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**ACADEMIC DEGREES:**

- ◆ *Doctor of Philosophy in Business* (Marketing major), February 1997, **Baruch College, City University of New York**, New York, New York.
- ◆ *Master of Philosophy* (Marketing major), May 1994, **Baruch College, City University of New York**, New York, New York.
- ◆ *Master of Business Administration*, October 1980, **College of Business Administration, University of the Philippines**, Quezon City, Philippines.
- ◆ *Bachelor of Arts in Economics*, April 1979, **School of Economics, University of the Philippines**, Quezon City, Philippines.

**ACADEMIC EXPERIENCE AND APPOINTMENTS:**

- ◆ *Professor of Marketing, California State University, East Bay*, Hayward, CA (September 2009-present)
- ◆ *Visiting Professor of Marketing, University of Graz*, Graz, Austria (June 2009-present)
- ◆ *Associate Professor of Marketing, California State University, East Bay*, Hayward, CA (September 2003-August 2009)
- ◆ *Assistant Professor of Marketing, California State University, East Bay*, Hayward, CA (September 1995-August 2003)
- ◆ *Adjunct Lecturer, Baruch College, NY* (February 1988-July 1995)

**SELECTED PUBLICATIONS:**

**Peer-reviewed Journal Articles**

- ◆ "What's on the Agenda? A More Effective Use of Presentation Slides in a Marketing Course" *Journal of Academy of Business and Economics* 15(2), 2016 (co-authored with Thomas Foscht, William Reisel, and Swee-Lim Chia) pp.35-40.
- ◆ "Survival Strategies for Small Stores." *European Journal of Business Research*, 14(2), 2014 (co-authored with Thomas Foscht, William Reisel, and Swee-Lim Chia) pp. 57-64.
- ◆ "Retaining or Returning: Some Insights for a Better Understanding of Return Behaviour in the Mail Order Industry." *International Journal of Retail and Distribution Management*, 41(2), 2013, (co-authored with Thomas Foscht, Karin Ernstreiter, Indrajit Singh, Bernhard Swoboda). pp. 113-134.

- ◆ “The Effects of Job Insecurity, Trust, and Ethical Ideology on Negotiation”, Online Journal of Social Science Research, 1(8), November 2012 (co-authored with William Reisel, Moshe Banai, and Hans de Witte), pp.221-230.
- ◆ “*Developing Selling Strategies for Second-hand Goods*,” International Journal of Strategic Management, 12(2), 2012 (co-authored with Thomas Foscht, William Reisel, Swee L. Chia, and Norman Smothers), pp.138-144.
- ◆ “*Increasing Strategic Effectiveness by Deconstructing Relationship and Retention Strategies*,” International Journal of Strategic Management, 11(1), 2011 (co-authored with Thomas Foscht, Swee L. Chia, and William Reisel), pp. 159-166.
- ◆ “*Toward an Integrated Typology of Consumer Motives for Buying Gray Market Goods*,” Review of Business Research, 10(2), 2010 (co-authored with Swee L. Chia, Thomas Foscht, and William Reisel), pp. 45-55.
- ◆ “*Banking on the Youth: The Case for Finer Segmentation of the Youth Market*,” Young Consumers, 11(4), 2010 (co-authored with Thomas Foscht, Judith Schloffer, Swee L. Chia, and Indrajit Sinha), pp. 264-276.
- ◆ “*Debit and Credit Card Usage and Satisfaction: Who Uses Which and Why—Evidence from Austria*,” International Journal of Bank Marketing, 28(2), 2010 (co-authored with Thomas Foscht, Bernhard Swoboda, and Swee L. Chia), pp. 150-165.
- ◆ “*Assessing the Outcomes of Generation Y Customers’ Loyalty*,” International Journal of Bank Marketing Vol. 27(3) April 2009 (co-authored with Thomas Foscht, Judith Schloffer, and Swee L. Chia), pp. 218-241.
- ◆ “*Exploring the Impact of Customer Satisfaction on Food Retailer’s Evolution: Managerial Lessons from Austria*,” in Journal of International Food and Agribusiness Marketing Vol. 21(1), January-March 2009 (with Thomas Foscht, Bernhard Swoboda, Swee L. Chia, and Judith Schloffer as co-authors), pp. 67-82.
- ◆ “*Potentials of RFID Application in Retailing: A Conjoint-based Preference Analysis*,” European Retail Research, Vol. 22, October 2008 (with Thomas Foscht, Herbert Kotzab, and Christoph Schroder as co-authors), pp.159-176.
- ◆ “*The Impact of Culture on Brand Perceptions: A Six-Nation Study*,” Journal of Product and Brand Management, Vol. 17(3), June 2008 (co-authored with Thomas Foscht, Bernhard Swoboda, Dirk Morschett, and Indirit Sinha), pp. 131-142 (**cited as Highly Commended Article by editorial board**).
- ◆ “*Retailer Response to Environmental and Competitive Changes in the United States*,” Marketing and Research Today, May 1996 (co-authored with David J. Rachman) pp. 124-130.

