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## Research interests

I completed my education at the University of Arizona in 1993 with a Ph.D. in Marketing. I joined Bond University, Australia, in 2002, where I am a Professor of Marketing. Over the years I have held various positions including Head of the Marketing Department, Director of the PhD Program and Associate Dean of Research (Bond Business School). I have published in a variety of top academic journals, including the Journal of Marketing Research, Journal of Consumer Research, the European Journal of Marketing, Organizational Behaviour and Human Decision Processes, and Psychology & Marketing.

A perusal of my vita will indicate that my interests are broad, but nearly all the research falls under the rubric of behavioural decision making.

Experiencing foreign cultures is my passion. I have visited over 42 countries and given academic presentations in Asia, North America and Europe.

## Qualifications

PhD, University of Arizona  
Award Date: 15 Aug 1993

Economics, MA, San Jose State University  
1982 → 1985

Economics and International Business, BSc, California Polytechnic State University SLO  
1978 → 1981

## Research outputs

### **COVID-19 and Extremeness Aversion: The Role of Safety Seeking in Travel Decision Making**

Kim, J., Park, J., Lee, J., Kim, S., Gonzalez-Jimenez, H., Lee, J., Choi, Y. K., Lee, J. C., Jang, S., Franklin, D., Spence, M. T. & Marshall, R., Apr 2022, In: Journal of Travel Research. 61, 4, p. 837-854 18 p.

### **Social selling cues: The dynamics of posting numbers viewed and bought on customers' purchase intentions**

Das, G., Spence, M. T. & Agarwal, J., Dec 2021, In: International Journal of Research in Marketing. 38, 4, p. 994-1016 23 p.

### **Retailing and emergent technologies**

Grewal, D., Gauri, D. K., Das, G., Agarwal, J. & Spence, M. T., Sep 2021, In: Journal of Business Research. 134, p. 198-202 5 p.

### **Decision Theory Presentation: An overview of how Behavioral Decision Making has evolved**

Spence, M. T., 4 May 2021

### **Customers' perceptions of returning items purchased online: planned versus unplanned product returners**

Rintamäki, T., Spence, M. T., Saarijärvi, H., Joensuu, J. & Yrjölä, M., 2021, In: International Journal of Physical Distribution and Logistics Management. 51, 4, p. 403-422 20 p.

### **A randomised on-line survey exploring how health condition labels affect behavioural intentions**

Thomas, R., Spence, M. T., Roy, R. & Beller, E., 26 Oct 2020, In: PLoS One. 15, 10, 14 p., e0240985.

**The mitigating effect of matching regulatory focus with arousal-inducing stimuli in service failure situations**

Das, G., Roy, R. & Spence, M. T., 1 Oct 2020, In: *Psychology and Marketing*. 37, 10, p. 1420-1432 13 p.

**Millennials' predisposition toward ecotourism: the influence of universalism value, horizontal collectivism and user generated content**

Kaihatu, T. S., Spence, M. T., Kasim, A., Satrya, I. D. G. & Budidharmanto, L. P., 22 Jul 2020, (E-pub ahead of print) In: *Journal of Ecotourism*. 20 p.

**Factors affecting consumer engagement on online social networks: self-congruity, brand attachment, and self-extension tendency**

Rabbanee, F., Roy, R. & Spence, M. T., 10 Jun 2020, In: *European Journal of Marketing*. 54, 6, p. 1407-1431 25 p.

**Response to Thømmes and Lemmer (2019) regarding Mediation Analysis Revisited**

Kim, J., Gui, Y., Jang, S., Spence, M. T. & Park, J., 1 May 2019, In: *Australasian Marketing Journal*. 27, 2, p. 126-128 3 p.

**A randomised on-line survey to explore how disease labels, psychological traits and illness risk perceptions affect behavioural intentions**

Thomas, R. L., Spence, M. T., Roy, R. & Beller, E. M., Aug 2018.

**The Color of Choice: The Influence of Presenting Product Information in Color on the Compromise Effect**

Kim, J., Spence, M. T. & Marshall, R., Jun 2018, In: *Journal of Retailing*. 94, 2, p. 167-185 19 p.

**Omni-channel retailing: propositions, examples and solutions**

Yrjölä, M., Spence, M. T. & Saarijärvi, H., 27 May 2018, In: *International Review of Retail, Distribution and Consumer Research*. 28, 3, p. 259-276 18 p.

**Mediation analysis revisited: Practical suggestions for addressing common deficiencies**

Kim, J., Hwang, E., Phillips, M., Jang, S., Kim, J. E., Spence, M. T. & Park, J., 1 Feb 2018, In: *Australasian Marketing Journal*. 26, 1, p. 59-64 6 p.

