

Rob Richerson

Assistant Professor of Marketing
University of Maryland Eastern Shore
Princess Anne, Maryland

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Education

- Ph.D. University of Kentucky, Gatton College of Business and Economics
Concentration: Marketing
August 2014
- M.B.A. University of Southern Mississippi
December 2001
- B.A. University of Southern Mississippi
Major: Radio, Television, and Film
May 1999

Employment History

- 8/2020 to Present Assistant Professor of Marketing
University of Maryland Eastern Shore
Princess Anne, Maryland

Courses Taught

UMES Courses Taught

- Undergraduate: MKTG 308, Principles of Marketing
 MKTG 311, Creative Marketing Content
 MKTG 312, Sales Management
 MKTG 313, Marketing Software Applications
 MKTG 409, Marketing Research
 MKTG 421, International Marketing
 MKTG 200, Fundamentals of Marketing
- Graduate: DSEN 635, Analytical CRM

Publications (Refereed Journal Articles)

Richerson, Rob, James Mead, and Wenjing Li (2020). Evolutionary Motives and Food Behavior Modeling in Romantic Relationships. *Journal of Business Research*, 120(November), 509-519.

Mead, James A., Rob Richerson, and Wenjing Li (2020). Dynamic Right-Slanted Fonts Increase the Effectiveness of Promotional Retail Advertising. *Journal of Retailing*, 96(June), 282-296.

Mead, James A. and Rob Richerson (2018). Package Color Saturation and Food Healthfulness Perceptions. *Journal of Business Research*, 82(January), 10-18.

Refereed Conference Proceedings/Presentations

Mead, James A., Rob Richerson, and Wenjing Li (2018). The Effect of Implied Movement in Promotional Font Text on Consumer Intentions. *Back to the Future: Revisiting the Foundations of Marketing* (pp. 536-537). West Palm Beach, FL: Society of Marketing Advances.

Richerson, Rob (2017). Evolutionary Motives and Consumer Food Choice in Romantic Relationships. In Laura Robinson and Maryann Lozano (Ed.), *Atlantic Marketing Association Conference Proceedings* (pp. 76-78). Williamsburg, VA: Atlantic Marketing Association.