

**CAROL KAUFMAN-SCARBOROUGH, PH.D.**  
**PROFESSOR OF MARKETING**  
CURRICULUM VITA – May 2015

Rutgers University School Of Business  
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#### **EDUCATION**

- Temple University, Philadelphia, Pennsylvania: Doctor of Philosophy, May, 1986.
- Rensselaer Polytechnic Institute, Troy, New York: M.B.A., May, 1978.
- Duquesne University, Pittsburgh, PA: B.S. (Mathematics), August, 1974, magna cum laude.

#### **ACADEMIC POSITIONS** - Rutgers University School of Business, Camden, NJ

- Professor of Marketing: July 1, 2005 to present
- Associate Professor of Marketing: July 1992 to June 30, 2005
- Assistant Professor of Marketing: July, 1986 - June 1992
- Adjunct Instructor of Marketing: January, 1983 - June, 1986:

#### **ACADEMIC AWARDS**

- May 2015: *Time & Society* Most-Cited Articles as of May 1, 2015: Carol Kaufman-Scarborough (2006) , "Time Use and the Impact of Technology: Examining workspaces in the home," *Time & Society* March 15: 57-80, doi:10.1177/0961463X06061782.
- April 2012, "Best Reviewer Award" for 2012 from the *Journal of Consumer Affairs*.
- 2004: "Polychronic Tendency Analysis: A New Approach to Understanding Women's Shopping Behaviors", published in *Journal of Consumer Marketing* with Jay D. Lindquist (2004), selected to receive the "Bright Idea Award" sponsored by the Stillman School of Business at Seton Hall University and the NJPRO Foundation.
- 2001: "Toward the Development of a Measure of Retail Quality of Life for Color-deficient Consumers," selected as one of the best papers of the 2001 ISQOLS Conference.
- 1997 Award for Excellence: Highly Commended, given by the Literati Club, for "A New Look at One-Stop Shopping: A TIMES Model Approach to Matching Store Hours and Shopper Schedules," *Journal of Consumer Marketing*, Vol. 13, Issue 1, 1996, with Paul M. Lane.
- 1993, Best Paper Award, Consumer Behavior Track, for "Role Overload and the Perception of Time Pressure," Atlantic Marketing Association Conference, with Paul M. Lane.
- 1990, Runner-up, Best Paper Award, Academy of Marketing Science Conference, for "The Art of Time," with Esther S. Page-Wood and Paul M. Lane.
- 1989, Best Paper Award, Consumer Behavior Track, American Marketing Association Educators' Conference, for "Coupon Use Differences Between Hispanics and Anglos: Barrio and Anglo Neighborhood Samples," with Sigfredo A. Hernandez.
- 1985, Winner, Jane K. Fenyo Student Paper Competition, Academy of Marketing Science.
- 1983, AMA Doctoral Consortium, University of Michigan.
- 1982-1983, University Fellowship, Temple University.
- 1979-1982, Graduate and Professional Opportunities Program Fellowship, Temple University.

#### **TEACHING AWARDS**

- 2013, Warren I. Susman Award for Excellence in Teaching, one of the highest honors that Rutgers bestows in recognition of innovative classroom instruction.
- 2005, Outstanding Retailing Educator Award, sponsored by the Center for Retailing Studies, Texas A&M University; JCPenney; and the National Retail Federation.
- 2004, Academy of Marketing Science Outstanding Teacher in Marketing Award.
- 2002, Lindback Distinguished Teaching Award, Christian R. and Mary F. Lindback Foundation, Philadelphia
- 2001, Rutgers University Camden School of Business Superior Award for Teaching.
- 1999, Rutgers University-Camden Alumni Association Outstanding Faculty Award.
- 1999, Rutgers University-Camden School of Business Teaching Award for excellence in teaching.
- 1995, Provost's Teaching Excellence Award, Camden Campus, Rutgers University.
- 1989-1990, Rutgers School of Business, Teaching Award for excellence in teaching.

