

ARTHUR J. KOVER

Education

- Ph.D. 1970 Yale University, sociology
[Dissertation: Creativity and Structure in Advertising Agencies]
- M. A. 1954 Yale University, sociology
- B. A. 1953 Cornell University
(With distinction in sociology and anthropology)

Academic Positions

- 2001-2006 Management Fellow (Marketing), School of
Management, Yale University
- 2001-present Emeritus Professor of Marketing, Fordham
University.
- 1993- 1998 Chair, Marketing Area, Graduate School of Business
Administration, Fordham University.
- 1991-2001 Professor of Marketing, Graduate School of Business
Administration, Fordham University (Tenure
awarded in 1997)
- 1985-1990 Adjunct Professor of Marketing, Graduate School of
Business Administration, New York University
- 1970-1978 Assistant Professor of Organizational Behavior,
Graduate School of Business and Public
Administration (now Johnson Graduate School of
Management), Cornell University.
- March, 2004 Visiting Lecturer, Monash University, Melbourne,
Australia
- Summer, 2001
Spring, 2007 Visiting Lecturer, Curtin University of Technology,
Perth, Australia
- Autumn, 1999 Visiting Lecturer, Henley Management College,

Summer, 2002
Summer, 2003

Henley on Thames, England

Editorial Positions

1997-2004 Editor, *Journal of Advertising Research*

1991-1997 Associate Editor, *Journal of Advertising Research*

1971-1973 Review Editor, *Administrative Science Quarterly*

Articles in Refereed Publications

Douglas C. West, Arthur J. Kover and Albert Caruana, "Advertising Creativity: Investigating the Practitioner-Public Mental Models, *Journal of Advertising*, forthcoming.

Chris Hackley and Arthur Kover, "The Trouble With Creatives: Negotiating Creative Identity in Advertising Agencies". *International Journal of Advertising*, June 2007..

Kenneth Quickenden and Arthur J. Kover, "Boulton and Fothergill Silver Plate: Upmarket or Downmarket?" *Journal of Macromarketing*, April 2007.

William L. James, Arthur J. Kover, Brenda S. Sommer, and James P. Keeler, "Some Insights into the Reliability and Validity of the Ayer Battery of Emotional Responses" *Journal of Targeted Marketing*, No. 4, 2005.

Sarah Maxwell and Arthur J. Kover, "Negative Affect: the Dark Side of Retailing," *Journal of Business Research*, March 2003.

Arthur J. Kover and Sarah Maxwell, "The University in Franeker: An Exploration of the 'Consumption' of the Past." *Journal of Marketing History*, January 2002.

Arthur J. Kover, "The Sublime and Consumer Behavior: Consumption as Defense Against the Infinite." *Consumption, Markets, and Culture*. February 1998

Arthur J. Kover, William L. James, and Brenda S. Sonner, "Do Advertising Creatives and Television Viewers Live in the Same Communication World?"

Journal of Advertising Research January/February 1997 [Revision of an earlier ARF presentation.]

Arthur J. Kover, Stephen M. Goldberg, and William L. James, "Creativity vs. Effectiveness? An Integrating Classification for Advertising." *Journal of Advertising Research*, November/December 1995

Arthur J. Kover and Stephen M Goldberg, "The Games Copywriters Play: Conflict, Quasi-Control, a New Proposal". *Journal of Advertising Research* July/ August, 1995.

Arthur J. Kover, "Copywriters' Implicit Theories of Communication: An Exploration". *Journal of Consumer Research*. March, 1995.

Arthur J. Kover and Joseph Abruzzo, "The Percy-Rossiter Grid and Emotional Response to Advertising: An Initial Evaluation". *Journal of Advertising Research*, November-December, 1993

Arthur J. Kover and William L. James, "When Do Advertising 'Power Words' Work? A Look at Congruence and Satiation." *Journal of Advertising Research*; July-August, 1993.

William L. James and Arthur J. Kover, "Do Overall Attitudes Toward Advertising Affect Involvement With Specific Advertisements?" *Journal of Advertising Research*, September-October, 1992.

William A. Cook and Arthur J. Kover, "Research and the Meaning of Advertising Effectiveness: Mutual Misunderstandings," in William Wells (editor), *Measuring Advertising Effectiveness*, Lawrence Erlbaum, 1992. [Refereed book]

Arthur J. Kover, "The Legitimacy of Qualitative Research". *Journal of Advertising Research*, December 1982-January 1983.

William S. Comanor, Arthur J. Kover, and Robert Smiley, "Advertising and Organization," *Handbook of Organizational Design*, William H. Starbuck and Paul C. Nystrom, Editors, Oxford University Press, 1981.

