

RONALD BRIAN LARSON

EDUCATION

- Doctor of Philosophy.** 1993. Agricultural Economics from Purdue University with marketing course work at the Krannert School of Management, Purdue University, and at the Kellogg School of Management, Northwestern University. Emphasis in Food Marketing, Business Marketing, Price Analysis, and Agribusiness Marketing Strategy. Cumulative GPA: 3.9/4.0.
- Master of Arts.** 1986. Economics from Stanford University. Emphasis in Economic History, Econometrics, and Macroeconomic Theory. Cumulative GPA: 3.3/4.0.
- Summer Fellow.** American Institute for Economic Research, Great Barrington, MA. Research in Monetary Theory and Economic Methodology. Attendance: June 1985 to August 1985.
- Master of Science.** 1985. Agricultural and Applied Economics from the University of Minnesota. Emphasis in Consumer Economics, Statistics, and Macroeconomic Theory. Cumulative GPA: 3.8/4.0.
- Bachelor of Science.** 1981. Agricultural and Applied Economics from the University of Minnesota. Cumulative GPA: 3.9/4.0.

PROFESSIONAL EXPERIENCE

- Visiting Associate Professor:** Luther College, August 2022 to Present. Taught economic principles.
- Food Industry Consultant:** January 2016 to Present. Conducted research, developed educational programs, and reviewed grant proposals for the USDA.
- Associate Professor Emeritus:** Western Michigan University, January 2016 to Present.
- Visiting Associate Professor:** Department of Applied Economics, University of Minnesota, September 2008 to June 2009 and December 2009 to June 2010.
- Associate Professor with Tenure and Assistant Professor:** Department of Marketing, Haworth College of Business, Western Michigan University, August 1998 to December 2015. Taught Introduction to Food and Consumer Packaged Goods Industries, Sales Promotion, Food Marketing Issues and Strategies, Marketing Research, and Marketing Principles.
- Visiting Assistant Professor, Assistant Director, and Associate Director:** The Retail Food Industry Center, Department of Applied Economics, University of Minnesota, September 1996 to August 1998.
- Assistant Professor and Extension Specialist:** Department of Agricultural and Resource Economics, North Carolina State University, October 1993 to August 1996. Taught Introduction to Agricultural and Resource Economics and Agribusiness Management. Assisted cooperatives and other agribusinesses with marketing and strategic management issues.
- Senior Marketing Analyst:** Oscar Mayer Foods, November 1987 to December 1990. Identified sales opportunities using scanning, promotion, advertising, household panel, and shipment data. Managed price/promotion studies, discount coupon experiments, and the analysis of sales data. Designed diagnostic measures and formats for tracking performance and for locating geographies with marketing potential. Evaluated promotions and marketing strategies and proposed promotion planning principles.
- Marketing Research Analyst:** Kellogg Company, March 1986 to October 1987. Designed and implemented a retail sales forecasting system and improved a factory orders forecasting system. Developed promotion evaluation methodologies. Located regional variations in promotion responsiveness. Tracked and analyzed Kellogg's and competitive promotional events.
- Instructor:** Kellogg Community College, August 1986 to October 1987. Taught Macroeconomics Principles.
- Instructor:** Department of Agricultural and Applied Economics, University of Minnesota, January 1984 to June 1984. Taught Intermediate Microeconomic Theory, Macroeconomic Principles, Intermediate Macroeconomic Theory, and an honors section of Microeconomic Principles.