**How objective and subjective knowledge affect insurance choices**

Kuusela, H., Spence, M. T. & Paul, P., 1 Dec 2017, In: *Journal of Financial Services Marketing*. 22, 4, p. 161-172 12 p.

**From Electronic WOM to Social eWOM: Bridging the trust deficit**

Pihlaja, J., Saarijärvi, H., Spence, M. T. & Yrjölä, M., 2 Oct 2017, In: *Journal of Marketing Theory and Practice*. 25, 4, p. 340-356 17 p.

**Factors affecting the acquisition of energy-efficient durable goods**

Kuusela, H. & Spence, M. T., 29 Sep 2017, *Greener Marketing: A Global Perspective on Greening Marketing Practice*. Charter, M. & Polonsky, M. J. (eds.). London: Routledge, p. 224-232 9 p.

**How brand loyal shoppers respond to three different brand discontinuation scenarios**

Hebblethwaite, D., Parsons, A. G. & Spence, M. T., 1 Jan 2017, In: *European Journal of Marketing*. 51, 11-12, p. 1918-1937 20 p.

**How Thoughts of God Interact with Sexual Advertising**

Roy, R. & Spence, M. T., 2017.

**The relationship between shopping mall image and congruity on customer behaviour: Evidence from Indonesia**

Kaihatu, T. S. & Spence, M. T., 1 May 2016, In: *Australasian Marketing Journal*. 24, 2, p. 141-145 5 p.

**Parsing out the effects of personal consumption norms and industry influences on food consumption volume**

Zlatevska, N. & Spence, M. T., 2016, In: *European Journal of Marketing*. 50, 3-4, p. 377-396 20 p.

**The effect of construal level on time perceptions, confidence in judgements and future preferences**

Vilches-Montero, S. N. & Spence, M. T., 11 May 2015, In: *European Journal of Marketing*. 49, 5-6, p. 782-805 24 p.

**Problem gambling among international and domestic university students in Australia: Who is at risk?**

Moore, S. M., Thomas, A. C., Kalé, S., Spence, M., Zlatevska, N., Staiger, P. K., Graffam, J. & Kyrios, M., Jun 2013, In: *Journal of Gambling Studies*. 29, 2, p. 217-230 14 p.

**Using Simulations to Better Appreciate Game Outcomes: Implications for Bet Minimums and Maximums**

Spence, M. T., Kale, S. & Sugden, S., 28 May 2013, (Unpublished).

**Gambling on gambling: Financial implications of raising bet limits and table differentials**

Spence, M. T., Kale, S. H. & Sugden, S., 1 Jan 2013, In: *Journal of Gambling Business & Economics*. 7, 1, p. 55-72 18 p.

**Does huge pent-up demand weaken attention to customer experience: Lessons from IRCS in Macau and Singapore**

Kale, S. & Spence, M. T., 2013, *Proceedings of the 11th APacCHRIE Conference*. Chon, K. (ed.). Macau SAR, China: University of Macau, p. 1-17 17 p.

**Do violent social cause advertisements promote social change? An examination of implicit associations**

Zlatevska, N. & Spence, M. T., May 2012, In: *Psychology and Marketing*. 29, 5, p. 322-333 12 p.

**Using the pairwise comparison method to assess competitive priorities within a supply chain**

Saarijärvi, H., Kuusela, H. & Spence, M. T., May 2012, In: *Industrial Marketing Management*. 41, 4, p. 631-638 8 p.

**Crowdsourcing and consumer insights**

Pentecost, R. & Spence, M. T., 2012, *Leading edge marketing research : 21st century tools and practices*. Kaden, R. J., Linda, G. & Prince, M. (eds.). Thousand Oaks: SAGE Publications Ltd, p. 211-227 17 p.

**How 'Shades of Failure' and Mental Simulation Affect the Likelihood of Subsequent Actions**

Som, A., Spence, M. T. & Zlatevska, N., 2012, *ACR Proceedings: AP - Asia-Pacific Advances in Consumer Research*. Duluth, MN: Association for Consumer Research, Vol. 10. p. 228-236 9 p.

**Events gone bad: Ramifications and theoretical reasoning**

Pentecost, R., Spence, M. T. & Kale, S., 1 Apr 2011, In: *The International Journal of Sport and Society*. 2, 2, p. 29-39 11 p.

**International student gambling: The role of acculturation, gambling cognitions and social circumstances**

Thomas, A. C., Moore, S., Kale, S., Zlatevska, N., Spence, M. T., Staiger, P. K., Graffam, J. & Kyrios, M., 2011, Australia: Gambling Research Australia (GRA). 106 p.

**Do Australian and American consumers differ in their perceived shopping experiences? A bi-cultural analysis**

Jones, M. Y., Vilches-Montero, S., Spence, M. T., Eroglu, S. A. & Machleit, K. A., 2010, In: *International Journal of Retail and Distribution Management*. 38, 8, p. 578-596 19 p.