Arthur J. Kover and Charles H. Little, "Crises in Copy Testing." *Journal of Advertising Research*, August, 1980.

Arthur J. Kover and Theodore F. Dunn, "Managing Advertising Professionals' Motivations: The Core Group System" *Interfaces: A Journal of the Institute for*

Management Science May, 1979.

Arthur J. Kover and Charles H. Little, "Top-Lines and Final Reports in Copy Testing," *Journal of Advertising Research* October, 1978.

Arthur J. Kover, "Careers and Non-Communication: The Case of Academic and Applied Marketing Research," *Journal of Marketing Research* November, 1976.

Arthur J. Kover, "Marketing Research and Two Kinds of Legitimacy," *The American Sociologist* June 1971.

Arthur J. Kover, "Models of Man as Defined by Marketing Research," *Journal of Marketing Research* May-June, 1967.

Arthur J. Kover, "Reorganization in Advertising Agency: A Case Study of a Decrease in Integration," *Human Organization* January, 1964. (This article has been reprinted in whole or part ten times.)

Arthur J. Kover and Seymour Lieberman, "Selecting Commercial Spokesmen." *Journal of Advertising Research* May-June, 1961.

Norman A. Fedde and Arthur J. Kover, "The Screening and Referral Function in a University Study Skills Office." *Personnel and Guidance Journal* October, 1960.

Notes in Journals

Arthur J. Kover, "Qualitative vs. Quantitative – Again?" *International Journal of Advertising*. forthcoming.

Arthur J. Kover, "Advertising May Not Just Affect the World, It May Be the World. American Academy of Advertising 50th Anniversary Celebration, March, 2008.

Arthur J. Kover, "Ex Libris." *International Journal of Advertising*, January 2007.

Arthur J. Kover, "A Response to the Hubbard and Ryan Article." *Educational and Psychological Measurement*, October, 2000.

Arthur J. Kover, "Careers and Communication--A Reply." *Journal of Marketing Research*, November, 1977.

Arthur J. Kover, "The Future of the Research Business," *Public Opinion Quarterly*

Summer, 1972.

Contributions to Books

Arthur J. Kover, "The Academic Community and the Professors' Mass Audiences," in P. Olson (editor), *America as a Mass Society*, Free Press, 1963.

Papers Published in Proceedings (All single author except as noted)

"Subtle Luxuries," International Conference on Research in Advertising (ICORIA), Antwerp, Belgium, June, 2008.

"Boulton and Fothergill Silver: Upmarket or Downmarket?," Kenneth Quickenden and Arthur Kover, Proceedings, 12th Conference on Historical Analysis and Research in Marketing, Long Beach, California, April, 2005, pp 249-259

"Approaches toward Advertising Creativity," Douglas West and Arthur Kover, Proceedings, Academy of Marketing Conference (UK), July, 2003

"Practitioner Definitions and Approaches Towards Advertising Creativity," Proceedings, Academy of Marketing Science Annual Conference, Washington DC, May, 2003

"Exploring Consumption of History." (with S. Maxwell) CHARM Conference, Duke University, May, 2001

"Why Copywriters Don't Like Advertising Research--and What Kind of Research They Might Accept." Proceedings, Copy Research Conference, Advertising Research Foundation, November 1995. Reprinted in "Research Currents," Journal of Advertising Research March/April, 1996.

"Creativity: A New Frontier in Copy Research?" Proceedings, Copy Research Conference, Advertising Research Foundation, November, 1994.

"Paths to Brand Equity and Beyond." Proceedings, Brand Equity Conference, Advertising Research Foundation, 1993.

"What Gets Through? An Application of Post-Modernist Media Theory to Advertising Research.", Proceedings, Copy Research Conference, Advertising Research Foundation, 1991.

"Open Questions in Examining Emotional Responses to Advertising." Proceedings, Marketing Science Institute Conference on The Role of Emotions in Advertising (Report Number 91-112), 1991.

"An Anthropomorphic View of Brand Personality." Proceedings, American Marketing Association National Marketing Research Conference, 1989.

"The Changing Structure of Business and Advertising Research." Proceedings, Copy Testing Conference, Advertising Research Foundation, 1988.

"Designing Concepts for Consumer Testing: A Rational Approach." (with Barbara A. Petroulis) Proceedings, Concept Research Conference, Advertising Research Foundation, 1988.

"Power Words: Do Infallible Words Really Work in Advertising?" Proceedings, Copy Research Conference, Advertising Research Foundation, 1987.

