

John B. Dinsmore, Ph.D.

Professor of Marketing
Raj Soin College of Business
Wright State University

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EDUCATION

PhD Marketing, University of Cincinnati, 2013
MBA Marketing & Decision Support Systems, University of Georgia, 2003
BA History & Political Science, James Madison University, 1994

ACADEMIC EXPERIENCE

2022-Present, Professor, Marketing, Wright State University, Fairborn, OH
2025, Visiting Scholar/Professor, Charles University, Prague, Czech Republic
2023, Visiting Scholar/Professor, Ernst Abbe Hochschule, Jena, Germany
2018-2022, Associate Professor, Marketing, Wright State University, Fairborn, OH
2014-2018, Assistant Professor, Marketing, Wright State University, Fairborn, OH
2018, Visiting Scholar/Professor, Ecole de Management, Strasbourg, France
2012-2014, Visiting Professor, Marketing, Xavier University, Cincinnati, OH
2009-2012, Research Assistant, University of Cincinnati, Cincinnati, OH
2001-2003, Graduate Assistant, University of Georgia, Athens, GA

INDUSTRY EXPERIENCE

2005-2009, Director of Marketing & Sales, The Tetra Companies, Richmond, VA
2004-2005, Product Manager, IMAKE Software, Bethesda, MD
2002, Intern, Société Générale Insurance & Derivatives, New York, NY
1996-2001, Media Director, Feldman Communications, Annapolis, MD

RESEARCH INTERESTS

Digital Marketing, Mobile Applications; Augmented Reality

CLASSES TAUGHT (IP=In-Person, U=Undergraduate, G=Graduate, O=Online)

Advertising (IP, U)
Creativity & Problem Solving (IP, U, O)
Digital Marketing (IP, U, G, O)
Entrepreneurship (IP, U, G, O)
Marketing Strategy (IP, U, G, O)
Principles of Marketing (IP, U, G)
Product Development (IP, U)
Search Engine Optimization (IP, G, O)

PUBLICATIONS—PEER-REVIEWED JOURNAL ARTICLES

- Asamoah, Daniel, **John B. Dinsmore**, and Kunal Swani (2024), “Benefits, Barriers, and Facilitators of Developing B2B Mobile Applications,” *Journal of Business and Industrial Marketing* (ABDC rated ‘A’), 39(3) 537-552.
- Plotkina, Daria, **John B. Dinsmore**, and Margot Racat (2022), “Improving Service Brand Personality with Augmented Reality Marketing,” *Journal of Services Marketing* (ABDC rated ‘A’), 36(6): 781-799.
- Swani, Kunal, Wakiuru Wamwara, Kendall Goodrich, Shu Schiller, and **John Dinsmore** (2022), “Understanding Business Retention during Covid-19: Roles of Service Quality, College Brand, Academic Satisfaction, and Stress,” *Services Marketing Quarterly*, 43(3): 329-352.
- Dinsmore, John B.**, Kunal Swani, Ciro Troise, Wakiuru Wamwara, and Bin Li (2022), “Antecedents and Consequences of Sending and Receiving Information in Mobile Gaming Apps,” *Digital Business*, 2(2), 1-13.
- Troise, Ciro, Mario Tani, **John B. Dinsmore**, and Giovanni Schiuma (2021), “Understanding the Implications of Equity Crowdfunding on Sustainability-oriented Innovation and Changes in Agri-food Systems,” *Technology Forecasting and Social Change* (ABDC rated ‘A’), 171, 1-15.
- Dinsmore, John B.**, Scott A. Wright, and Daria Plotkina (2021), “When Time Pressure Counters the Zero Price Effect,” *Journal of Consumer Marketing* (ABDC rated ‘A’), 38(3), 339-350.
- Dinsmore, John B.**, Eric Stenstrom, and Jonathan Kunstman (2021), “Baseline Testosterone Moderates the Effect of Money Primes on Charitable Donations,” *Psychology & Marketing* (ABDC rated ‘A’), 38, 328-337.
- Stenstrom, Eric, **John B. Dinsmore**, Jonathan Kunstman, and Kathleen D. Vohs (2018), “The Effects of Money Exposure on Testosterone and Risk-Taking, and the Moderating Role of Narcissism,” *Personality and Individual Differences* (ABDC rated ‘A’), 123, 110-114.
- Dinsmore, John B.**, Kunal Swani and Riley G. Dugan (2017), “To ‘Free’ or Not To ‘Free’: Trait Predictors of Free vs. Paid Mobile App Usage,” *Psychology & Marketing* (ABDC rated ‘A’), 34(2), 227-244.
- Sundar, Aparna, **John B. Dinsmore**, Sung-Hee Wendy Paik, and Frank R. Kardes (2017), “Metaphorical Communication, Self-Presentation, and Consumer Inference in Service Encounters,” *Journal of Business Research* (ABDC rated ‘A’), 72, 136-135.
- Dinsmore, John B.**, Riley G. Dugan and Scott A. Wright (2016), “Monetary versus Nonmonetary Pricing: Differences in Product Evaluations due to Pricing Strategies within Mobile Applications,” *Journal of Strategic Marketing* (ABDC rated ‘A’), 24(3/4), 227-240.