## PUBLICATIONS – REFEREED ACADEMIC JOURNALS

- Kaufman-Scarborough, Carol (2011), "Households: A Systematic Unit of Analysis through History," *Journal of Historical Research in Marketing* Special Issue on the Scholarship of Donald F. Dixon, Vol. 3, No. 1, 76-95.
- Kaufman-Scarborough, Carol, Maureen Morrin, and Eric Bradlow (2010), "Improving the Crystal Ball: Harnessing Consumer Input to Create Retail Prediction Markets" *Journal of Research in Interactive Marketing*, Vol. 4, No. 1, 30-45.
- Kaufman-Scarborough, Carol and Terry L. Childers (2009), "Understanding Markets as Online Public Places: Insights from Consumers with Visual Impairments," *Journal of Public Policy & Marketing*, Volume 28 (1), special issue on consumption constraints, 16-28.
- Kaufman-Scarborough, Carol and Sandra Forsythe (2009), Guest Editors, "Current Issues in Retailing: Relationships and Emerging Opportunities: Introduction to the Special Issue from the American Collegiate Retailing Association 2005 and 2006 Conferences," *Journal of Business Research*, Volume 62, Number 5 (May), 517-520.
- Childers, Terry and Carol Kaufman-Scarborough (2009), "Expanding Opportunities For Online Shoppers With Disabilities," *Journal of Business Research*, Volume 62, Number 5 (May), 572-578.
- Parker, Richard, Carol Kaufman-Scarborough, and Jon C. Parker (2007), "Libraries in Transition to a Marketing Orientation: Are Librarians' Attitudes a Barrier?" *International Journal of Nonprofit and Voluntary Sector Marketing* 12: 1-17.
- Jay D. Lindquist and Carol Kaufman-Scarborough (2007), "The Polychronic-Monochronic Tendency Model: Scale Development and Validation," *Time & Society*. Vol. 16 No. 2/3, pp. 269–301.
- Baker, Stacey Menzel, Jonna Holland, and Carol Kaufman-Scarborough (2007) "How Consumers with Disabilities Perceive 'Welcome' in Retail Servicescapes: A Critical Incident Study," *Journal of Services Marketing*, Volume 21, Issue 3, pp. 160-173.
- Kaufman-Scarborough, Carol (2006), "Time Use and the Impact of Technology: Examining Workspaces in the Home," *Time & Society*, Volume 15 No. 1, pp. 57-80.
- Kaufman-Scarborough, Carol and Stacey Menzel Baker (2005), "Do People with Disabilities Believe the ADA Has Served Their Consumer Interests?" *Journal of Consumer Affairs*, 39:1 (Summer): 1-26.
- Lindquist, Jay D. and Carol Kaufman-Scarborough (2004), "Polychronic Tendency Analysis: A New Approach to Understanding Women's Shopping Behaviors", *Journal of Consumer Marketing*, 21:5 (May): 332-342.
- Kaufman-Scarborough, Carol and Judy Cohen (2004), "Unfolding Consumption Impulsivity: An Existential-Phenomenological Study of Consumers with Attention Deficit Disorder", *Psychology & Marketing*, Vol. 21(8), 637-669.
- Kaufman-Scarborough, Carol and Jay D. Lindquist (2003), "Understanding Perceptions of Time Scarcity: "Linking Consumer Time Personality and Marketplace Behavior", *Time & Society*, Volume 12, Number 2/3 (September), 349-370.
- Kaufman-Scarborough, Carol (2003), "Two Perspectives on The Tyranny of Time: Polychronicity and Monochronicity as Depicted in *Cast Away*," *Journal of American Culture*, Volume 26 (1) , 87-95.
- Kaufman-Scarborough, Carol and Jay D. Lindquist (2002), "E-shopping in a Multiple Channel Environment," *Journal of Consumer Marketing*, Vol. 19, No. 4, 333-350.
- Baker, Stacey Menzel and Carol Kaufman-Scarborough (2001), "Marketing And Public Accommodation: A Retrospective On Title III Of The Americans With Disabilities Act," *Journal of Public Policy and Marketing*, Volume 20, No. 2 (Fall), 297-304.
- Kaufman-Scarborough, Carol (2001), "Accessible Advertising for Visually-Disabled Persons: The Case of Color Deficient Consumers," *Journal of Consumer Marketing*, Volume 18 (Summer), Number 4, 303-316.