"People Like Us: Self Limitation in the Process of Marketing." Proceedings, Annual Attitude Research Conference, American Marketing Association, 1986.

"A Visionary Look at the Future of Qualitative Research." Proceedings, Qualitative Research Conference, Advertising Research Foundation, 1985.

"Who Buys New Products?" Proceedings, Annual Midyear Conference, Advertising Research Foundation, 1984.

"We're Training Them for What? A View of MBA Programs." Proceedings, Annual Marketing Conference, American Marketing Association, 1979.

"The Value Conflict in Business Research," in C. R. Hill (editor), Insights Into Applied Behavioral Research, University of Rhode Island Press, 1969.

Papers Read at Conferences and Meetings (All single author unless noted otherwise)

Arthur Kover, "What is Academic Marketing? An Analysis of Rejection Letters from Major Journals." American Academy of Advertising, Annual Conference, March 2007..

Chris Hackley and Arthur Kover, "The Trouble with Copywriters." ICORIA International Conference on Research in Advertising), Bath, UK, July 2006

William James, Arthur Kover, and Brenda Sommers, "Exploring Reactions to Congruency in Advertising: Strategy Implications for Managers.' European Marketing Association Conference, Athens, Greece, Summer 2006

"Making Peace in the Turf Wars: Needed changes in the Relationship Between PR and Advertising," Public Relations Institute of Australia (Melbourne), March 2004

"Are Brands Replacing People? New Communities and Marketing," Marketing Seminar, Marketing Department, University of Birmingham (UK), October 2003

"Fuzziness: Permeable Boundaries between Media and People, Commodities and People," Henley Wave Crest Alliance Research Partnership, Henley Management College, October 2003

"Advertising Research: Why Are Old People Left Out?" International Longevity Center, July 2003

"Consumers of History: Beyond Belk?" Presented to Marketing Department, Yale School of Management, May 2003. (with Richard Colombo and Sarah Maxwell)

"Consumers of History: Preliminary Report", Presented to Marketing Department, Graduate Business School, University of Michigan, November 2002 (with Richard Colombo and Sarah Maxwell)

"Creativity: In the Eyes of Viewers and of Advertising Creatives," Advertising Effectiveness and Creativity Council, Advertising Research Foundation, January, 2002.

"What Is a 'Good Journal' and What Does One Look For?" Presentation to the Graduate Faculty, Curtin University, August 2001.

"History and Other Consumables." Presentation to the Marketing Faculty, College of Business, University of Adelaide, July, 2001.

"The Future of the JAR and Other Paper Publications in Marketing." Panel Discussion. Annual Conference, American Academy of Advertising, March, 2001.

"Unanswered Issues in Advertising Research." Presentation to the Marketing Faculty, South Bank University, October 5, 2000

"Wearout and its Meanings: The Need for Agreement." Opening paper, Advertising Research Foundation Meeting on Advertising Wearout, March 11, 1998

"The Community of Brands." Annual Meeting, Association for Consumer Research, October, 1995

"The Vastness of the Sublime and the Vastness of the Internet--A Comparison," Communications Research Council, February, 1995

"The Games Copywriters Play--And Why." Communications Research Council, October, 1993.

"What Happens in Copywriters' Heads When They Write? Their Views of the Process." Market Research Council, April, 1993 [This was an early trial of the article later accepted for publication in Journal of Consumer Research.]

"Durkheim and His Followers, the Great Black Hole, and Marketing." Annual Meeting, American Sociological Association, August, 1992

Speaker, Panel on the Academic-Industry Interface. Annual Meeting, Academy of Marketing Science, April, 1990.

"Brand Equity and Brand Compatibility." "Leading Edge" Seminar, New York Chapter, American Marketing Association, February, 1990.

"Enlisting Consumers as Part of the Marketing Team." Procter & Gamble "Copy Masters" Seminar, January, 1990.

"The Effects of Sociological Research on American Society." Annual Meeting, American Sociological Association, August, 1988.

"Marketing Research and Planning for Smaller Organizations." American Management Association, Annual Sales and Marketing Conference, June, 1988.

"The Exchange Process and Marketing: Preliminary Thoughts on a Theoretical Approach." Communications Research Council, January, 1988.

"Common Ground: Marketing in the University and in Industry." CASE Seminar for Chief Publications Officers, September, 1987.

"Asking the Right Questions; the Challenge Posed by Charles Briggs." American Marketing Association (New York Chapter), Conference on Marketing Issues, December, 1986.

"Fragmented American Life and Fragmented Marketing." American Management Association, Annual Sales and Marketing Conference, June, 1986.

"The Reality-Forming Role of Marketing." American Marketing Association Conference on Image-Driven Marketing, April, 1986.