Wright, Scott, Jose Hernandez, Aparna Sundar, **John Dinsmore** and Frank Kardes (2013), "If It Tastes Bad It Must Be Good: Consumer Naïve Theories and the Marketing Placebo Effect," *International Journal of Research in Marketing* (ABDC rated 'A*'), 30(2), 197-198.

Wright, Scott A., **John B. Dinsmore** and James J. Kellaris (2013), "How Loyalty Shapes Ethical Judgment and Punishment Preferences," *Psychology & Marketing* (ABDC rated 'A'), 30(3), 203-210.

Wright, Scott A., Chris Manolis, Drew Brown, Xiaoning Guo, **John Dinsmore**, C-Y Peter Chiu and Frank Kardes (2012), "Construal-level Mind-sets and the Perceived Validity of Marketing Claims," *Marketing Letters* (ABDC rated 'A'), 23(1), 253-261.

PUBLICATIONS—INVITED ARTICLES

Dinsmore, John B., Kunal Swani, Kendall Goodrich, and Umut Konus (2021), "Introduction: Advancing Understanding of Mobile Applications in Marketing," *Journal of Business Research Special Issue on Mobile Applications* (ABDC rated 'A'), 126 (March), 361-362.

PUBLICATIONS—CHAPTERS

Dinsmore, John B., Eric Stenstrom, and Marcelo Vinhal Nepomuceno (2022), "Testosterone and Financial Risk-Taking," in *Handbook of Experimental Finance*, Ernan Haruvy and Sascha Fullbrun eds., Cheltenham UK: Edward Elgar Publishing.

PUBLICATIONS—CASES

Dinsmore, John B. (2018), "Squatty Potty: Assessing Digital Marketing Campaign Data," Ivey Publishing. (Also available through Harvard Business Publishing)

Dinsmore, John B. (2016), "Samsung Mobile: Market Share and Profitability in Smartphones," Ivey Publishing. (Also available through Harvard Business Publishing)

PUBLICATIONS—BOOKS

Dinsmore, John, "How They Get You: The Marketing of Debt," Status: In press, book release scheduled for May 2025.

UNDER REVIEW/REVISION

Dinsmore, John, Kunal Swani, Charles Gulas, Wakiuru Wamwara, and Bin Li, "The Digital Marketing Campaign Challenge," Status: Preparing invited revision for *Marketing Education Review*.

Swani, Kunal, Charles Gulas, and **John Dinsmore**, "To Humor or Not Humor Buyers? Evaluating the Effective Use of Humor in B2B Advertisements.," Status: Under initial review at *Industrial Marketing Management*.

IN DEVELOPMENT

Dinsmore, John, Daria Plotkina, and Margot Racat, “Haptic Sensation in Retail Augmented Reality Experiences,” Status: Experimental AR app development complete. Initial data collection complete. Drafting manuscript for *Journal of Interactive Marketing*.

Dinsmore, John, Kunal Swani, Daniel Asamoah, and Anand Jeyaraj, “Ethical Considerations in B2B Generative AI Use: A Series of Delphi Studies,” Status: IRB approval secured and data collection underway in preparation for submission to special issue of *Industrial Marketing Management*.