- Kaufman-Scarborough, Carol (2001), "Sharing The Experience Of Mobility Disabled Consumers: Building Understanding Through The Use Of Ethnographic Research Methods," Special Issue of the *Journal of Contemporary Ethnography* focusing on Marketing, Consumer Behavior, and Ethnography, edited by Eric J. Arnould, Vol. 30 No. 4 (August), 430-464.
- Kaufman-Scarborough, Carol (2000), "Seeing Through the Eyes of the Color-Deficient Shopper: Consumer Issues for Public Policy," *Journal of Consumer Policy*, 23 (4):461-492.
- Kaufman-Scarborough, Carol (2000), "Asian American Consumers as a Unique Market Segment: Fact or Fallacy?" *Journal of Consumer Marketing*, Volume 17, No. 3 (Summer), 249-262. Also reprinted in *Annual Editions: Marketing (04/05, 03/03, 02/03, 01/02)*, Dushkin/McGraw-Hill, 26<sup>th</sup> through 23rd edition, edited by John E. Richardson, 104-113.
- Kaufman-Scarborough, Carol (1999), "Reasonable Access for Mobility-Disabled Persons is More Than Widening the Door," *Journal of Retailing*, Volume 75, No. 4, 479-508.
- Kaufman-Scarborough, Carol and Jay D. Lindquist (1999), "Time Management and Polychronicity: Comparisons, Contrasts, and Insights for the Workplace," *Journal of Managerial Psychology*, special issue on Polychronicity, Vol. 14, Numbers 3 /4, 288-312.
- Kaufman-Scarborough, Carol (1998), "Retailers' Perceptions of the ADA: Suggestions for Low-Cost, High-Impact Accommodations for Disabled Shoppers," *Journal of Consumer Marketing*, 15(2/3), 94-110.
- Kaufman, Carol Felker and Paul M. Lane (1997), "Understanding Consumer Information Needs: The Impact of Polychronic Time Use," *Telematics and Informatics*, special issue ed. Ruby Roy Dholakia, Vol. 14, No. 2, 173-184.
- Kaufman, Carol Felker and Paul M. Lane (1996), "A New Look at One-stop Shopping: A TIMES Model Approach to Matching Store Hours and Shopper Schedules," *Journal of Consumer Marketing*, Vol. 13, n 1, 5-24.
- Kaufman, Carol Felker (1995), "Shop 'Til You Drop: Tales from a Physically Challenged Shopper," *The Journal of Consumer Marketing*, Vol. 12, No. 3, 51-67.
- Kaufman, Carol Felker and Paul M. Lane (1994), "Shopping 24 Hours a Day: A Consumer Need or a Losing Strategy?" *Journal of Shopping Center Research*, New York City: International Council of Shopping Centers Educational Foundation, 81-159.
- Kaufman, Carol Felker and Paul M. Lane (1994), "In Pursuit of the Nomadic Viewer," *Journal of Consumer Marketing*, Vol. 11, No. 4, 5-18.
- Bluedorn, Allen C., Carol J. Kaufman, and Paul M. Lane (1992), "How Many Things Do You Like to Do at Once? An Introduction to Monochronic and Polychronic Time," *The Academy of Management Executive*, Volume 14, Number 3/4, 17-26. Also reprinted in Francesco, Anne Marie and Barry Allen Gold (1998), *International Organizational Behavior: Text, Readings, Cases, and Skills*, Prentice-Hall Business Publishing.
- Lane, Paul. M. and Carol Felker Kaufman (1992), "Time in Joint Ventures," in *Journal of Strategic Change*, volume 1, 259-272.
- Kaufman, Carol J. and Sigfredo A. Hernandez (1991), "The Role of the Bodega in a U.S. Puerto Rican Community," *Journal of Retailing*, Volume 67, Number 4 (Winter), 375-396.
- Kaufman, Carol J., Paul M. Lane, and Jay D. Lindquist (1991), "Exploring More than Twenty-Four Hours a Day: A Preliminary Investigation of Polychronic Time Use," *Journal of Consumer Research*, 18 (December), 392-401.
- Kaufman, Carol J., Paul M. Lane, and Jay D. Lindquist (1991), "Time Congruity in the Organization: A Proposed Quality of Life Framework," *Journal of Business and Psychology*, in Special Issue on Quality-of-Life Studies in Marketing and Management, Ed. M. Joseph Sirgy, Vol. 6 No. 1 (Fall), 79-106.
- Kaufman, Carol J. (1990), "Coupon Use in Ethnic Markets: Implications from a Retail Perspective," *The Journal of Consumer Marketing*, Vol. 8, No. 1 (Winter), 41-51.
- Kaufman, Carol J. and Sigfredo A. Hernandez (1990), "Barriers to Coupon Use: A View from the Bodega," *Journal of Advertising Research*, Vol. 30, No. 5 (October/November), 18-25.

- Hernandez, Sigfredo A. and Carol J. Kaufman (1990) "Marketing Research in Hispanic Barrios: A Guide to Survey Research," *Marketing Research*, (March)11-27.
- Kaufman, Carol J. (1990) "Usage Versus Ownership: Suggestions for Refining Studies of Time-Savings and Wives' Employment," *The Journal of Consumer Marketing*, Vol. 7, No.1 (Winter), 23-30.
- Kaufman, Carol J. (October 1988), "The Application of Logical Imputation to Household Measurement," *Journal of the Market Research Society*, Vol. 30, No. 4, 453-466.
- Kaufman, Carol J. (1987), "The Evaluation of Marketing in a Society: The Han Dynasty of Ancient China," *Journal of Macromarketing*, 7 (Fall), 52-64.

## WORKING PAPERS

- Kaufman-Scarborough, Carol (2015), "Forces for Change in Consumer Access: A Retrospective Analysis of the Hollister Case," this paper looks at the 20 year history of court cases regarding the ADA as an indicator of success of the ADA's effectiveness, court case data collection in process.
- \_\_\_\_\_ (2015), "Time, Technology, and Distracted Parenting: Public Policy Considerations for Cell Use During Childcare," database collected Summer 2014, in analysis.
- \_\_\_\_\_ (2015), "Online Behavioral Advertising: Are Consumer Concerns Changing their Online Behavior?" database collected Summer 2014, analysis to be conducted in Summer 2015.
- \_\_\_\_\_ (2015), "Empowerment and Resilience among Homeless Consumers: A New Look at Online Evidence," in process, data mining from blogs by permission of moderator, in process.
- \_\_\_\_\_ (2014), "The Inclusion/Ability Matrix: A New Tool for Vulnerability Analysis," presented as poster session, in development for future publication.

