

**DANIEL A. SHEININ**  
*Area Coordinator and Professor of Marketing*  
University of Rhode Island  
College of Business Administration  
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### **Summary Statement**

Research areas include product management, corporate branding, marketing communications, social media marketing, and brand extensions. Numerous publications in leading Marketing journals, including *Journal of Marketing*, papers in progress, and presentations at major conferences. Extensive teaching experience at the executive, Ph.D., M.B.A., and undergraduate levels, with a consistent record of awards and excellence. Marketing Area Coordinator (equivalent to a department chair) since 2013. Also, advised the *American Marketing Association* chapter for seven years, chaired the last four Marketing faculty tenure-track searches, chaired three recent dissertation committees, and represented Marketing in the reformulation and execution of the new cross-functional Strategic Innovation M.B.A program. Consulting experience with a wide variety of firms, from Fortune 100 companies to entrepreneurs. Work experience in brand management, advertising, and management consulting.

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### **Academic Appointments**

#### **University of Rhode Island – College of Business Administration**

*Marketing Area Coordinator*, 2013 – present

*Professor of Marketing*, 2012 – present

*Associate Professor of Marketing*, 2005 – 2012

*Assistant Professor of Marketing*, 2002 – 2005

#### **University of Maryland – Robert H. Smith School of Business**

*Assistant Professor of Marketing*, 1995 – 2002

Lecturer, 1994 – 1995

### **Education**

#### **Columbia University – Graduate School of Business**

Ph.D. in Marketing, 1994

#### **Northwestern University – J.L. Kellogg Graduate School of Management**

M.M. in Marketing, Finance and Management Policy, 1988

#### **Amherst College**

B.A. in Economics, 1983

### **Research**

## **Publications**

Ozcan, Timucin and Daniel A. Sheinin (2015), "The Effects of Changing Attribute Composition on Judgments about Multifunctional Products," *Journal of Marketing Theory and Practice*, 23 (1), 107-118.

Ozcan, Timucin and Daniel A. Sheinin (2013), "Eliminating Attribute Devaluation in All-in-One Products," *Journal of Marketing Theory and Practice*, 21 (4), 389-404.

Ozcan, Timucin and Daniel A. Sheinin (2012), "Effects Of Complete Products On Consumer Judgements" *Journal of Product & Brand Management*, Volume 21 (4), 246-254.

Sheinin, Daniel A, Sajeev Varki, and Christy Ashley (2011), "The Differential Effect of Ad Novelty and Message Usefulness on Brand Judgments," *Journal of Advertising* (lead article), 40 (3).

Sheinin, Daniel A., Laurette Dubé, and Bernd H. Schmitt (2008), "Derivative Beliefs and Evaluations," *Journal of Product and Brand Management*, 17 (7), 453-466.

Biehal, Gabriel J. and Daniel A. Sheinin (2007), "Corporate Messaging: Product Portfolio and Competitive Interference Effects," *Journal of Marketing*, 71 (2), 12-25.

Sheinin, Daniel A. and Janet Wagner (2003), "Pricing Store Brands across Multiple Categories," *Journal of Product and Brand Management*, 12 (4), 201-219.

Biehal, Gabriel J. and Daniel A. Sheinin (2001), "Building Corporate Brands: Managers' Insights and Their Implications," *Marketing Science Institute Working Paper* (01-100).

Sheinin, Daniel A. (2000), "The Effects of Experience with Brand Extensions on Parent Brand Knowledge," *Journal of Business Research*, 49 (1), 47-55.

Sheinin, Daniel A. and Gabriel J. Biehal (1999), "Corporate Advertising Pass-through onto the Brand: Some Experimental Evidence," *Marketing Letters*, 10 (1), 63-74.

Biehal, Gabriel J. and Daniel A. Sheinin (1998), "Managing the Brand in a Corporate Advertising Environment: A Decision-Making Framework for Brand Managers," *Journal of Advertising*, 27 (2), 99-110.