RESEARCH Total Peer-reviewed Journal Articles: 39 Recent or Notable Examples:

- Ronald B. Larson (2022) "Food Safety Concerns and Food Defense Support: A Cross-Cultural Study." *Journal of Risk Research*. Forthcoming.
- Ronald B. Larson (2022) "Shopping List Use in the United States." *International Review of Retail, Distribution, and Consumer Research*. Forthcoming.
- Ronald B. Larson (2022) "Allocating Responsibility and Costs for Food Safety and Food Defense: Government versus Food Processors and Manufacturers." *Journal of International Consumer Marketing*, 34(1), pp. 24-38.
- Ronald B. Larson (2021) "Raising the Value of Loyalty Program Databases." *Journal of Applied Economics and Business*, 9(4), December, pp. 21-39.
- Ronald B. Larson (2021) "Perceived Food Safety and Food Defence Responsibility for Farmers, Transporters, Retailers, and Consumers." *British Food Journal*, 123(12), pp. 4309-4331.
- Ronald B. Larson and Bruce G. Ferrin (2021) "Shopper Attitudes about Privacy and the Likelihood of Disabling an RFID Tag." *International Journal of Logistics Systems and Management*, 38(3), pp. 325-342.
- Ronald B. Larson (2020) "Including Stakeholders when Implementing New Technologies." *Asia-Pacific Journal of Health Management*, 15(1), pp. 63-74
- Ronald B. Larson (2020) "Privacy Concerns and Actions to Reduce Privacy Risks." *International Journal of Information Privacy, Security and Integrity*, 4(4) pp. 314-333.
- Ronald B. Larson (2019) "Controlling Social Desirability Bias." *International Journal of Market Research*, 61(5), September, pp. 534-547.
- Ronald B. Larson (2019) "Examining Prospective Buyer Attitudes toward Four Food Product Traits." *British Food Journal*, 121(8), pp. 1936-1950.
- Ronald B. Larson (2019) "Supermarket Self-Checkout Usage in the U.S." *Services Marketing Quarterly*, 40(2), pp. 141-156.
- Ronald B. Larson and Jean Kinsey (2019) "Discount Coupons in Rural Markets." *Journal of Applied Business and Economics*, 21(6), pp. 124-138.
- Ronald B. Larson and Jessica Farac (2019) "Profiling Green Consumers." *Social Marketing Quarterly*, 25(4), December, pp. 275-290.
- Ronald B. Larson (2019) "Library Stakeholder Attitudes and New Technology." *Library Management*, 40(1-2), pp. 128-140
- Ronald B. Larson (2019) "Promoting Demand-Based Pricing." *Journal of Revenue and Pricing Management*, 18(1), February, pp. 42-51.
- Ronald B. Larson and Jean Kinsey (2019) "Culture and Sampling Issues with 'Green' Attitude Research." *Social Marketing Quarterly*, 25(2), June, pp. 91-106
- Ronald B. Larson (2018) "Examining Student Perceptions of Business Majors in the US." *International Journal of Management Education*, 16(3), November, pp. 341-348
- Ronald B. Larson (2018) "Profiling Prospective Private-Label Buyers." *International Review of Retail, Distribution, and Consumer Research*, 28(5), pp. 516-530.
- Ronald B. Larson (2018) "Examining Consumer Attitudes toward Genetically-Modified and Organic Foods." *British Food Journal*, 120(5), pp. 999-1014.
- Ronald B. Larson (2014) "Psychological Pricing Principles for Organizations with Market Power." *Journal of Applied Business and Economics*, 16(1), pp. 11-25.
- Ronald B. Larson (2009) "Enhancing the Recall of Presented Material." *Computers and Education*, 53(4), pp. 1278-1284.
- Ronald B. Larson (2005) "Stability of Regional Food Consumption Patterns." *Journal of International Food and Agribusiness Marketing*, 17(2), pp. 65-86.
- Ronald B. Larson (2004) "New Market Groupings Based on Food Consumption Patterns." *Agribusiness: An International Journal*, 20(4), Autumn, pp. 417-432.
- Ronald B. Larson (2004) "Slide Composition for Electronic Presentations." *Journal of Educational Computing Research*, 31(1), pp. 61-76.
- Ronald B. Larson (2002) "When is Dinner?" *Journal of Food Distribution Research*, 33(3), November, pp. 38-45.