## CHAPTERS IN BOOKS

- Kaufman-Scarborough, Carol (in press), "Social Exclusion: A Perspective on Consumers with Disabilities," in *Vulnerable Consumers: Conditions, Contexts, Characteristic*, Susan Dunnett, Kathy Hamilton, and Maria Piacentini (Eds.), Routledge Critical Marketing Series, forthcoming , Summer 2015.
- Kaufman-Scarborough, Carol (2003), "Toward the Development of a Measure of Retail Quality of Life for Color-deficient Consumers," in *Advances In Quality-Of-Life Theory And Research*, edited by M. Joseph Sirgy, Don Rahtz, and A.C. Samli, (Dordrecht, The Netherlands, Kluwer Academic Publishers, 2003), pp. 165-178.
- Kaufman-Scarborough, Carol (2003), "Integrating Consumer Disabilities into Models of Information Processing: Color-vision Deficiencies and Their Effects on Women's Marketplace Choices", *Gendering Disability*, ed. Bonnie G. Smith and Beth Hutchison, Institute for Research on Women. Rutgers, The State University of New Jersey: Rutgers University Press pp. 272-285.
- Kaufman, Carol Felker and Paul M. Lane (1996), "Time and Technology: The Growing Nexus," in *New Infotainment Technologies in the Home: Demand-Side Perspectives*, edited by Ruby Roy Dholakia, Norbert Mundorf, and Nikhilesh Dholakia, Lawrence Erlbaum Associates, 173-184
- Lane, Paul M. and Carol Felker Kaufman (1994), "Time Processing Matrix: A Tool for Strategic Managers," in *The International Review of Strategic Management*, Vol. 5, edited by David Hussey, Chapter 12, 285-308.
- Kaufman, Carol Felker and Paul M. Lane (1994), Time, Potency, and Exchange: Making the Most of the Time Resource," in *Marketing Exchange Relationships, Transactions, and Their Media*, edited by Franklin S. Houston, New York: Quorum Books, 77-98.
- Lane, Paul M. and Carol Felker Kaufman (1993), "Using Time in Strategic Marketing," in *Perspectives on Marketing Management - Volume III*, John Wiley Publishing Company, 333-357.
- Cohen, Judy and Carol J. Kaufman (1991), "The Impact of Subculture on Black Spousal Decision Making," in *Research in Consumer Behavior*, Vol. 5, edited by Elizabeth C. Hirschman, Greenwich, CT: JAI Press, 1-31.

Hernandez, Sigfredo A. and Carol J. Kaufman (1991), "Measuring Consumer Acculturation: Coupon Usage among 'Barrio' Hispanics," in *Research in Consumer Behavior*, Vol. 5, edited by Elizabeth C. Hirschman, Greenwich, CT: JAI Press, Inc., 61-82.

Bonfield, E. H., Carol Kaufman, and Sigfredo Hernandez, (1984) "Household Decision Making: Units of Analysis and Decision Processes," in *The Changing Household*, ed. Mary Lou Roberts and Lawrence Wortzel, Cambridge, Massachusetts: Ballinger Co., 231-263.

## **ABSTRACTS – RESEARCH PRESENTED AT ACADEMIC CONFERENCES**

Kaufman-Scarborough, Carol (2015) , "Forces for Change in Consumer Access: A Retrospective Analysis of the Hollister Case," competitive paper to be presented at the Marketing & Public Policy Conference, Washington, DC. (June 2015).

\_\_\_\_\_ (2014), "The Inclusion/Ability Matrix: A New Tool for Vulnerability Analysis," Poster Session at Marketing & Public Policy Conference, Boston, MA (May 2014).

\_\_\_\_\_ (2013), "Transportation Studies Reveal Barriers for Persons with Disabilities: Using The Concept of Continuous Sequence," competitive paper presented at the Marketing & Public Policy Conference, Washington, DC. (May 2013).

\_\_\_\_\_ (2013), "Time, Technology, and Distracted Parenting: Public Policy Considerations for Cell Use During Childcare," Poster Session at Marketing & Public Policy Conference, Washington, DC. (May 2013).

\_\_\_\_\_ (2012), "Social Justice Gaps within the School Breakfast and Lunch Programs: The Need for Effective Policy Implementation," presented at the 2012 AMA Marketing & Public Policy Conference, Atlanta, GA.

\_\_\_\_\_ (2011), " The Hidden Rise of the Motel Families: Macromarketing Perspectives on the Hidden Homeless," presented at the 2011 Macromarketing Conference, Williamsburg, VA.

\_\_\_\_\_ (2011), "Planning for a Disaster and Relying on Manufacturers' Standards: The Interplay between Hurricane Charley and Manufactured Homes," presentation at the 2011 Marketing and Public Policy Conference," Washington, DC.

Hunt, James M., Carol Kaufman-Scarborough, Scott Hoenig, Nicola Klein, and Kerry Chip (2010), "The Role of Culture in the Assimilation of Materialistic Values: The Case of South Africa Society," *Working Paper Session, 2010 Association for Consumer Research Conference (October)*, Jacksonville, FL.

Kaufman-Scarborough, Carol (2009), "Sustainability: What can we learn from consumption constraints?" Proceedings of the 2010 Marketing & Public Policy Conference (June): Denver, 122-123.

