

# LARS E. PERNER

## Curriculum Vitae

### PERSONAL INFORMATION

**Address:** Department of Marketing, Marshall School of Business  
University of Southern California  
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<http://www.ConsumerPsychologist.com>

**Country of citizenship:** U.S.A. (naturalized) **Country of birth:** Denmark

**Disabilities:** Asperger's Syndrome (neurological disorder—no special accommodations needed)

### EDUCATION

- Ph.D. Marketing (Minor: Social Psychology)  
University of Southern California, Marshall School of Business.  
1991-1998.  
Dissertation: *Optimal Stimulation Level as a Moderator of 'High-Low' Pricing Effectiveness*. Chair: Dr. Michael A. Kamins.
- M.B.A. Marketing and Information Systems.  
California Polytechnic State University, San Luis Obispo. 1986-1989
- B.A. Political Science with emphasis in Psychology.  
California Polytechnic State University, San Luis Obispo. 1982-1986

## RESEARCH INTERESTS

- **Consumer Evaluation of and Response to Price:** consumer perception of price fairness; consumer bargain hunting and transaction utility seeking; consumer evaluations of overall retail store price levels; the role of price in the diffusion of innovation; cross-cultural issues in pricing (e.g., consistency of perceived-price quality relationships; framing effects within the context of varying income levels and economic velocities).
- **Consumer Behavior:** particularly cross-cultural issues; the diffusion of innovation; the vocabulary used by consumers to describe products, desires, acquisition, and consumption incidents; the impact of psychopathology on consumer behavior.
- **Corporate Philanthropy**
- **Social Marketing and the Marketing of Non-Profit Organizations**
- **“Win-Win” Deals**
- **International Marketing**

## TEACHING INTERESTS

- Marketing Fundamentals
- Consumer Behavior
- Marketing Research
- Internet Marketing
- International Marketing
- Channels/Distribution

## TEACHING POSITIONS HELD

**Marshall School of Business, University of Southern California—Assistant Professor of Clinical Marketing (2006-present)**

- Marketing Fundamentals (BUAD 307)—hybrid course structure with weekly “mini-mega” section of 200 students with five individual weekly “discussion” sections of 40 students each (Fall, Spring)

**San Diego State University, Imperial Valley Campus—Assistant Professor of Marketing (2003-2006)**

- Principles of Marketing (MKTG 370—Fall, 2003; Fall, 2004; Fall, 2005)
- Consumer Behavior (MKTG 371— Fall, 2003; Fall, 2004; Fall, 2005)
- International Marketing (MKTG 376—Fall, 2004; Fall, 2005)
- Marketing of Agricultural Products (MKTG 332—Spring, 2004)
- Marketing, Computers, and the Internet (MKTG 476—Spring, 2005; Spring, 2006)
- Seminar in International Marketing (MKTG 769—Spring, 2004; Spring, 2005; Spring, 2006)

**A. Gary Anderson Graduate School of Management, University of California, Riverside—Visiting Assistant Professor of Marketing (2001-2003).**

- Principles of Marketing, “mega” section (BSAD 110--Winter, 2003)
- Consumer Behavior (BSAD 112—Spring, 2002; Fall, 2002; Winter, Spring, 2003)
- Marketing Institutions [Channels of Distribution] (BSAD 113—Fall, 2001; Winter, 2002; Spring, 2003)
- Marketing in a Global Environment (BSAD 114—Fall, 2001; Winter, Spring, Fall 2002)

**The George Washington University, Washington, D.C. (Department of International Business) —Visiting Assistant Professor of International Business (1999-2001).**

- International Marketing (Fall, 1999, 2; Spring, 2000, 2; Fall, 2000, 1; Spring, 2001: 2)
- Foreign Market Analysis (undergraduate level): 1 (Spring, 2000)
- Introduction to International Business 2 (Fall, 2000; Spring, 2001)
- Independent Study (Spring, 2000; Summer, 2000; Fall, 2000; Spring, 2001)
- Doctoral Committee: Paul Kolesa, 2000-2001

**University of Maryland, College Park—Visiting Assistant Professor of Marketing (1998-99)**

- Consumer Analysis (Consumer Behavior) (undergraduate level — Fall: 2 sections; Spring, 1 section)
- Consumer Analysis (Consumer Behavior) (doctoral seminar — Spring)
- Consumer
- Consumer Analysis (Consumer Behavior) (MBA level—Summer)

**University of Southern California—Part Time Lecturer in Marketing (1993-1997):**

- Marketing Management (5 sections: Fall, 1993 [2], Summer, 1994, and Summer, 1995; Summer, 1997)
- Global Marketing Management (3 sections: Summer, 1994; Summer, 1996; Summer, 1997)
- Marketing Analysis and Strategy (7 sections: Summer, 1995; Fall, 1995; Spring, 1996 [3], Spring, 1998; and Summer, 1998)
- Consumer Behavior (4 sections: Fall, 1995 and Fall, 1996)
- MarkStrat™ Administration for Dr. Naufel Vilcassim’s International Business and Education (IBEAR) marketing management course