Sheinin, Daniel A. (1998), "Positioning Brand Extensions: Implications for Beliefs and Attitudes," *Journal of Product and Brand Management*, 7 (2), 137-149.

Sheinin, Daniel A. (1998), "Sub-Brand Perceptions and Tactical Use versus Brand Extensions," *Journal of Brand Management*, 6 (2), 113-122.

Sheinin, Daniel A. and Bernd H. Schmitt (1994), "Extending Brands with New Product Concepts: The Role of Brand Affect, Brand Breadth and Category Attribute Congruity," *Journal of Business Research*, 31 (1), 1-10.

### **Working Papers**

Matos, Geraldo, Gema Vinuales and Daniel A. Sheinin, “The Power of Politics in Branding,” under first review *Marketing Letters*.

Vinuales, Gema and Daniel A. Sheinin, “The Effects of Earned and Paid Media on Corporate Brand Judgments,” under first review *Journal of Interactive Marketing*.

Song, Sujin, Sukki Yoon, and Daniel A. Sheinin, “When Women are Dissatisfied with Their Own Failure: Gender Differences in the Effects of Failure Locus of Causality and Severity.”

Biehal, Gabriel J. and Daniel A. Sheinin, “Building Corporate Brands: A Management Perspective.”

Perfetto, Ralph, Daniel A. Sheinin, and Albert J. Della Bitta, “Online versus Offline Price Promotions.”

### **Work in Progress**

Della Bitta, Albert J. and Daniel A. Sheinin, “The Effects of Multiple-Period Promotions on Reference Price,” three studies completed and draft being prepared for submission.

Vinuales, Gema and Daniel A. Sheinin, “Marketer versus Customer Diagnosticity in Visual Social Media,” three studies completed and draft being prepared for submission.

Duan, Serena and Daniel A. Sheinin, “Advertising Arousal and Repetition Effects,” data collected for one study (three planned).

Ozcan, Timucin and Daniel A. Sheinin, “Brand-biasing Effects on Judgments of Multifunctional Products.”

Boveda, Adriana and Daniel A. Sheinin, “Psychological Ownership of Brands: Scale Development and Construct Implications.”

### **Conferences**

“The Power of Politics with Brands,” *2015 American Marketing Association Summer Educator’s Conference* (with Geraldo Matos and Gema Vinuales).

“Threshold Effects of Price Promotions on Internal reference Price Change: A Period-by-Period Analysis,” *2015 American Marketing Association Summer Educator’s Conference* (with Albert Della Bitta).

“Visual Social Media and Image Associations Transfer to the Brand,” *2015 American Marketing Association Winter Educator’s Conference* (with Gema Vinuales).

“Positioning Multifunctional Products: Which Functions?” *2014 American Marketing Association Summer Educator’s Conference* (with Timucin Ozcan).

“Covariation Effects on Compensatory Decision Processes,” *2014 American Marketing Association Winter Educator’s Conference* (with Timucin Ozcan).

“Diagnosticity of Social Media versus Traditional Media on the Formation of Corporate Beliefs,” *2013 American Marketing Association Summer Educator’s Conference* (Session Chair; with Gema Vinuales).

“Advertisement Arousals and Advertisement Repetition Effects,” *2013 American Academy of Advertising Conference* (with Serena Duan).

“Advertising-Evoked Arousals and Advertising Repetition Effects,” *2013 Academy of Marketing Science Conference* (with Serena Duan).

“The Effects of Positioning Frames on Compensatory Reasoning in Choice,” *2009 American Marketing Association Summer Educator’s Conference* (with Timucin Ozcan).

“The Effects of Ad Novelty and Meaningfulness on the Advertised Brand,” *2008 American Marketing Association Summer Educator’s Conference* (with Sajeew Varki and Christy Ashley).

“Evaluating Complete Products,” *2008 American Marketing Association Winter Educator’s Conference* (with Timucin Ozcan).

