MICHAEL S. LATOUR, Ph.D.
Professor of Marketing and Beam Research Fellow
University of Nevada, Las Vegas (on leave)

Articles in Refereed Journals

Krishen, Anjala, Michael S. LaTour, and Elnaz Jalilipour, “Asian Female Consumers: Skin Tone Tension in an Advertising Context” Journal of Current Issues and Research in Advertising (forthcoming)


Krishen, Anjala, Andrew Hardin and Michael S. LaTour, “Virtual World Experiential Promotion” Journal of Current Issues and Research in Advertising. (forthcoming)


Holbrook, Morris B., Kathleen T. Lacher and Michael S. LaTour, “Audience Judgments As the Potential Missing Link Between Expert Judgments and Audience Appeal: An Illustration Based on Musical Recordings of “My Funny Valentine” (authors names are in alphabetical order, each contributed equally) Journal of the Academy of Marketing Science Vol. 34, No. 1, 2006, 8-18


LaTour, Michael S., and Jeff Tanner ”Radon: Appealing to Our Fears” _Psychology & Marketing_, Vol. 20, No. 5, 2003, 377-394


Ford, John B., Michael S. LaTour and Courtney Middleton "Women's Studies and Advertising Role Portrayal Sensitivity: How Easy is to Raise "Feminist Consciousness""?" Journal of Current Issues and Research in Advertising Vol 21, No. 2, 1999, 77-87, The first two authors are principal authors and contributed equally


Ford, John B., Michael S. LaTour and Earl Honeycutt "An Examination of the Cross-Cultural Female Response to Offensive Sex Role Portrayals in Advertising: A Research Note" International Marketing Review, Vol. 14, No. 6, 1997; 409- 423


LaTour, Michael S., and Herb Rotfeld "There are Threats and (Maybe) Fear: Theory and Confusions of Appeals to Fear and Fear Itself" Journal of Advertising, Vol. 26, No. 3, 1997; 45-59


Oswald, Sharon, Peter Stanwick and Michael S. LaTour "Vision, Strategic Planning and Cultural Relationships on Organizational Performance: A Structural Approach" International Journal of Management, Vol. 14, No. 3, 1997; 521-529


LaTour, Michael S., Robin Snipes and Sara Bliss, "Don't Be Afraid to Use Fear Appeals: An Experimental Study" Journal of Advertising Research, Vol. 36, No. 2, 1996; 59-67

Ford, John B., and Michael S. LaTour "Contemporary Female Perspectives of Female Role Portrayals in Advertising" Journal of Current Issues and Research in Advertising Vol. 18, No. 1, 1996; 81-95.

Min, Hokey, Michael S. LaTour and Michael Jones "The Effects of a Negotiator's Initial Offer, Time, Gender and Team Size on Negotiation Outcomes" International Journal of Purchasing and Materials Management Vol.31, No.4, 1995; 19-24


Henthorne, Tony and Michael S. LaTour "A Model to Explore the Ethics of Erotic Stimuli in Print Advertising" Journal of Business Ethics Vol. 14, 1995; 561-569


LaTour, Michael and Tony Henthorne, "Female Nudity in Advertisements, Arousal and Response: A Parsimonious Extension" Psychological Reports Vol. 75, December 1994; 1683-1690

Min, Hokey, Michael S. LaTour and Alvin J. Williams "Positioning Against Foreign Supply Sources in an International Purchasing Environment" Industrial Marketing Management Vol. 75, December 1994; 371-382

LaTour, Michael and Tony L. Henthorne "Ethical Judgements of Sexual Appeals in Print Advertising" Journal of Advertising Vol. 23 No. 3, 1994; 81-90


Johnson, Kerenami, and Michael S. LaTour. "Is an 'Ideal' Service Institution Image the Same for All Referral Sources?: The Case of Chemical Dependency Programs." *Journal of Hospital Marketing*, Vol. 7, No. 2, 1993; 101-120


LaTour, Michael S., and Scott Roberts "Cultural Anchoring in the Service Sector" *Journal of Services Marketing*, Vol. 6, No. 4, 1992; 29-34 (Invited article by same publisher of somewhat similar JCM article [see above])


LaTour, Michael S. and Shaker A. Zahra. "Fear Appeals as Advertising Strategy: Should They Be Used?" Journal of Consumer Marketing, Vol. 6, No. 2, (Spring) 1989; 61-70 At publisher’s request, it was also featured in the Journal of Services Marketing.