**California State University, Los Angeles Part Time Lecturer in Marketing (1997-98)**

- Principles of Marketing (6 sections: Winter, 1997; Spring 1997; Summer, 1997; Fall, 1997; and Summer, 1998 [2])
- Marketing Management: Spring, 1998

**Loyola Marymount University of Los Angeles—Part Time Lecturer in Marketing (1997)**

- International Marketing (MBA level) (Fall, 1997)

**University of Redlands (Alfred N. Whitehead Center for Lifelong Learning's evening program in San Luis Obispo, California, 1991)—Part Time Instructor**

- Introductory statistics (1 section)
- research design (1 section)
- research practicum (senior project) (1 section)

**PROFESSIONAL GROWTH**

**Publications**

David Ackerman and Lars Perner (2004), "Did You Hear What My Friend Paid! Examining The Consequences Of Social Comparisons Of Prices," *Advances in Consumer Research*, XXXI, pp. 596-592.

David S. Ackerman, Barbara L. Gross, and Lars Perner (2003), "Instructor, Student, and Employer Perceptions on Preparing Students for Changing Business Landscapes," *Journal of Marketing Education*, (25(1) (2003), 46-57.

Frank Alpert, Michael Kamins, and Lars E. Perner (2003), "Consumers' Perception and Misperception of Market Leadership and Market Pioneership," *Journal of Marketing Management* 19 807-835.

Michael A. Kamins, Valerie S. Folkes, and Lars Perner (1997), "Consumer Response to Rumor: Good News, Bad News," with, *Journal of Consumer Psychology*, 6(2) 165-187.

Michael A. Kamins, Frank H. Alpert and Lars E. Perner (2007), "How do Consumers Know Which Brand is the Market Leader or Market Pioneer? Consumers' Inferential Processes, Confidence, and Accuracy," *Journal of Marketing Management*, 23, 590-611.

## Refereed Proceedings

David Ackerman, Barbara Gross, and Lars Perner (2000), "Preparing For the Future: Shifting Students' Focus From What Has Been Done to What Can Be Done." Western Marketing Educators' Conference, Lake Tahoe, NV, April 14.

David Ackerman, Barbara Gross, and Lars Perner (2001), "Hey, We Missed The Exit: Teaching Marketing Students To Navigate In A Changing Business Landscape." Western Marketing Educators' Conference, Waikoloa, Hawaii, April 18-22, 2001.

Lars E. Perner, (2004), "Marketing a Person on the Autistic Spectrum: Some Business School Lessons." *Soaring to New Heights: Proceedings of the Meeting of the Autism Society of America, Seattle*, 246-253.

Lars E. Perner, 2002, "Preparing to Be Nerdy Where Nerdy Can Be Cool: College Planning for the Student With High Functioning Autism." Proceedings, Autism Society of America meeting, Indianapolis, IN, July 17-21.

## Book Review

Lars E. Perner (1998) "*Asking About Prices: A New Approach to Understanding Price Stickiness* [Book Review], *Journal of Consumer Affairs*, 32(2) (1998), 424-426.

## Invited Addresses

"Even if the Emperor *Does* Wear Clothes, Should It Be Everyone's Goal to See This?" [Goal Setting and Self-Marketing for Individuals with Autism]. ANCA Foundation 3rd Annual Conference and Fundraiser, Maple Ridge, B.C., Canada, July 12-14, 2002.

"Marketing An Eccentric" [Marketing Principles for Individuals on the Autistic Spectrum," ANCA Foundation 4<sup>th</sup> Annual Conference, Vancouver, Canada, June 21-22, 2003.

"The 'Big Picture' of Autism: Science and Theory in Plain English," ANCA Foundation 5<sup>th</sup> Annual Conference and Fundraiser, Burnaby, B.C., Canada, June 19, 2004.

## Presentations

Lars E. Perner (1998), "Three Perspectives on Business: The Manager, the Consultant, and the Academic." Paper presented at the California State University, Long Beach Symposium on Collegiate School of Business Teaching, March 6.

Lars E. Perner (2001), "Literal Detours: Propositions on Abstraction in High Functioning Individuals With Autism." Annual meeting of the American Psychological Association, San Francisco, CA, August 24-28.

Lars E. Perner and Bill Payne (2005), "Searching the Consumer Research Literature Strategies For Greater Gain With Lesser Pain," paper presented at the annual meeting of the American Psychological Association, Washington, D.C., August 18-21.

Lars E. Perner (2006), "Research Based Cases: A Tool For Currency, Creativity, Information Search, And Value In Marketing Education," paper presented at the Annual Meeting of the Marketing Educators' Association, San Francisco, April 27-29.

### Non-Refereed Articles

Lars E. Perner (2003), "It's Not Too Early to Start Planning for College," *Autism-Asperger's Digest*, May.

Lars E. Perner (2003), "Selecting A College," *Autism-Asperger's Digest*, November.

Lars E. Perner (2008), "Autism Subtypes: A Key to Understanding a Perplexing Spectrum," *Autism Spectrum Quarterly*, 15, 8-11.

