

高瑞麟 助理教授 **Assis. Prof. Roland Gau**

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學歷 (**Education**)

美國伊利諾伊大學厄巴納-香檳分校企管 (行銷) 博士, 2009

Doctor of Philosophy, Business Administration (Marketing), University of Illinois at Urbana-Champaign, 2009

美國伊利諾伊大學厄巴納-香檳分校機械工程系學士, 2001

Bachelor of Science, Mechanical Engineering, University of Illinois at Urbana-Champaign, 2001

最初受聘於管院的日期 (**Date of First Appointment**)

Aug., 2018

Normal Professional Responsibilities

MT, DT, RES

經歷 (**Work Experience**)

Academic Experience

Assistant Professor of Marketing – Institute of Business and Management, National Chiao Tung University, Taipei, Taiwan, 2018 – present.

Assistant Professor of Marketing – College of Business Administration, University of Texas at El Paso, El Paso, TX, 2011 – 2018.

Visiting Assistant Professor of Marketing – A.B. Freeman School of Business, Tulane University, New Orleans, LA, 2009 – 2011.

Google Scholar Statistics (as of Dec., 2019):

	All	Since 2015
Citations	1097	717
h-index*	14	12
i-10 index**	14	13

研究領域 (**Research Interests**)

Consumer Decision Making and Judgment
Low-Literate, Low-Income Consumer Behavior
Sustainable Consumption
Sustainable Business Strategy for Subsistence Marketplaces
Transformative Consumer Research
Marketing and Public Policy

授課 (**Teaching**)

Marketing Management
Modern Marketing Perspectives
Consumer Decision Science
Branding and Integrated Marketing Communications
New Product and Service Design in Subsistence Marketplaces
Qualitative Research Methods

獲獎 (**Awards and Honors**)

Discipline-Level Honors:

Editorial Review Board, Journal of Public Policy and Marketing (2013 – present)
Editorial Review Board, Journal of Consumer Affairs (2018 – present)
2011, 2013, 2017 Exceptional Contribution by a JPP&M Reviewer
*Thomas C. Kinnear/Journal of Public Policy & Marketing Award, December 2010.
Finalist for Best Paper and Article in Best Paper Proceedings, Academy of Management Annual Meeting, Philadelphia, PA, February, 2007.

Institution-Level Honors:

2018 – present National Chiao Tung University Junior Chair Professor
2018 – present National Chiao Tung University Young Scholar Merit Award
2013, 2016 UTEP Marketing Department Outstanding Research Award
2013, 2014, 2015, 2016 UTEP College of Business Summer Research Support Award
Faculty Research Advisor, UTEP COURI Summer Undergraduate Research Program Assistantship (2015)
Faculty Research Advisor, UTEP Summer Student Research Experience (2012, 2013)
Doctoral Fellow, American Marketing Association-Sheth Foundation Doctoral Consortium, Columbia, MO, June, 2008.
Doctoral Fellow, Paul D. Converse Symposium, Urbana, IL, April, 2008.
Seymour Sudman Award for Teaching Excellence, University of Illinois at Urbana-Champaign, 2008.
John M. Jones Fellowship, University of Illinois at Urbana-Champaign, 2004-2008.
Avinish Chaturvedi Memorial Student Ambassador, Marketing Group, University of Illinois at Urbana-Champaign, 2007-2008
Excellent Instructor, Incomplete List of Teachers Ranked as Excellent by Their Students, University of Illinois at Urbana-Champaign, Spring 2002, Fall 2007, Summer 2008, Fall 2008.

學術期刊著作 (Publications)

(A) 期刊論文 (Peer Reviewed Journal Articles)