Akagun, Elif Ergin and Carol Kaufman-Scarborough (2009), " Examining Immigrant Turkish Household Food Consumption: Consumer Insights for Food Acculturation Models," Working Paper Session, 2009 Association for Consumer Research Conference (October), Pittsburgh, PA.

Ruxandra Niculescu, Mark O'Leary, Ryan Schiffino, and Carol Kaufman-Scarborough (2009), "Online Banking and Identity Theft: Update and Call for Action," accepted for working paper session, 2009 Marketing & Public Policy Conference.

Kaufman-Scarborough, Carol and Joslann Gray (2008), "Working Around the Clock: Public Policy Agenda and Concerns," Proceedings of 2008 Marketing & Public Policy Conference, Philadelphia.

Kaufman-Scarborough, Carol and Terry L. Childers (2006), "Expanding Retail Spaces: Website Accessibility for Consumers with Visual Impairments" presented as part of the Special Session: Consumer Adaptation, Resistance And Redefinition of Spatial Limitation In The Marketspace, 2006 Association for Consumer Research Conference, Orlando, FL: September 2006.

William J. Jones, Terry L. Childers, and Carol Kaufman-Scarborough (2006), "Hedonic and Utilitarian Dimensions of Online Retail Shopping: Does Disability Matter?" Proceedings of the American Marketing Association Winter Educators' Conference.

- Kaufman-Scarborough, Carol (2005), "Getting There: How Does Transportation Affect Marketplace Participation By Consumers With Disabilities?" Proceedings of the 2005 Marketing & Public Policy Conference, May 2005, Washington, DC.
- Kaufman-Scarborough, Carol (2004), "Web Design Issues For Retailers: Understanding The Fear Factor" 2004 ACRA/NRF Conference, New York City, January, 2004.
- Lindquist, Jay D. and Carol Kaufman-Scarborough (2003), "Female Polychronic Tendency Model: Extension to Shopping Behavior," 2003 AMS/ACRA Conference, Columbus, Ohio, November 2003.
- Kaufman-Scarborough, Carol and Stacey Baker (2003), "Marketing's Contribution to the Perceptions of the Effectiveness of the Americans With Disabilities Act," 2003 Public Policy and Marketing Conference, with Stacey Baker, May 2003.
- Lindquist, Jay D. and Carol Kaufman\_Scarborough (2003), "Polychronic Tendency Models: A Gender Contrast Study," 2003 Academy of Marketing Science World Marketing Congress.
- Baker, Stacey Menzel, Carol Kaufman-Scarborough, Jonna Holland (2002), "Perceptions of 'Welcome' in Retail Environments for Consumers with Disabilities: A Critical Incident Study," presented at the 2002 American Marketing Association Marketing and Public Policy Conference, Atlanta, Georgia, May 2002.
- Kaufman-Scarborough, Carol and Jay D. Lindquist (2001), "A Closer Look at E-Shopping: Segmenting by Browsing and Purchasing Patterns," *Developments in Marketing Science*, Vol. 24, ed. by Mellissa Moore and Robert Moore (San Diego, CA: Academy of Marketing Science), 144.
- Kaufman-Scarborough, Carol (2001), "Examining Time in a Time of Great Change: Blurring the Lines between Work and Leisure in the E-Commerce Age," *Proceedings of the 2001 Winter AMA Conference, Marketing Theory and Applications Vol. 12*, edited by Ram Krishnan and Madhu Viswanathan, 214-215.
- Kaufman-Scarborough, Carol (2001), "The Matter of Time," presented at the 2001 Popular Culture Conference, Philadelphia, PA.
- Kaufman-Scarborough, Carol and Jay D. Lindquist (1999), "There's Never Enough Time: Exploring Time Scarcity," *Proceedings of the 1999 Association for Consumer Research Conference*, Columbus, Ohio.
- Kaufman-Scarborough, Carol (1998), "Integrating Consumer Disabilities into Models of Information Processing: Color-Vision Capacity Limitations and Their Effects on Consumer Choice," *Proceedings of the 1998 Association for Consumer Research Conference*, Montreal, Canada.
- Kaufman-Scarborough, Carol (1998), "Seeing Through the Eyes of the Color-Blind Shopper: Consumer Issues for Public Policy", *Proceedings of the 1998 Public Policy and Marketing Conference*, Arlington VA.
- Kaufman, Carol Felker (1997), "Investigating the Challenge of the Americans with Disabilities Act: Lessons from Ethnography," *Proceedings of the 1997 Public Policy and Marketing Conference*, Boston, 72-73.
- Lane, Paul M. and Carol Felker Kaufman (1995), "Tools of the Future in Strategic Planning," in *Proceedings of the Strategic Management Society 15th Annual International Conference*, Mexico City.
- Kaufman, Carol Felker and Paul M. Lane (1993), "Time Congruity: A Tool for Strategic Change," in *Proceedings of the Strategic Management Society 13th Annual International Conference, Integrating Strategy: The Power of Synthesis*, Chicago, Illinois..
- Kaufman, Carol Felker and Paul M. Lane (1993), "Fine-Tuning Perceptions of Past, Present, and Future: The Orientation/Horizon Matrix as a Buyer Behavior Tool," in *Proceedings of the 1993 American Marketing Association Winter Educators' Conference*, p.306-308.
- Kaufman, Carol Felker and Susan Holak (1993), "Time Orientation: Its Meaning, Its Measurement, and Its Role in Buyer Behavior," in *Proceedings of the 1993 American Marketing Association Winter Educators' Conference*, p. 305.
- Lindquist, Jay D., Carol Felker Kaufman, and Paul M. Lane (1992), "A Scenario Development Methodology in the Use of Time," *Proceedings of the 1992 American Marketing Association*.