**Factors affecting the acquisition and transfer of novel attribute relationships to new product categories**

Shapiro, S., Spence, M. T. & Gregan-Paxton, J., Feb 2009, In: *Psychology and Marketing*. 26, 2, p. 122-144 23 p.

**Casino customers in Asian versus western gaming jurisdictions: Implications for western casino operators**

Kale, S. H. & Spence, M. T., 2009, In: *Worldwide Hospitality and Tourism Themes*. 1, 4, p. 320-331 12 p.

**Spill-over effects in multi-sponsored events: Theoretical insights and empirical evidence**

Pentecost, R. & Spence, M. T., 2009, In: *World Journal of Management*. 1, 1, p. 98-117 23 p.

**Creating emotions via B2C websites**

Jones, M. Y., Spence, M. T. & Vallaster, C., Sep 2008, In: *Business Horizons*. 51, 5, p. 419-428 10 p.

**Affordable housing: Exploratory findings from the state of Queensland**

Spence, M. T. & Kale, S., 2008.

**A trination analysis of social exchange relationships in e-dating**

Kale, S. H. & Spence, M. T., 2008, *Social Networking Communities and E-Dating Services: Concepts and Implications*. Romm Livermore, C. & Setzekorn, K. (eds.). IGI Global, p. 314-328 15 p.

**Optimising the internal value chain: Principles and practices**

Spence, M. T. & Kale, S. H., 2008, In: *Journal of Management and Organization*. 14, 2, p. 193-206 14 p.

**A cross cultural comparison of India, China and Australia: An analysis of love related references within dating websites**

Loebnitz, N. & Spence, M. T., 2007, p. 12-14. 3 p.

**Causes and consequences of emotions on consumer behaviour: A review and integrative cognitive appraisal theory**

Watson, L. & Spence, M. T., 2007, In: *European Journal of Marketing*. 41, 5-6, p. 487-511 25 p.

**Decomposing the value of department store shopping into utilitarian, hedonic and social dimensions: Evidence from Finland**

Rintamäki, T., Kanto, A., Kuusela, H. & Spence, M. T., 1 Jan 2006, In: *International Journal of Retail and Distribution Management*. 34, 1, p. 6-24 19 p.

**Designing an appropriate brand image and customer gaming experience in Macau: Challenges and opportunities**

Spence, M. T. & Kale, S., 2006, p. 60-67. 8 p.

**Singapore's foray into casinos: A triadic exchange relationship**

Kale, S. & Spence, M. T., 2006, In: *Euro Asia Journal of Management*. 16, 2, p. 85-106 22 p.

**Mind over matter? the inability to counteract contrast effects despite conscious effort**

Shapiro, S. & Spence, M. T., Mar 2005, In: *Psychology and Marketing*. 22, 3, p. 225-245 21 p.

**The importance of agency appraisals in eliciting consumption related emotions**

Watson, L. & Spence, M. T., 2005, p. 366-372. 7 p.

**The joint effect of relevant/irrelevant information and expertise on the formation of market segments: Do experts group in fewer, tighter clusters?**

Stevens, L. A. & Spence, M. T., 2005, p. 319-324. 6 p.

**Exploring the Dimensions of Fit within Sports Sponsorship**

Pentecost, R. & Spence, M. T., 2004, *ANZMAC 2004 : Marketing accountabilities and responsibilities, conference proceedings*. Wiley, J. & Thirkell, P. (eds.). Wellington, 8 p.

**Propositions addressing perceived differences in the value of hard and soft information in marketing decisions support systems**

Spence, M. T., 2003, p. 2402-2406. 5 p.

**Factors Affecting Encoding, Retrieval, and Alignment of Sensory Attributes in a Memory-Based Brand Choice Task**

Shapiro, S. & Spence, M. T., 1 Mar 2002, In: *Journal of Consumer Research*. 28, 4, p. 603-617 15 p.

**How consumers select life insurance policies: A protocol analysis**

Kuusela, H. & Spence, M. T., 18 Feb 1999, In: Journal of Professional Services Marketing. 18, 1, p. 49-63 15 p.

**Managerial intuition: A conceptual and operational framework**

Shapiro, S. & Spence, M. T., 1 Jan 1997, In: Business Horizons. 40, 1, p. 63-68 6 p.

**The moderating effects of problem characteristics on experts' and novices' judgments**

Spence, M. T. & Brucks, M., 1 Jan 1997, In: Journal of Marketing Research. 34, 2, p. 233-247 15 p.

**Problem-problem solver characteristics affecting the calibration of judgments**

Spence, M. T., 1 Jan 1996, In: Organizational Behavior and Human Decision Processes. 67, 3, p. 271-279 9 p.

**Press/Media**

**Awards**