1. Venugopal, Srinivas, Roland Gau, Samuelson Appau, Kevin Sample, Rita de Cassia de F. Pereira (2019) "Adapting traditional livelihood practices in the face of environmental disruptions in subsistence communities," *Journal of Business Research* 100, 400-409. (Impact Factor 4.03)
2. Viswanathan, Madhu, Raed Elyadi, Roland Gau, and Lisa Jones (2019) "Subsistence Marketplaces: Challenges and Opportunities," *Journal of Public Policy and Marketing* 38 (1), 34-41. (Impact Factor 2.46, 1 Google Scholar citation)
3. Gau, Roland and Madhu Viswanathan (2018), "A Bottom-up Perspective on SDGs: The Subsistence Marketplaces Approach," *Social Business* 8 (4), 429-444.
4. Ramirez, Edward, Roland Gau, John Hadjimarcou, and Zhenning Xu (2018) "User-generated content as Word-of-Mouth," *Journal of Marketing Theory and Practice* 26 (1-2), 90-98. (Impact Factor 1.63, 2 Google Scholar citations)
5. Ramirez, Edward, Roland Gau, and Fernando Jimenez (2015), "Concrete and abstract goals associated with the consumption of environmentally sustainable products," *European Journal of Marketing* 49 (9/10), 1645 - 1665. (Impact Factor 1.72, 18 Google Scholar citations)
6. Gau, Roland, Edward Ramirez, Maria E. Barua, Ricardo Gonzalez (2014), "Community-Based Initiatives and Poverty Alleviation in Subsistence Marketplaces," *Journal of Macromarketing* 34 (2), 160-170. (Impact Factor 1.97, 32 Google Scholar citations)
7. Luchs, Michael, Rebecca Walker Naylor, Randall L. Rose, Jesse Catlin, Roland Gau, Sommer Kapitan, Jenny Mish, Lucie Ozanne, Marcus Phipps, Bonnie Simpson, Saroja Subrahmanyam, Todd Weaver (2013), "Understanding the Inherent Complexity of Sustainable Consumption: A Social Cognitive Theory Approach," *Journal of Business Research* 66 (8), 1227-34. (Impact Factor 4.03, 229 Google Scholar citations)
8. * Gau, Roland, Haeran Jae, and Madhu Viswanathan (2012), "Studying Low-Literate Consumers Through Experimental Methods: Implications for Subsistence Marketplaces," *Journal of Business Research* 65 (12), 1683-91. (Impact Factor 4.03, 21 Google Scholar citations)
9. Luchs, Michael, Rebecca Walker Naylor, Randall L. Rose, Jesse Catlin, Roland Gau, Sommer Kapitan, Jenny Mish, Lucie Ozanne, Marcus Phipps, Bonnie Simpson, Saroja Subrahmanyam, Todd Weaver (2011), "Toward a Sustainable Marketplace: Expanding Options and Benefits for Consumers," *Journal of Research for Consumers* 19, Available at: http://www.jrconsumers.com/academic_articles/issue_19,_2011. (86 Google Scholar citations)
10. * Viswanathan, Madhubalan, Carlos Torelli, Lan Xia, and Roland Gau (2009), "Understanding the Influence of Literacy on Consumer Memory: The Role of Pictorial Elements," *Journal of Consumer Psychology* 19(3), 389-402. (Impact Factor 2.81, 43 Google Scholar citations)

11. Viswanathan, Madhubalan, Srinivas Sridharan, Roland Gau, and Robin Ritchie (2009), "Designing Marketplace Literacy Education in Resource-Constrained Contexts: Implications for Public Policy and Marketing," *Journal of Public Policy & Marketing* 28 (1), 85-94. (Impact Factor 2.46, 108 Google Scholar citations)
12. * ** Viswanathan, Madhubalan, Manoj Hastak, and Roland Gau (2009), "Understanding and Facilitating the Usage of Nutritional Labels by Low-Literate Consumers," *Journal of Public Policy & Marketing* 28 (2), 135-145. (Impact Factor 2.46, 89 Google Scholar citations)
13. Viswanathan, Madhubalan, Anju Seth, Roland Gau, and Avinish Chaturvedi (2009), "Ingraining Product-Relevant Social Good into Business Processes in Subsistence Marketplaces: The Sustainable Market Orientation," *Journal of Macromarketing* 29 (4), 406-425. (Impact Factor 1.97, 122 Google Scholar citations)
14. * Gau, Roland and Madhubalan Viswanathan (2008), "The Retail Shopping Experience for Low-Literate Consumers," *Journal of Research for Consumers* 15, Available at: http://www.jrconsumers.com/academic_articles/issue_15_2008. (24 Google Scholar citations)
15. * Viswanathan, Madhubalan and Roland Gau (2005), "Functional Illiteracy and Nutritional Education in the United States: A Research-Based Approach to the Development of Nutritional Education Materials for Functionally Illiterate Consumers," *Journal of Macromarketing* 25, 187-201. (Impact Factor 1.97, 39 Google Scholar citations)
16. Mackin, Thomas J., et al. "Thermal Cracking in Disc Brakes." *Engineering Failure Analysis* 9.1 (2002), 63-76. (Impact Factor 2.20, 215 Google Scholar citations)

*Denotes equal authorship

** Paper awarded 2010 Thomas C. Kinnear/Journal of Public Policy & Marketing Award for significant contribution to the understanding of marketing and public policy issues from 2007–2009.