- Lane, Paul M. and Carol Felker Kaufman (1990), "Time in Joint Ventures," in *Proceedings: Strategies for Business Ventures in Central and Eastern Europe: Building Strategic Alliances*, edited by Magdolna Csath and Robert J. Litschert, Budapest, Hungary, November 12-15, 1990, 24-25.
- Lane, Paul M. and Carol Felker Kaufman (1990), "The Importance of Developing Individual Time," in *Proceedings: Strategies for Business Ventures in Central and Eastern Europe: Building Strategic Alliances*, edited by Magdolna Csath and Robert J. Litschert, Budapest, Hungary, November 12-15, 1990, 69-70.
- Kaufman, Carol J. and Paul M. Lane (1990), "Spanning Time in the East/West Interface: Similarities and Differences in Temporal Perspectives," in *Facing East/Facing West: North America and the Asia/Pacific Region in the 1990s*, September 13-15, 1990, 94.
- Hernandez, Sigfredo A. and Carol J. Kaufman (1990), "A Comparative Analysis of the Small Grocery Store in Puerto Rican Communities: Puerto Rico and the United States," in the *Journal of Macromarketing*, Volume 10, Number 2, Fall 1990, 102.
- Lane, Paul M. and Carol Kaufman (1990), "Time Discrepancies: A Macro Analysis," in the *Journal of Macromarketing*, Volume 10, Number 2, Fall 1990, 104.
- Kaufman, Carol J. (1990), "Investigating Ethnic Identity and Consumption Symbolism: A Historical Approach," *Marketing History: The Emerging Discipline*, edited by Terence Nevett, Kathleen R. Whitney, and Stanley C. Hollander, April 29- May 1, 1989, 394-395

#### CONFERENCE , PANEL AND WORKSHOP PRESENTATIONS

- Kaufman-Scarborough, Carol (2015), "Separate and Unequal Experiences in the Created and Lived Retail Space: Gaps in the ADA's Implementation," forthcoming presentation at the 2015 Marketing & Public Policy Conference – Preconference Bridge Event, Washington, DC, June 4.
- \_\_\_\_\_ (2015), "Social Exclusion: A Perspective on Consumers with Disabilities," presented at Drexel University Marketing Research Series, February.
- \_\_\_\_\_ (2013), "Social Exclusion: A Perspective on Consumers with Disabilities," presented at the Vulnerable Consumers ESRC Seminar Series, Seminar 4: Social Exclusion and Vulnerability, University of Strathclyde, November 2013.
- \_\_\_\_\_ (2005), Jay D. Lindquist, Anusorn Singhapakdi, Paul D. Larson, Carol W. DeMoranville, and Erika Matulich (2005), Special Session: The Jane K. Fenyo Student Paper Award: History, Alumni, and Pathways to the Future, presented at the 2005 Academy of Marketing Science Conference.
- \_\_\_\_\_ (2003), "Integrating Consumer Disabilities into Models of Information Processing: Color-vision Deficiencies and Their Effects on Women's Marketplace Choices," presented at the Gendering Disability Conference, Institute for Research on Women. Rutgers, The State University of New Jersey.
- "Knowing the Customer: A Key to Shopping Center Success," presented at the National Retail Federation's 85th Annual Convention and EXPO, January 15, 1996, New York City, with Paul M. Lane.
- "Shopping 24 Hours a Day: A Consumer Need or a Losing Strategy," presentation at the ICSC Research Conference, Phoenix, Arizona (November 1994), with Paul M. Lane.
- Lane, Paul M. and Carol Felker Kaufman (1993), "The Internationalization of Costa Rican Business: Issues Facing A Developing Economy," presented at the Fourth International Conference on Marketing and Development, January 7-10, San Jose, Costa Rica.
- Session Co-Chair and Panel Participant: "The Time/Quality of Life Interface," a symposium at the Third Quality of Life/Marketing Conference, November 1989, Blacksburg, VA.