"Non-Decision Making in American Business: The Gentlemen's Agreement with Consumer Research." American Management Association Marketing Conference, June, 1985.

"Complex Consumers, Simple Research: A look at the Dark Side of Marketing Research." American Marketing Association (New York Chapter) Key Issues Luncheon, November, 1984.

"Brand Graphics: A New Approach to Understanding Consumer Lifestyles." Annual Attitude Research Conference, American Marketing Association, February, 1983. (Voted outstanding paper)

"New Research Technologies and the Politics of Research." Annual Marketing Conference, American Marketing Association, June, 1981.

"The Issue of Validity in Copy Research." Annual Marketing Research Conference, American Marketing Association, September, 1980.

"Benign Neglect in Marketing Education." Annual Educators' Conference, American Marketing Association, 1980.

"Negotiations in the Process of Consumer Research." Market Research Council, May, 1980.

"Using the Tools of Marketing Research to Evaluate Alumni Publications." Council for the Advancement and Support of Education, Conference, January, 1980.

"Managing Uncertainty." Graduate School of Savings Banking, Brown University, June, 1979.

"Questions to Ask In and About Consumer Research." Professional Workshop,

American Marketing Association (New York Chapter), 1979.

"Complex People in Simple Organizations." Visiting Professors' Lecture Series, Psychiatry Section, Portsmouth Naval Medical Center, June, 1978.

"The New Corporate Entrepreneur" Senior Seminar, Skidmore College, 1978.

"The Politics of Big Business." Cornell Alumni University, Summer, 1977.

"Professionalism in Marketing Research and Decreasing Opportunities for Sociologists." Annual Meeting, American Sociological Association, 1976.

"Can Marketing Researchers and Marketing Managers Ever Get Together?" Brand Management Discussion Group, American Marketing Association, 1976.

"The New Dedicated Marketing Research Person--Is This What We Really Need?" Marketing Research Council, 1976.

"Problems in Communicating Market Research Findings to Non-Research Clients and What to Do About Them American Marketing Association (New York Chapter) New Products Workshop, 1973.

"Television and Credential Society." Seminar on Communications and Society, University of Wisconsin, Milwaukee, 1972.

"The Real Uses of Marketing Research." Annual Meeting, American Association for Public Opinion Research, 1968.

Full-Time Business Experience [Firms are or were large national advertising agencies]

[For details of recent consulting activities, please contact me.]

1987-1991 Senior Vice President--Research, N. W. Ayer Inc., New York City.
[Cunningham & Walsh was acquired by Ayer in 1987.]

1986--Managing Director/Board of Directors (Committees: Strategy and Planning Committee, Quality Committee), Cunningham & Walsh, Inc., New York City.

1981-1987 Director of Research and Strategy Planning 1985--Trustee, Profit-Sharing Plan

1982--Senior Vice President

1981--Vice President

1979-1981 Vice President, Director of Research, New York Office, Kenyon & Eckhardt, Inc.

1978-1979 Vice President, Director of Research Development, J. Walter Thompson Company, New York.

1972-1974 (On leave from Cornell) Vice President, Associate Research Director, Benton & Bowles, Inc., New York City.

1964-1969 Vice President, Manager of Research Department, Foote, Cone & Belding, New York City.

1960-1964 Senior Project Director, Research Department, Kenyon & Eckhardt, Inc., New York City

Related Activities

2002-present Advisory Council, HCD research (specializing in current issues in marketing and society)

2003-present Member, Review board, *International Journal of Advertising*

2001-2003 Member, Review Board, *Journal of Marketing History*

1997-2003 Continuing Education Subcommittee, Advertising Research Foundation

1997- 2000 Industry Relations Committee, American Academy of Advertising

1996-2002 Judge, Edison New Products Award (AMA)

1995-1999, Board of Directors, New York American Marketing Association

1995-present Judge, Ogilvy Awards for Research (ARF)

1992-1997 Chair, Marketing Sub-Committee, Advisory Council, National Neurofibromatosis Foundation

1992-2002 Technical Advisory Committee, Advertising Research Foundation

1991-2002 Copy Research Council, Advertising Research Foundation

1984-2002 Judge, Effie Awards for Effective Advertising,

1994-1996 Task force on training programs, Advertising Research Foundation

1993 Organizer and president, "Advertising Copywriters to Advertising Researchers: "How I Work." Special conference sponsored by the Advertising Research Foundation, November.