(B) 學術會議論文 (Conference Papers)

1. Gau, Roland (2020), "The Impact of Resource (Dis)Advantages in Subsistence Marketplaces," *Marketing and Public Policy Conference Proceedings*, Los Angeles, CA, May 2020.
2. Gau, Roland, Tejinder Sharma, and Saeed Tajdini (2016), "Lifestyle Segmentation of Subsistence Consumers," *Marketing and Public Policy Conference Proceedings*, San Luis Obispo, CA, June 2016.
3. Gau, Roland and Manoj Hastak (2010), Special Session Summary: "Effects of Front-of-Package Health and Nutrition Claims on Consumer Comprehension of Product Healthfulness," *Marketing and Public Policy Conference Proceedings*, Kenneth Manning, Kathleen Kelly, and David Sprott eds., Chicago, IL: American Marketing Association, 98-99.
4. Gau, Roland, Manoj Hastak, Haeran Jae, and Madhu Viswanathan (2010), "Can Front-of-Package Nutrition Claims Help Low-Literate Consumers Assess Product Healthfulness?" *Marketing and Public Policy Conference Proceedings*, Kenneth Manning, Kathleen Kelly, and David Sprott eds., Chicago, IL: American Marketing Association, 102-103.
5. Gau, Roland and Madhu Viswanathan (2009), "Consumer Welfare Considerations Across Literacy and Resource Barriers", in *Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, Pages: 112-113.
6. Gau, Roland, C.Y. Chiu, and Madhu Viswanathan (2007), "Examining Motivation vs. Ability in Low-Literate Populations." *Marketing and Public Policy Conference Proceedings*, Manoj Hastak, John L. Swasy, and Sonya A. Grier, eds., Chicago, IL: 96-98.
7. Viswanathan, Madhubalan, Anju Seth, Roland Gau, and Avinish Chaturvedi (2007), "Doing Well by Doing Good: Commercial Success Through Social Good in Subsistence Markets", *Best Paper Proceedings*, Academy of Management Meeting, Philadelphia, PA, August. (26 Google Scholar Citations)
8. Viswanathan, Madhu, Manoj Hastak, Roland Gau (2006), "Understanding the Usage of Nutritional Labels by Low-Literate Consumers: Qualitative Insights and an Experiment with Alternative Formats," *Marketing and Public Policy Conference Proceedings*, Ingrid Martin, David Stewart, and Michael Kamnis eds., Long Beach, CA: American Marketing Association, 140-141.
9. Viswanathan, Madhu, Roland Gau, and Jose Rosa (2006), "Developing Nutritional Education Materials for Low Literacy and Numeracy," *Marketing and Public Policy Conference Proceedings*, Ingrid Martin, David Stewart, and Michael Kamnis eds., Long Beach, CA: American Marketing Association, 142-143.
10. "The Impact of Environmental Disruptions in Subsistence Marketplaces: A Bottom-Up View (with Srinivas Venugopal, Samuelson Appau, Kevin Sample, and Rita de Cassia)," 7th Subsistence Marketplaces Conference, Urbana, IL, June 2018.
11. "The Use of Social Media in the 2016 U.S. Presidential Election," *Marketing and Public Policy Conference*, Washington, DC, June 2017.
12. "The Communication of Goals by Microfinance Organizations (with Rebecca Portillo)," *Marketing and Public Policy Conference*, San Luis Obispo, CA, June 2016.