POPULAR PRESS MENTIONS

<u>Date</u>	<u>Publication</u>	<u>Article Title</u>
07-24-24	NPR’s Marketplace	\$10.24 for a burrito? Here’s why some restaurants don’t round up.
02-28-24	Minneapolis Star-Tribune	Wendy’s now says it won’t start using surge pricing similar to Uber, Lyft
02-27-24	USA Today** **Syndicated to more than 60 other newspapers.	Is Uber-Style surge pricing coming to fast food? Wendy’s latest move offers a clue.
11-14-22	US News & World Report	What is dynamic pricing and why has it made everything so expensive?
10-03-22	Dayton Daily News	Speakers Announced for 2022 TEDx Dayton Signature Event
07-13-19	Newsday	Expecting a recession? Here’s how to prepare for it.
06-11-19	Forbes	4 Ways to Quickly Acquire and Onboard New Users for Your App
05-07-18	The Irish Times	Money, Narcissism, Risk-taking and Testosterone Levels
04-09-18	Louisville Business First	How the Kindred-Humana deal could play into a Humana-WalMart deal
01-23-18	US News & World Report	Men, Your Testosterone Might Be Making You Spend More
12-14-17	MarTechExec	Expert Opinion: Mobile Apps featuring John Dinsmore
10-05-17	CBS Marketwatch	The Trump Brand’s Shrinking Power
09-24-17	Venture Beat	Your Chances of Making a Successful Mobile App Are Almost Nil
09-12-17	Seeker	New iPhone X: Apple Reinvents the Future of the Smartphone All Over Again
09-01-17	Forbes	Why some people will—or won’t—pay a grand for the next iPhone
07-05-17	How Stuff Works	Pop-up ads are annoying—but they work
05-08-17	CIO	Why some people are willing to pay for a mobile app

09-19-16	US News & World Report	13 Ways to Take the Emotions Out of Investing
08-12-16	CIO	10 Low-cost PR Strategies for Startups and Small Businesses
03-22-16	Business.com	Sale Inside: How Retailers are Using Online Promotions to Dominate Sales

INVITED PRESENTATIONS & LECTURES

“Money Changes Everything,” TEDx Dayton, 2022.

“The Effects of Money Exposure on Testosterone and Risk-Taking, and the Moderating Role of Narcissism,” Virtual Workshop on Experimental Finance, Hosted by McGill University, 2020.

“Story Telling for Marketing Management,” Speedway Corporation Executive Lecture, Fairborn, OH, 2017.

“Individual and Organizational Creativity,” United States Air Force LCMC, Fairborn, OH, 2017.

“The Effects of Money Exposure on Testosterone and Risk-Taking, and the Moderating Role of Narcissism,” EM Strasbourg Business School, Strasbourg, France, 2017.

“The Effects of Money Exposure on Testosterone and Risk-Taking, and the Moderating Role of Narcissism,” HEC Paris, Paris, France, 2017.

“Individual and Organizational Creativity,” United States Air Force Life Cycle Management Center, Fairborn, OH, 2016.

“Price Fairness and The Placebo Effect in Marketing,” Carlson School of Management, University of Minnesota, Minneapolis, MN, 2012.

CONFERENCE PRESENTATIONS (* denotes presenter)

Plotkina, Daria, Margot Racat, and John B. Dinsmore (2024), “Multisensory design: augmenting the consumer virtual product experience,” Academy of Marketing Science Annual Conference, Coral Gables, FL, May 22-24.

Plotkina, Daria and John B. Dinsmore (2019), “The Effect of Virtual Reality Mobile Applications on Shopping Experience,” Academy of Marketing Science Annual Conference, Vancouver, BC, May 29-31.

Dinsmore, John B.*, Eric P. Stenstrom and Jonathan W. Kunstman (2018), “Baseline testosterone levels moderate the effect of money primes on charitable giving,” American Marketing Association Summer Educator’s Conference Poster Session, Boston MA, August 10-12.