#### **Peer-reviewed Conference Proceedings**

- ◆ “*Integrative Multi-Channel Communication in Pharmacy Retailing*,” in 22nd EIRASS International Conference on Recent Advances in Retailing and Service Science Book of Abstracts, European Institute of Retailing and Services Studies (EIRASS), Edinburgh, Scotland, July 2016 (co-authored with Johanna Slais and Thomas Foscht)
- ◆ “*What’s on the Agenda? A More Effective Use of Presentation Slides in a Marketing Course*” at the Proceedings of the 16<sup>th</sup> International Academy of Business and Economics (IABE) Summer Conference, at Florence/Pisa, Italy, June 16-18, 2016, (co-authored with Thomas Foscht, William D. Reisel, and Swee-Lim Chia.

- ◆ *"Deconstructing Retailer Strategies to Form a Holistic Typology,"* in Proceedings of the 2015 IABE International Conference, International Academy of Business and Economics, Rome, Italy, June 2015 (co-authored with Thomas Foscht, William D. Reisel, and Swee-Lim Chia)
- ◆ *"The Effects of Hassling and Uplifting Events on Stress and Satisfaction: An Empirical Study in the Context of Shopping Centers,"* 21st EIRASS International Conference on Recent Advances in Retailing and Service Science Book of Abstracts, European Institute of Retailing and Services Studies (EIRASS), Bucharest, Romania, July 2014 (co-authored with Marion Brandstatter, and Thomas Foscht).
- ◆ *"Internal Marketing Redux: The Relationship of Wartime Conditions and Perceptions of Job Insecurity,"* in Proceedings of the 6<sup>th</sup> Global Islamic Marketing Conference, International Islamic Marketing Association, Istanbul, Turkey, May 2015 (co-authored with Ali Bassam Mahmoud and William D. Reisel),
- ◆ *"Consumers' Strategies to Cope with Crowding-induced Stress,"* 20th EIRASS International Conference on Recent Advances in Retailing and Service Science Book of Abstracts, European Institute of Retailing and Services Studies (EIRASS), Philadelphia, PA, July 2014 (co-authored with Marion Brandstatter, and Thomas Foscht).
- ◆ *"An Alternative Structural Approach to Using Case Studies in Teaching Culturally-Diverse Classes,"* in Proceedings of the 2013 IABE International Conference, International Academy of Business and Economics, Bangkok, Thailand, June 2013 (co-authored with Thomas Foscht, William D. Reisel, Swee-lim Chia, and Norman Smothers).
- ◆ *"The Impact of Hassles and Uplifts on Stress, Excitement, and Satisfaction in a Retail Setting,"* in Proceedings of AMS, 42nd Annual Conference, Academy of Marketing Science, Monterey, CA, May 2013, (co-authored with Marion Brandstatter, Florian Dorner, and Thomas Foscht).
- ◆ *"Ascription of Symbolic Brand Meaning: The Interrelationship among Consumers, Brands, and Reference Groups,"* Proceedings of the AMA 2013 Winter Educators' Conference, American Marketing Association, Las Vegas, NV, February 2013, (co-authored with Manfred Hammerl, Florian Dorner, Thomas Foscht, and Marion Brandstatter).
- ◆ *"Developing Selling Strategies for Second-hand Goods: A Preliminary Step"* in Proceedings of the IABE 2012 Summer Conference, International Academy of Business and Economics, Venice, Italy, June 2012, co-authored with Thomas Foscht, William D. Reisel, Swee-lim Chia, and Norman Smothers).
- ◆ *"The Lonesome Online Shopper: The Impact of Loneliness on Impulsive Buying Behavior in an Online Retailing Environment,"* in the Proceedings of European Marketing Academy 2012 Conference. Lisbon, Portugal, May 2012 (co-authored with Thomas Foscht, Florian Dorner, and Lan Wu).
- ◆ *"Do Not Reply: An Analysis of Refused Interactivity,"* in the Proceedings of the 2012 American Marketing Association/American Collegiate Retailing Association (AMA/ACRA) Retailing Conference. Seattle, WA, April 27-29, 2012 (co-authored with Thomas Foscht and Judith Schloffer).
- ◆ *"Consumers' Strategies to Cope with Overload Confusion-Induced Stress,"* in the Proceedings of the 2012 American Marketing Association (AMA) Winter Educators' Conference. St. Petersburg, FL, February 17-19, 2012 (co-authored with Thomas Foscht and Marion Brandstatter)
- ◆ *"Are You Lonesome Tonight? The Impact of Loneliness on Consumer Retail Spending,"* in the Proceedings of European Marketing Academy 2011 Conference. Ljubljana, Slovenia, May 2011 (co-authored with Thomas Foscht, Florian Dorner, and Lan Wu).

## **B. Books and Book Chapters**

- ◆ *The Product and Branding Strategy of Muji* in Zentes, J. B. Swoboda, and D. Morschett (eds.) Fallstudien zum Internationalen Management, 4th edition, Weisbaden (co-authored with T. Foscht, I. Sinha, and J. Schoffler) 2011.