### Ad Hoc Reviewing

- Marketing Educators' Association Conference, 2005-
- *Psychology & Marketing*, 1998
- Association for Consumer Research Conference, 1999, 2000
- American Marketing Association's Educators' Winter Conference, 1999
- American Marketing Association's Educators' Summer Conference, 2000
- APA Division of Consumer Psychology Conference, 1999, 2000, 2001
- Academy of International Business Conference, 2000
- Society of Marketing Advances Conference, 2000

### Other Conference Activity

- Chair, "Consumers' Everyday Interactions With Technology" session, Association for Consumer Research Conference, Salt Lake City, Utah, October 19-21, 2000.
- Chair, "Consumer Bargain Hunting: In the Mortar, on the Net, Among the Fleas, and on the Bay" round-table session, Association for Consumer Research Conference, Salt Lake City, Utah, October 19-21, 2000.
- Chair, "From the Horses' Mouths to the Foals' Ears: Explaining Autism to Children," Autism Society of American Annual Meeting, Nashville, July 11-13, 2005.

### Funded Research Grants

- "Variety Avoidance and Frustration: Shopping and Consumption Experiences of Consumers on the Autistic Spectrum." SDSU "Grant-in-Aid" support to interview consumers on the autistic spectrum on the effects of autism on consumer experiences.
- SDSU "Research, Scholarship, and Creative Activity" (RSCA) Grant: "Determinants of Consumer Perception of Price Fairness: A Conjoint Approach." Target: *Journal of Consumer Research*.

## INSTITUTIONAL AND COMMUNITY SERVICE

### Institutional Service

- **GMAT Preparation Workshop**—successfully applied for an Instructionally Related Activities (IRA) grant to cover costs of materials and a mathematics instructor; coordinated workshop series and taught the verbal portion, 2005
- **Chair, Finance Tenure Track Search Committee, SDSU-IVC, 2004-2005.** Successfully filled the position.
- **Member, Academic Senate Committee on Diversity, Outreach, and Equity, 2004-.**
- **Member, Committee on Research and Grants, SDSU-IVC, 2004-.**
- **Ad-Hoc Committee on the SDSU-IVC Agribusiness Program, 2003-.** Informal work with Dr. Stephen King on outreach and other promotional efforts for the Agribusiness Program at SDSU-IVC.
- **Judge, MBA Capstone Presentations, A. Gary Anderson Graduate School of Management, 2001-2003.**
- **Judge, GWU Undergraduate Capstone Case Competition, 2000**
- **GWU New Graduate and Undergraduate Orientations, 2000**
- **Core Faculty (Undergraduate) Committee, The George Washington University School of Business and Public Management, 2000-2001**
- **Evaluation of Study-Abroad Course Equivalency Petitions, GWU, 1999-2001.**

### Community Service

- **Founder and Executive Director, Autism Education Foundation (2006-)**
- **Owner and publisher, <http://www.ConsumerPsychologist.com>** -top ranked site under "Consumer Behavior" on Google.
- **Member, Strategic Planning Committee, Autism Society of America (2006-)**
- **Web Master, Marketing Educators' Association (<http://www.MarketingEducators.org>), 2005-**
- **Media Relations.** Quoted in *New York Times* (2001, 2004, 2005), *Toronto Star* (2001, 2005), *Financial Times* (2005), *Washington Post* (2002, 2005 [twice]), *Chronicle of Higher Education* (2005), *Los Angeles Times* (2005, 2006 [twice]), *Baltimore Sun* (2005), *San Francisco Chronicle* (2006), *San Diego Union Tribune* (2006), *Florida Today* (2002), Knight-Ridder newspapers (2002), *Newsday* (2002), *Riverside Press Enterprise* (2002), *Profit Magazine* (2002), *Orlando Sentinel* (2004, 2005), *Across the Board* (2002), *American Demographics* (2002), the *Sacramento Bee* (2003), *San Diego Daily Transcript* (2005), *Tennessean* (2005), *Dayton Daily News* (2004), *Arkansas Democrat Gazette* (2003), *Grocery Headquarters* (2003), *Providence Journal* (2003), and by the Associated Press (2004), and in Marcia Layton Turner's (2003) book *Kmart's Ten Deadly Sins: How Incompetence Tainted an American Icon*. Appearance on CNN *In the Money*, December 16, 2007.



- **Organizational Governance:** Board Member, ANCA® Foundation, Vancouver, B.C., 2004-2006; At Large Director, San Diego Chapter, Autism Society of America, 2005-; Member, Advisory Board, the Global and Regional Asperger Syndrome Partnership (GRASP); Strategic Planning Committee, Autism Society of America (2006-)
- **Autism outreach:** Two articles in *Autism-Asperger's Digest* and web site on college preparation for high functioning students on the autistic spectrum; presentations on special education classes at SDSU and U.C. Riverside on personal experiences; presentation to parent support group in San Diego Unified School District, responses to inquiries by parents of children on the autism spectrum.

#### **INDUSTRY SPONSORED TRAINING**

- Direct Marketing Educational Foundation's Institute for Professors, Dallas, 1994.