TV viewers show some attitude: Lifestyles and viewer choices in Mexico*. ESOMAR-ARF Worldwide Audience Measurement.

Invited Presentations

Mora, J. D. (2013). *Co-Exposure and Advertisement Effectiveness: Toward a New Dimension of Electronic Media Ratings*. Invited presentation at Innovative Approaches to Measuring Advertising Effectiveness, The Wharton School UPenn, Philadelphia, Pennsylvania.

Mora, J. D. (2009). *Audience aggregation: The quest for a new dimension of media ratings*. Invited presentation at BBM-Nielsen Canada Conference in Audience Research, Toronto, Canada.

TEACHING

At UMass Dartmouth:

- Graduate level: Marketing Research, Marketing Strategy
- Undergraduate level: Advertising, Marketing Research, Promotional Strategy, Principles of Marketing

At other institutions:

- Undergraduate level:
 - Simon Fraser University: Principles of Marketing, Consumer Behavior
 - Andrés Bello Catholic University - UCAB: Management of Communication Firms (Caracas)

SERVICE

Service to UMass Dartmouth

Department Assignments

Chair: Department of Management & Marketing, July 2022-present
Academic advising for 25 to 50 students per semester (2010 to 2022)

Other Institutional Service Activities:

2012-2013: Advisor, Honors Thesis, Student: Eric M. MacDonald
2020-2021: Advisor, Honors Thesis, Student: Scott Maciel
2014-2015: Recruitment Talks to Prospect Students and Parents
2012-2013: Promotional Plan for the Charlton College of Business
2011-2012 and 2012-2013: Recruitment Talks to Prospect Students and Parents

College Assignments

Chair:

2023-Present: Research Committee
2016-2020: Behavioral Laboratory
2012-2015: Brand Committee

Member:

2023-Present: Strategic Planning Committee
2012-2021: College Curriculum Committee
2012-2021: Research Committee

University Assignments

Committee Member:

2016-2017 – 2018-2019: Senator
2012-2021: Advisory Board for the Office of Undergraduate Research
2012-2013 – 2014-2015: Scholar of the Year Committee

Other Institutional Service Activities:

2011-2012: Research Project Conducted for the UMass-D Admissions Office
2012-2013: Research Project Conducted for UMass-D Student Health Services
2011-2012 – 2012-2013: Research Talks for CCB's Business Innovation Research Center

Service to the Profession

Editorial Review Board Member

2013 – present: *Journal of Advertising Research*. Impact factor (2022): 3.6

Academic Conferences: Session Chair

2022: Academy of Marketing Science Conference, Monterey CA. Advertising & IMC

2012: Academy of Marketing Science, World Marketing Conference, Atlanta, Georgia. Consumer Decision-Making

2011: INFORMS Marketing Science Conference, Houston, Texas. Social Influence

Ad Hoc Reviewer

2018 – Present: Journal of Marketing Communications

2022: International Journal of Consumer Studies

2021: Journal of Advertising

2018 – 2021: Journal of Retailing and Consumer Services

2012: Journal of Broadcasting and Electronic Media

2019 – 2022: Conference of the Academy of Marketing Science.

2019 – 2020: Conference of the American Academy of Advertising.

GRANTS, HONORS & AWARDS

Grants

2012: Innovative approaches to measuring advertising effectiveness, Principal Investigator, The Wharton School of Business, UPenn. US\$ 7,000.

Honors

1995: The Annenberg School for Communication: Comprehensive MA examination *With Distinction*, University of Southern California (only one among 25 graduate students)

1988: Research Thesis, With Honors, Universidad Central de Venezuela. *A market research study for the weekly newspaper Letras*. Caracas.

1983: Research Thesis, With Honors, Universidad Central de Venezuela. *Assessing Eicchornia crassipes and Lemna minor (aquatic vascular plants) for wastewater treatment in tropical conditions*. Caracas.

Awards

2008: The BBM-Nielsen Media Research Scholarship, BBM Canada and Nielsen Media Research Canada. "Awarded to skilled individuals in quantitative research of media audiences" Can \$ 5,000.

1993: G.M. Ayacucho Award for Academic Excellence, Government of Venezuela, Ministry of Planning and Development. National competition: Full scholarship to pursue graduate studies abroad, US\$ 40,000.