## ARTICLES IN REFEREED PROCEEDINGS

- Lindquist, Jay D. and Carol Kaufman-Scarborough (2003), "Situation-Specific Polychronic Time Use among Female Shoppers," *Proceedings of the 2003 AMS/ACRA Conference*, ed. Barry Berman and Chuck McMellon, November, Columbus, Ohio, 135-141.
- Kaufman-Scarborough, Carol (2002), "Disabilities Access in Cross-cultural Settings: The Case of the Republic of Korea," *Marketing Theory and Applications: Proceedings of the 2002 AMA Winter Marketing Educators' Conference*, ed. By Kenneth R. Evans and Lisa K. Scheer, 390-396.
- Lindquist, Jay D., Jodi Kneiling, and Carol Kaufman-Scarborough (2001), "Polychronicity and Consumer Behavior Outcomes Among Japanese and U.S. Students: A Study of Response to Culture in a U.S. University Setting," *Proceedings of the Tenth Biennial World Marketing Congress*, Vol. 10, Session 4.4, ed. by Harlan E. Spotts, H. Lee Meadow and Scott M. Smith (Coral Gables, FL: Academy of Marketing Science), 4 pages, CD-ROM.
- Kaufman-Scarborough, Carol (2001), "Understanding Disabled Consumers: A Framework for Study," *Proceedings of the 2001 Winter AMA Conference, Marketing Theory and Applications Vol. 12*, edited by Ram Krishnan and Madhu Viswanathan, 388-394.
- Lindquist, Jay D. and Carol Kaufman-Scarborough (2000), "Browsing and Purchasing in Selected Non-store Settings: A Contrast of Female and Male Shoppers," *Proceedings of the AMS/ACRA Retailing Conference*, Vol. IX, *Retailing 2000: Launching the New Millennium*, edited by Joel R. Evans and Barry Berman, 139-143.
- Lindquist, Jay D. and Carol Kaufman-Scarborough (2000), "Modeling the Television Viewer: Contributions from an Examination of Time Use," *Developments in Marketing Science*, Vol. 23. ed. by Harlan E. Spotts and H. Lee Meadow (Coral Gables, FL: Academy of Marketing Science), 204-208.
- Kaufman-Scarborough, Carol and Jay D. Lindquist (1999), "The Polychronic Attitude Index: Refinement and Preliminary Consumer Marketplace Behavior Applications," 1999 American Marketing Association Winter Educators' Conference Proceedings, *Marketing Theory and Applications*, Volume 10, edited by Anil Menon and Arun Sharma, 151-157.
- Kaufman, Carol Felker and Paul M. Lane (1997), "Too Much and Too Little Time: A Proposed Time Supply Scale," in *Proceedings of the 1997 AMA Winter Educators' Conference: Marketing Theory and Applications*, edited by Debbie Thorne LeClair and Michael Hartline, 284 - 290.
- Kaufman, Carol Felker, Paul M. Lane, and Eric Yorkston (1997), "Emerging Issues in Television Advertising Research: Some Preliminary Answers and Questions," *Proceedings of the 1997 Northeast Decision Sciences Conference*, edited by M. Javad Paknejad, 195-198.
- Lane, Paul M., Carol Felker Kaufman, and Gary M. Goscenski (1995), "The TIMES Model: A Resource Planning Tool for Entrepreneurial Growth," in H. Lee Meadow, M. Joseph Sirgy, and Don Rahtz, Editors, *Developments in Quality-of-Life Studies in Marketing*, Volume V (Dekalb, IL: Academy of Marketing Science), 26-31.
- Kaufman, Carol Felker (1995), "Challenges for Quality of Life Studies: The Impact of the ADA," in H. Lee Meadow, M. Joseph Sirgy, and Don Rahtz, Editors, *Developments in Quality-of-Life Studies in Marketing*, Volume V (Dekalb, IL: Academy of Marketing Science), 39-45.
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## GRANTS

1994: International Council of Shopping Centers Educational Foundation travel grant for selected presentation of report, *Shopping 24 Hours a Day: A Consumer Need or a Losing Strategy*, at the ICSC Research Conference, Phoenix, Arizona (Nov), with Paul M. Lane.

1993-1994: International Council of Shopping Centers Educational Foundation, project titled: *Shopping 24 Hours a Day: A Consumer Need or a Losing Strategy*, with Paul M. Lane.

1992-1993: Research grant in new product development through RITIM, The Research Institute for Telecommunications and Information Marketing - Project Titled "Understanding the Time Resources in Acquisition and Use of Technology."

1992-1993: Rutgers University Research Council Award.

1992-1993: funding from Kolon, Bittker, and Desmond Advertising Agency, Detroit, MI, for research on themes of time in advertising.

## SERVICE TO ACADEMIA

### THESIS COMMITTEES:

- Ilene Fink (2014 – ongoing, in process), External Thesis reader
- Tyrha M. Lindsey-Warren (2014 – ongoing), reader, candidacy examination, Marketing Science Doctoral Student, Rutgers Business School.
- Grant Adams (2008), Undergraduate Honors Thesis Second reader
- Joslann Gray (2006), Undergraduate Honors Thesis Advisor.
- Anna Long (2005), Ph. D., George Washington University.
- Chelsea Aiken Cleary (2002), Undergraduate Honors Thesis Advisor.