“The IMC Challenge of Corporate Branding in a Product Branding World: A Managerial Perspective,” *2008 American Marketing Association Winter Educator’s Conference* (with Gabriel J. Biehal) in the Special Session “Expressing the Organization’s Identity to Manage Positive Perceptions among (Different Types of) Stakeholders.”

“Corporate and Product Message Effects on a Product Portfolio,” *2006 Association of Consumer Research Conference* (with Gabriel J. Biehal).

“Competitive Interference Effects in Corporate Messaging,” *2005 American Marketing Association Summer Educator’s Conference* (with Gabriel J. Biehal).

“Issues in Brand Orchestration,” *2004 Corporate Identity and Associations Research Group* conference (with Gabriel J. Biehal).

“Pricing Store Brands: Moderating Effects of Perceived Category Risk and Retail Image,” *2000 Fordham University Pricing Conference* (with Janet Wagner).

“Unlocking the Power of the Corporate Brand with Customers,” *2000 Marketing Science Institute* conference on Global Branding (with Gabriel J. Biehal).

“The Moderating Effect of Perceived Purchase Risk on Price-Quality Relationships in the Evaluation of Store Brands,” part of ‘New Perspectives on the Price-Quality

Relationship' Special Session at the Winter 2000 *American Marketing Association* conference (Special Session Organizer with co-author Janet Wagner).

"Asymmetry in Knowledge Formation and Evaluation of Composite Products," 1999 *Association of Consumer Research* Conference (with Laurette Dubé and Bernd Schmitt).

"Consumer Evaluations of Products using Alternative Branding Strategies," part of 'Brand Evaluations and Brand Extensions' Session at the 1999 *American Marketing Association* Summer Educator's Conference (Session Chair).

"Corporate Advertising's Influence on Company Brands: Some Empirical Evidence," 1999 *International Conference on Corporate Reputation, Identity, and Competitiveness* (with Gabriel J. Biehal).

"Corporate Advertising and the Brand: A Conceptual Model and its Managerial Implications," 1998 *International Conference on Corporate Reputation, Identity, and Competitiveness* (with Gabriel J. Biehal).

### **Grant**

*Marketing Science Institute*

1999 grant supporting "Building Corporate Brands: Managers' Insights and Their Implications," and "Developing and Implementing Corporate Branding Strategies."

### **Teaching and Advising** **University of Rhode Island**

#### **Award**

2007 Dean's Annual Award for Excellence in Graduate Teaching

#### **Courses**

##### **Undergraduate**

*Marketing Principles* (reimagined course)

*Product Innovation Strategy* (reimagined course)

*Brand Management* (created course)

*Marketing Communications Management* (reimagined course)

##### **M.B.A.**

*Managerial Marketing* (reimagined course)

*Managerial Marketing* within the Strategic Innovation M.B.A. program (created course)

*Product Management* (created course)

*Marketing Communications Management* (reimagined course)

##### **Ph.D.**

*Marketing Strategy* (reimagined course)

*Brand Equity* (created course)

*Proseminar* (initiated course)  
*Research Methods* (reimagined course)

### **Dissertations**

- Co-chair for Miri Chung – Assistant Professor, Walsh University, 2015 – present
- Chair for Gema Vinuales – Assistant Professor, Towson University, 2014 – present
- Chair for Sujin Song – Assistant Professor, Korea University, 2013 – present
- Member for Ralph Perfetto – Eliza Corporation, 2012 – present
- Member for Adriana Boveda – Assistant Professor, R.I.T., 2009 – present
- Member for Sy Banerjee – Associate Professor, University of Michigan Flint
- Member for Tim Ozcan – Associate Professor, Southern Illinois University at Edwardsville

### **University of Maryland**

#### **Awards/Recognition**

- Named by M.B.A. students as one of the three “Best Professors” in 2000 and 2001.
- Named by M.B.A. students as the “Best Professor” in 1999.
- Recognized by M.B.A. students as “Most Popular Faculty” and “Outstanding Faculty” in the *Business Week* 1999 and 1998 surveys.
- Both M.B.A. courses recognized by students as "Most Popular Electives" in the *Business Week* 1999 survey.
- Krowe Award as Outstanding Teacher at the Smith School of Business in 1997 (selected by college faculty based on performance).
- University of Maryland Celebrated Teacher in 1996 (selected by university faculty based on undergraduate performance).