- Dinsmore, John B.*, Scott A. Wright and Frank R. Kardes (2016), "There's a [free] app for that: But will you pay for it anyways? Driving preference for paid vs. free versions of digital goods," American Psychological Association Convention, Denver, CO.
- Dinsmore, John B.*, Kunal Swani and Riley G. Dugan (2015), "Trait Predictors of Mobile App Purchasing Behaviors Using Mowen's '3M' Hierarchical Model of Motivation and Personality," Marketing EDGE Direct/Interactive Marketing Research Summit, Boston, MA.
- Dinsmore, John B.*, Scott A. Wright and Riley G. Dugan (2015), "Need for Closure and the Preference for Paid Versions of Products Over Free Versions," American Psychological Association Convention, Toronto, ON.
- Dinsmore, John B.*, Riley Dugan and Scott A. Wright (2014), "Naïve Theories of Monetary and Nonmonetary Prices for Mobile Applications," Association for Consumer Research North American Conference, Baltimore, MD.
- Dinsmore, John B.*, Karen A. Machleit, Kathleen D. Vohs and Frank R. Kardes (2013), "A Multi-Dimensional Construct of Impulse Purchases," American Marketing Association Summer Educator's Conference, Boston, MA.
- Dugan, Riley* and John Dinsmore (2013), "Researching the Web 2.0 and 3.0 in the Selling Process," Special Session at the National Conference in Sales Management, San Diego, CA.
- Hernandez, Jose, Scott A. Wright*, Aparna Sundar, John Dinsmore and Frank Kardes (2012), "Effects of Set Size, Scarcity, Packaging, and Taste on the Marketing Placebo Effect," Association for Consumer Research North American Conference, Vancouver, BC.
- Dinsmore, John, Jason Harris and Riley Dugan* (2012), "Going Viral: Proven Strategies," Atlantic Marketing Association Annual Conference, Williamsburg, VA.
- Dinsmore, John, Scott Wright, Riley Dugan* and Frank Kardes (2012), "Price Fairness and The Placebo Effect in Marketing," Atlantic Marketing Association Annual Conference, Williamsburg, VA.
- Dinsmore, John B.* (2012), "Mental Accounting, General Evaluability Theory and The Framing of Losses Posed By Partitioned Monetary and Non-Monetary Prices," Wayne State Behavioral Pricing Conference, Detroit, MI.
- Guo, Xiaoning*, Scott Wright, John Dinsmore and James Kellaris (2012), "The Effect of Mortality Salience on Materialism: The Moderating Role of Regulatory Focus," Competitive paper, Society for Consumer Psychology, Las Vegas, NV.
- Dinsmore, John*, Scott Wright, Xiaoning Guo and James Kellaris (2011), "Recession, Financial Hardship, and Ethical Judgment: Do Tough Times Beget Tough Judges?" paper presented at

Proceedings of the Summer Marketing Educator's Conference of the American Marketing Association, San Francisco, CA.

Wright, Scott A.*, John Dinsmore, Xiaoning Guo and James Kellaris (2011), "Biasing Effects of Group Affiliation on Ethical Judgment" paper presented at Proceedings of the Summer Marketing Educator's Conference of the American Marketing Association, San Francisco, CA.

Wright, Scott A.*, Xiaoning Guo, Chris Manolis, Andrew Brown, John Dinsmore, Tarryn E. Williamson, Xiaoqi Han, and Frank R. Kardes (2011), "The Illusory Truth Effect: No Repetition Necessary." Society for Consumer Psychology, Atlanta, Georgia.

HONORS & AWARDS

- \$2,000, Academy of Marketing Science Research Grant Winner 2023.
- Winner, 2021 Mid-American Business Deans Association Innovation Award for strategic redirection of business school activities
- \$100,000 Award from Dean of Raj Soin College of Business to oversee student-run digital marketing campaign on behalf of the College. Awarded on December 28, 2020.
- \$12,000 Research Grant, Wright State University/Rike Consumer Research Foundation, Principal Investigator, "Human vs. AI Managed Digital Promotions," Awarded on July 1, 2020.
- \$6,040 Research Grant, Wright State University, "Understand Retention of Business Students Using A Dual-Dimensional SERVQUAL Framework," Awarded on May 1, 2020
- "Best Seller" Award from Ivey Publishing for Squatty Potty case
- 2018 Raj Soin College of Business Outstanding Teacher Award, Marketing (by student vote)
- 2017 Raj Soin College of Business Outstanding Teacher Award, Marketing (by student vote)
- \$1,000 Research Grant, Association Française du Marketing, "The Effect of Variety on Effort and Choice: A Virtual Reality Experiment."
- \$2,000 International Seed Grant, Wright State University Center for International Education, Awarded on November 30, 2016.
- \$9,500 Research Grant, Wright State University/Rike Consumer Research Foundation, Principal Investigator, "The Mental Accounting of Monetary and Nonmonetary Prices," Awarded on January 6, 2016.
- \$17,280 Research Grant, Wright State University/Rike Consumer Research Foundation, Principal Investigator, "Endocrinal Reactions to Handling Money and Their Effect on Risk Tolerance," Awarded on January 13, 2015.
- \$8,500 Research Grant, Wright State University/Rike Consumer Research Foundation, Co-Principal Investigator, "Contrary Construal Level Mindsets Induced By Monetary and Nonmonetary Prices," Awarded on August 8, 2014.
- Foundation \$2,500 Research Grant (2013), Direct Marketing Policy Research Center, Co-Principal Investigator, "Catch it if you Can: An Exploratory Look into the Creation and Dissemination of Viral Videos," Awarded on August 26, 2013.