13. "Lifestyle Segmentation of Subsistence Consumers (with Tejinder Sharma and Saeed Tajdini)," 6th Subsistence Marketplaces Conference, Urbana, IL, June 2016.
14. "Perceptions of Police Authority in Juarez, MX," Marketing and Public Policy Conference, Washington, DC, June 2015
15. "Resilience in the Face of Violent Uncertainty in Juarez, MX," with Fernando Jimenez, Edward Ramirez, and Art Diaz, The Fifth Subsistence Marketplaces Conference, Champaign, IL, June 2014.
16. "The Other Dark Side of Microfinance and Self-Help Groups in Poverty Alleviation," with Andrew Cutler, The Queen's Conference on Consumer Well-Being, Kingston, Ontario, Canada, September, 2013.
17. "Transformative Consumer Research in the Classroom," with Fatima Hussain, Federation of Business Disciplines: Association of Collegiate Marketing Educators Conference, Albuquerque, NM, March, 2013.
18. "Sustainable Local Value Creation through Community-Oriented Vertical Integration," with Edward Ramirez, Ricardo Gonzalez, and Ray Perez, The Fourth Subsistence Marketplace Conference: From Micro-Level Insights to Macro-Level Impact, Chicago, IL, July, 2012.
19. "The Impact of Thinking Styles and Information Format on Resource- Constrained Consumers," The Third Subsistence Marketplaces Conference: From Impactful Research to Sustainable Innovation, Chicago, IL, July, 2010.
20. "Studying Low-Literate Adults: A Review of Methods Used in Other Fields and Implications for Marketing Research," with Haeran Jae and Madhu Viswanathan, The Third Subsistence Marketplaces Conference: From Impactful Research to Sustainable Innovation, Chicago, IL, July, 2010.
21. "Situating Cognition and Low-Literate, Low-Income Consumers: Implications for Theory and Practice," The Second Subsistence Marketplaces Conference: Sustainable Consumption and Commerce For a Better World, Chicago, June, 2008.
22. "Revisiting the Marketing Philosophy in Subsistence Marketplaces: Blurring Social and Commercial Initiatives," with Avinish Chaturvedi and Anju Seth, Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers, Chicago, IL, August, 2006.
23. "Understanding the Usage of Nutritional Labels by Low-Literate Consumers: Qualitative Insights and An Experiment with Alternative Formats," with Madhu Viswanathan and Manoj Hastak, Marketing and Public Policy Conference, Long Beach, CA, special session, June, 2006.
24. "Developing Nutritional Education Materials for Low Literacy and Numeracy," with Madhu Viswanathan and Jose Rosa, Marketing and Public Policy Conference, Long Beach, CA, special session, June, 2006.
25. "Understanding Low Literate Consumers: Implications for Corporate Social Responsibility," with Madhu Viswanathan and Avinish Chaturvedi, Society for Consumer Psychology Winter Conference, Miami-Calica (Mexico) Cruise, February, 2006.

(C) 專書篇章 (Book Chapters)

1. Viswanathan, Madhu and Roland Gau (2019), "Envisioning the Marketing Discipline in the 21st Century: A View From Subsistence Marketplaces," manuscript accepted for publication in "Future-Focused Strategic Marketing," edited by Raj Echambadi and John Mariadoss, Hauppauge, NY: Nova Publishing, Chapter 3.
2. Viswanathan, Madhubalan, Arun Sreekumar, and Roland Gau (2019), "Evolving and Expanding Marketing to Address Challenges and Opportunities in BoP Markets: Looking Back and Forward," manuscript accepted for publication in "Bottom of the Pyramid Marketing: Making, Shaping and Developing BOP Markets," edited by Ramendra Singh, Emerald Publishing, 3-28.
3. Gau, Roland, Edward Ramirez, Ricardo Gonzalez, and Ray Perez (2013), "Perspectives on Poverty Alleviation: Community-Based Enterprise, Development of Innovation Capability, and the Vertical Integration Mindset," in Emerging Markets: Business Strategies, Economic Globalization and Impact of Competition, edited by Guy Boscarino and Derek Nottle, Hauppauge, NY: Nova Science Publishers, 229-244.
4. Viswanathan, Madhubalan, Roland Gau, and Avinish Chaturvedi, (2008), "Research Methods for Subsistence Marketplaces," in Prabhu Khandachar and Minna Halme (eds.), Sustainability Challenges and Solutions at the Base of the Pyramid: Business, Technology and the Poor (pp. 242-260), Sheffield, UK: Greenleaf Publishing. (23 Google Scholar citations)

(D) 國科會計畫

1. 主持人,了解自給生命中的消費和可持續性發展 668000 元,科技部 108-2410-H-009-052,108.8.1-109.7.31 【R】