### **Courses**

#### **Undergraduate**

*Advertising Management* (reimagined course)  
*Integrated Marketing Communications* (created course)  
*Marketing Principles* (reimagined course)

#### **M.B.A.**

*Marketing Communications Management* (created course)  
*Product Management* (created course)  
*Group Field Projects*

#### **Executive**

Customized on-site courses and delivered on-campus courses in *Product Management*, *Integrated Marketing Communications Management*, *New Product Management*, and *Brand Equity Management*.

### **Dissertation**

Co-chair for Diane Whitney – Assistant Professor, Providence College, 1998

### **Service**

## **Professional**

- Ad-hoc reviewer for a variety of leading marketing journals.
- Regular reviewer for *Association for Consumer Research* and *American Marketing Association* conferences, and *MSI Clayton Doctoral Dissertation* competition.

## **University of Rhode Island**

### **University**

- Graduate Council, 2013 – present; 2005 – 2008
- University Branding Committee, 2006 – 2009
  - Co-conducted primary research aimed at understanding different segment perceptions of URI, including qualitative focus group questions and guidelines, and 150-item quantitative survey filled out by over 1,000 participants across five target segments
  - Analyzed and interpreted all primary data
  - Co-created the first brand positioning and brand campaign for URI

### **College of Business Administration**

- Marketing Area Coordinator (e.g., Department Chair), 2013 – present
  - Initiated restructuring of Ph.D. program and re-imagining of area website
- MBA Program Development Committee, 2009 – 2013
  - Sole Marketing representative on a cross-functional committee that created the one-year full-time Strategic Innovation MBA program implemented in Fall 2012. This program was developed from scratch to provide a unique blend of team teaching, integrated focus, immersive experiential learning, and new product and process specialization.
- Promotion and Tenure Committee, 2010 – 2012, 2006 – 2008
- Chair, Marketing Tenure-Track Faculty Search Committee – 2015, 2012, 2007, and 2005
- Faculty Advisor to the American Marketing Association, 2005 – 2012
- Ph.D. Restructuring Committee, 2010 and 2007
- Research and Outreach Committee, 2008
- Undergraduate Affairs Committee, 2002 – 2005
- Marketing Area representative with the Slater Fund Technology Group, 2002 – 2010
- Marketing Committees including Ph.D. Admissions, Comprehensive Exam, and Ph.D. Review, 2002 – present
- Active development work in areas such as judging communications, consulting, and speaking with the press.

## **University of Maryland – Robert H. Smith School of Business**

- 1999 Service award (one annual recipient) for efforts in placing M.B.A. marketing students.
- Faculty Advisor to the American Marketing Association, 1996 – 2002
- Faculty Judge of the M.B.A. Case Competition Finals – 2002, 1999, 1996
- Co-chair, M.B.A. Marketing Placement Committee.
- Member, Teaching Enhancement Committee.
- Departmental committees included Human-Subjects (chair), Visiting Professor Search (co-chair), Comprehensive Exam, Ph.D. Admissions, and Tenure-Track Faculty

Search.

- Development work in areas such as judging communications, consulting, speaking with the press, and advising University on venture capital placement.

## **Work Experience**

### **Leo Burnett**

*Advertising Education Foundation Account Management Fellow, Summer 1996*

### **Pfizer, Inc (Consumer Health Care Division)**

*Associate Brand Manager, 1989 - 1990*

### **Sterling – Winthrop Consumer Products, Inc**

*Assistant Brand Manager, 1988 - 1989*

### **The Travelers Companies**

*Marketing Intern, Summer 1987*

### **Hewitt Associates**

*Management Consultant, 1984 - 1986*