### JOURNALS:

#### Board Memberships:

- **Manuscript Review Board:** *Journal of Macromarketing*
- **Editorial Advisory Board:** *Journal of Consumer Marketing*
- **Editorial Review Board:** *Journal of Consumer Affairs*
- **Editorial Review Board:** *Journal of Public Policy & Marketing*

**Ad hoc reviewer for journals:** *Academy of Management Journal, Academy of Management Review, International Journal of Hospitality Management, International Journal of Human-Computer Studies (IJHCS), International Journal of Research in Marketing, Journal of Advertising, Journal of Applied Psychology, Journal of the Academy of Marketing Science, Journal of Business Ethics, Journal of Business and Psychology, Journal of Business Research, Journal of Consumer Affairs, Journal of Consumer Psychology, Journal of Consumer Marketing, Journal of Macromarketing, Journal of Marketing, Journal of Managerial Psychology, Journal of Marketing Management, Journal of Retailing, Journal of Retailing and Consumer Services, Marketing Theory.*

## **MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS**

- American Council on Consumer Interests
- American Marketing Association
- Association for Consumer Research

### **Offices held:**

- American Collegiate Retailing Association:
  - Clearinghouse Coordinator and Director of ACRA Hall of Fame and Archives, 2005 to June 2010.
  - Secretary: July 2008 to June 2010
- International Society for Quality of Life Studies: Board of Directors, 2 terms

## **SERVICE TO RUTGERS UNIVERSITY**

### **ADMINISTRATIVE ROLES - Rutgers University School of Business – Camden, NJ**

Associate Dean of Undergraduate Studies, January 1, 2009 to June 30, 2012

- Co-Chair, SBC Dean's Search, July 2009 to present
- Chair, Campus Transfer Registration Committee, February –Sept 2009
- Member, Undergraduate Student Success Committee
- Development of Undergraduate Student Advisory Board
- Development of ongoing monthly Undergraduate Student newsletter (online)
- Rollout of off-campus management completion degrees, Fall 2010

Undergraduate Program Director, September 2005 to present

- Development of Undergraduate Academic Services Office
- New undergraduate course development and curriculum revision
- Responsible for initiation and University approval of first freshman business class, Fall 08
- Promotion: Development of first undergraduate business brochure and web site

Director, Business Leader Development Program (BLDP): July 1, 2012 to present

Director, BizEd Summer Leadership Program for high school students: July 1, 2012 to July 30, 2013.

Marketing Area Coordinator:

- July 2002 to June 2003: sponsored Networking Seminar for Marketing students
- Jun, 1992 to June, 1997: developed scheduling system for Marketing faculty

## **COMMITTEES**

### **University Service:**

- Committee to Explore Formation of a Rutgers Interdisciplinary Center on Disability Studies (2012-present)
- Campus Administrative Council, January 1, 2009 to June 30, 2012
- University Middle States Accreditation Review Committee, 1996-February, 1997.
- University Executive Advancement Committee, 1996 - present

### **Camden Campus Service:**

- Accessible Course Materials Committee, January 2015 - present
- Chancellor's Disabilities Advisory Council, September 2013 – present
- Dean's Evaluation Committee, 2014 –June 2015
- Enrollment Management Search Committee, September 2014 – April 2015 (search concluded)
- E-Learning Conference Advisory Board, September 2013 – present

### **School of Business Service:**

- SBC Teaching Committee, member (2014), Co-chair (2015)
- *Advisor, Collegiate DECA Chapter*, September 2011 to May 2013. Students have competed at Collegiate Leadership Academy and Regional DECA conference at George Washington University.
- *Advisor, Marketing Association, 1985 to Dec 2013*. They received the "Best Organization" award from the School of Business Student Congress for the third year in a row. Fall 2003 affiliation with national American Marketing Association.

- Chairperson, Faculty Composition and Development Committee, Fall 2003.: Duties included the development of an orientation program for new faculty, support for tenured associate faculty, orientations and support for adjunct faculty, an assessment of faculty service, and analysis of the previously-administered SBC faculty survey.
- Chairperson, Students (Admissions Committee), 1997-Fall 2003. Service includes clarification of SBC admissions criteria, proposal of policies for enrollment control, input to the development of a new undergraduate brochure.
- Member, FASIP Committee, Fall 2002; Fall 1999.
- Member, Scholastic Standing Committee, Fall 2002 – Spring 2003.
- Chairperson, MBA Committee, 1997-Jun, 1998.
- Chairperson, School of Business Undergraduate Student Affairs Committee, 1992-1997.
- Chairperson, Scholastic Standing Committee, 1992 – 1996
- Chairperson, School of Business Courses of Study Committee, 1990-1991, 1991-1992
- Chairperson, School of Business Scholarship Committee, 1989-1990
- School of Business, Committee on Long-Range Planning, 1988.
- Arts and Sciences, Admissions Committee, 1987-1988.
- Faculty of Business Studies Committee for Computer Evaluation, 1986-1987.
- Faculty of Business Studies Courses of Study Committee, 1983-86.
- Faculty of Business Studies Policy Committee, 1987-1988
- Faculty Senate, 1984 to 1988.
- Student-Faculty Relations Committee, Fall 1986-Spring 1987.