- Honorable Mention, Fordham University Behavioral Pricing Doctoral Dissertation Competition (2012)
- AMA-Sheth Consortium Fellow (2012)
- \$7,667 Research Grant (2011) Marketing Science Institute (RA 4-1730), Principal Investigator, “A Multi-dimensional Construct and Measurement Scale of Impulse Purchases,” Awarded on July 26, 2011
- Recipient, “Teachers Who Inspire” Designation from University of Cincinnati’s Class of 2011
- Kelly-Siddall Fellowship, University of Cincinnati (2009-2012)
- Turnaround Management Competition (2003) representing University of Georgia, Winner for Southeastern Region, Tied with Columbia University for Third Place Nationally

SERVICE

- Associate Editor, *International Journal of Electronic Trade* (2023-present)
- Editorial Board, Book Series for Emerald Publishing, “Managing Innovation in Business Strategy, Marketing, & Finance,” (2021)
- University Assurance of Learning Committee, Member (2020-Present)
- University IT Committee, Member (2023-Present)
- Developer of Graduate Certificate in Digital Marketing (2022)
- College Graduate Program Committee (2022-Present)
- College Promotion & Tenure Committee (2023-2024)
- College Graduate Program Committee, Chair (2016-2022)
- Co-Developer of MS, Marketing Analytics and Insights program (2016-2018)
- Online Education Committee, Raj Soin College of Business at Wright State University (2018-2020)
- Moderator, Tech/Digital/Apps/CRM Panel, Ohio Marketing Academic Colloquium at Kent State University (2019)
- MBA Committee—Alternate, Raj Soin College of Business at Wright State University (2018-Present)
- Managing Guest Editor, Special Issue of *Journal of Business Research* on Mobile Applications (2018-2020)
- Member, College of Business Online Education Committee (2018-2021)
- Panelist, “Wright State in Your Community” Series (2018)
- College of Business Web Development Committee, Member (2017)
- University Strategic Enrollment Committee, Member (2017-Present)
- Candidate, School Board of Centerville, Ohio (2017)
- Consulting with Wright State Research Institute on GoFlyZone mobile application and general marketing strategy. (2015-2016)
- Faculty Search Committee, Marketing Department, Raj Soin College of Business at Wright State University (2014-2015)

- Scholarship & Awards Committee, Raj Soin College of Business at Wright State University (2014-2016)
- Evaluation Committee, Raj Soin College of Business Integrity Award (2016)
- *International Journal of Research in Marketing*—Ad Hoc Reviewer
- *Journal of Research in Interactive Marketing*—Ad Hoc Reviewer
- *International Journal of Advertising*— Ad Hoc Reviewer
- *Psychology & Marketing*—Ad Hoc Reviewer
- *Computers in Human Behavior*— Ad Hoc Reviewer
- *Journal of Marketing Theory and Practice*—Ad Hoc Reviewer
- *Journal of Business Research*— Ad Hoc Reviewer
- *Marketing Letters*— Ad Hoc Reviewer
- *Journal of Strategic Marketing*— Ad Hoc Reviewer
- *Journal of Marketing Analytics*— Ad Hoc Reviewer
- Atlantic Marketing Association Conference 2013 (Reviewer & Track Chair), 2014 (Reviewer)
- Kao Brands Competition, Faculty Sponsor, Xavier University, 2012, 2013
- Association for Practical and Professional Ethics Intercollegiate Ethics Bowl National Championship, Xavier University, 2012 (Judge)
- Fragrance Marketing Lab, Research Assistant, University of Cincinnati, 2009-2012
- American Marketing Association Summer Conference 2011, 2012, 2013, 2018 (Reviewer)
- American Marketing Association Winter Conference 2011, 2012 (Reviewer)
- Academy of Marketing Sciences World Marketing Congress 2011 (Reviewer)
- Society of Consumer Psychology Conference 2011, 2012, 2013 (Reviewer)

PROFESSIONAL AFFILIATIONS

- Society for Consumer Psychology (Member)
- American Marketing Association (Member)
- Academy of Marketing Science (Member)

PROFESSIONAL CERTIFICATIONS

- Google Adwords (Measurement, Display, Search, Video)