Articles in Refereed Published Proceedings


LaTour, Michael S., Jeff Tanner and Brent Wren,” Appealing to Fears for our Children: Radon as the Phantom Menace”, 2001 Proceeding of the Society for Marketing Advances Conference Winner of the "Best in Track" award. Abstract form. (Fully expanded and revised version was sent to Psychology & Marketing)


Ford, John B., Michael S. LaTour, Douglas G. West and Irvine Clarke, “ Perceptions of Adult Businesspeople Regarding Sex Role Portrayals in Specific Industry Advertising: The Case of Singapore” 1999 A.M.S. Conference Proceedings


LaTour, Michael S., Robin Snipes and Sara Bliss, "Self-Efficacy and the Ethics of Fear Appeals" 1996 AMA Summer Educator’s Proceedings , abstract form, (Fully expanded version sent to Journal of Business Ethics)
Ford, John B., Michael S. LaTour, and Courtney Middleton "Womens Studies and Advertising Role Portrayal Sensitivity" 1996 AMA Summer Educators Proceedings abstract form

LaTour, Michael S. "Fear Appeals in Video Advertising: Is There a Fear Arousal Threshold?" 1995 A.M.A. Summer Educators Proceedings abstract form


Ford, John B., Stanley Hart, Earl D. Honeycutt, Michael S. LaTour and John Beckwith "An Exploratory Examination of Mexican and American Student Perceptions of Sex role Portrayals in Advertising" 1993 Southern Marketing Association Proceedings

Nataraajan, Rajan and Michael S. LaTour "Toward Axiomatizing Marketing with Lesser Axioms" 1993 Proceedings of the Association of Marketing Theory and Practice

Ford, John B., Earl D. Honeycutt, Michael S. LaTour, Matthew Joseph, and Jennifer Job "Perceptions of Sex Role Portrayals in Advertising: A Comparison of Australian and New Zealand Students" 1993 A.I.B. South East Conference Proceedings (Hong Kong)


Eppler, Dianne, Tony L. Henthorne, Michael S. LaTour and Kathy Micken "Victim's Rights, Fear Appeals and Arousal" 1992 A.M.A. Summer Educator’s Proceedings, abstract form


Non-refereed Articles
Journal Articles (Editorial Review)


Invited Commentaries


Articles in Books


Ford, John B., Douglas West, Vincent P. Magnini, Michael S. LaTour, and Michael J. Polonsky (2010), “A Backward Glance of Who and What Marketing Scholars have been Researching,” in
Naresh Malhotra (Ed.) Review of Marketing Research (Volume 7), 1-18, Bingley, UK: Emerald Group Publishing Limited.


HONORS

Recipient of the UNLV College of Business "Outstanding Researcher of the Year" Award (2010).

Recipient of the “Beam Research Fellow” Award, 2010, UNLV College of Business.

Recipient of the UNLV College of Business "Outstanding Researcher of the Year" Award (2007).

Selected as a Hearin Invited Lecturer, School of Business Administration, University of Mississippi, January, 2003

Recipient of one of nine “Distinguished Alumni of the Year” Awards from Boise State University College of Business and Economics for 2001-2002.

Co-author of the "Best Paper in the Advertising Track" of the 2001 Society for Marketing Advances Conference.


Selected as a Boardman Invited Lecturer (with honorarium), College of Business, University of Southern Mississippi, Spring, 2000

Co-author of the "Best Paper in the Consumer Behavior Track" of the 1998 A.M.A. Summer Educators’ Conference.

Recipient of the 1998 Alabama Association for Higher Education in Business Award for Excellence and Professional Contributions. Only one award is given state-wide to a business faculty member from a four-year institution. Criteria evaluated include evidence of superior instruction, evidence of continuing professional development (e.g. research publications), evidence of service to students, evidence of departmental/institutional service, and evidence of curriculum renewal.

Co-recipient of the 1998 Department of Marketing and Transportation Outstanding
Teaching Award.

Awarded the Auburn University Panhellenic Award for Fall Quarter 1997.

Awarded the Auburn University Panhellenic Teaching award for Winter Quarter 1997.

Awarded the Auburn University Panhellenic Teaching award for Spring Quarter 1997.

Co-author of the "Best Paper in the International/Global Marketing Track" of the 1997 Southern Marketing Conference.

Co-author of the "Best Paper in the Global/International Marketing Track" of the 1996 A.M.A. Summer Educators’ Conference.

Recipient of the Old Dominion University College of Business and Public Administration "Outstanding Researcher of the Year" Award (1990).

Elected to Honor Society of Beta Gamma Sigma, The University of Mississippi chapter, March 1988.

Recipient an Outstanding Achievement Award from the Southeast Region of the Decision Sciences Institute for one of the two best papers of the 1988 conference. Over 100 papers were presented at the conference.

Recipient of the Graduate Student Achievement Award for the School of Business Administration, The University of Mississippi, April 1986.

Elected to the Honor Society of Phi Kappa Phi, The University of Mississippi, November 1984.

EDUCATION

Ph.D.  Business Administration - The University of Mississippi, May 1986
    Dissertation Title: "Arousal as an Intervening Variable in a Marketing Communications Context."

M.B.A.  Boise State University, Boise, Idaho. May 1981.

PREVIOUS ACADEMIC POSITIONS

Professor of Marketing and Department Chair, UNLV, 6/04-5/10

Torchmark Professor of Marketing, Auburn University 1/99-5/04

Professor of Marketing, Auburn University 8/97-5/04

Associate Professor of Marketing, Auburn University 8/91-7/97

Assistant Professor of Marketing, Old Dominion University 6/86-7/91