1987-1992 Accreditation Panel, Accrediting Council for Education in Journalism and Mass Communication

Site visits: 1988 Virginia Commonwealth
1990 University of Alabama

1987- 1990 Marketing Council, American Management Association

1987 Chairman, Advertising Research Foundation Conference on Qualitative Research

1986 Radon Risk Information Effectiveness Advisory Panel, U.S. Environmental Protection Agency

1985-1987 Academic/Industry Review Committee, Advertising Educational Foundation

1984-1987 Committee on Research, American Association of Advertising Agencies

1983-1993 Qualitative Research Council, Advertising Research Foundation

1982-1991 Faculty member, Institute of Advanced Advertising Studies, New York Council, American Association of Advertising Agencies

1982-1992 Editorial Review Board, Journal of Advertising Research

1978-1983 Sub-Committee on Research Standards, Advertising Research Foundation

1978-1982 Advisory Board, Cornell Alumni University

1978-1982 Chairman, Business Department Advisory Council, Skidmore College

1978-1979 Panel on Patient Package Inserts, Institute of Medicine, National Academy of Sciences

Articles and Reports in the Trade Press

"Bridging Theory and Practice in Marketing Research." Marketing Review Panel. Marketing Review, October, 1995.

"Turnabout: Agency Creatives Evaluate Research." Marketing Review Panel. Marketing Review, January, 1994

"Is Brand Equity a Hoax?" (with Michael Amoroso), Marketing News, July 19, 1993.

"Brand Equity is Nice--Until You Have to Use It." Marketing News, September 28, 1992.

"Strategic Planning: Who Is Beneficiary?" Advertising Age, January 25, 1982.

"New Grads Must Prove They Have Skills Employers Seek," Marketing News, July 25, 1980.

"Magic Doesn't a Product Make." Advertising Age, April 14, 1979.

"On-the-Air Test Scores May Not Be Telling All," (with S. Yuspeh), Advertising Age, February 19, 1979.

"Sources You'd Never Expect May Offer New Competition for Advertising Agencies," Advertising Age, April 10, 1978.

"Agencies Don't Need Personnel 'Experts'", Advertising Age, November 7, 1977.

"The Case for Admen Over 45...." Advertising Age, August 16, 1976.

"Why I Won't Teach Advertising, Advertising Age, June 24, 1976.

Articles Published About My Work

"Who's on First? Is the Greatest Threat to Creativity in Advertising Today the Client's Bottom Line or the Consumers?" *Adweek*, November 24, 1997.

"Hypothesis-Free Research' Needed to Avoid Marketing Stereotypes," *Marketing News*, June 6, 1986.

"Marketing Under the Microscope in Hawaii," *Los Angeles Times*, April 4, 1986.

"Classifying Consumers," pp. 267-268 in *Advertising Age Yearbook*, 1984.

"Brand Personality Clusters Offer Vivid Consumer Profiles," *Marketing News*, May 12, 1983.

"Purchases Hold Key to Consumer Profile," *Advertising Age*, April 4, 1983.

"Unanticipated Consequences of the New Technology," *Marketing News*, September 18, 1981.

"Researchers Must Have Decision-Making Power...." *Marketing News*, January 9, 1981.

"Adman Kover: MBA Is Wasteful...." *Marketing News*, July 27, 1979.

"Office Politics: How To Live With It," *Money*, December, 1976.

"Machiavellian Business," *Boardroom Reports*, July 15, 1976.

"Management: The Way of The Prince," *Newsweek*, March 8, 1976.

"Machiavellian Tactics for B-School Students," *Business Week*, October 12, 1975.

Awards and Recognition

1995-2006 Who's Who in Education

1994-2006 Who's Who in the East

1976 Justice Foundation Award for Outstanding Teaching, Cornell University.

1968-1970 Special Research Fellowship, National Institute of Mental Health, Yale University.

1959 Wilson University Fellowship, Yale University.

1954-1957 University Scholarship, Yale University.

1949-1954 New York State Regents Scholarship and Cornell State Scholarship.

Honorary and Professional Associations

Market Research Council 1975-present. (Councilman at large, 1986-87, President, 1989-90) [The Market Research Council is the oldest professional market research organization in the United States. Active membership is limited to 80 senior marketing- and advertising-research executives.]

Advertising Agency Research Directors Council, 1981-1987.
(President, 1981-82, Vice-President, 1985-86)

Communications Research Council (1987-1995)

American Marketing Association, Executive Member; Board of Directors, New York Chapter (1998-2001)

Association for Consumer Research

American Sociological Association

Society for Applied Anthropology, Fellow (1960-2004)

Military Service

First Lieutenant, U. S. Army, 60th Field Artillery Battalion, Heilbronn a/N, Germany.

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