

## **RISTO MOISIO**

---

Marketing Department  
College of Business Administration  
California State University, Long Beach  
1250 Bellflower Boulevard  
Long Beach, CA 90840-8503  
[rmoisio@csulb.edu](mailto:rmoisio@csulb.edu)

---

### **EDUCATION**

---

Ph.D. (Business Administration) Marketing, University of Nebraska, May 2007  
Dissertation: Men in the No Man's Land: Animating Masculinity at Home  
Committee: Eric J. Arnould and James W. Gentry (Co-Chairs), Ron D. Hampton, Amit Saini, and Charles Braithwaite

M.Sc. (Business Administration) Marketing, University of Southern Denmark, 2001

B.B.A. (Business Administration) Marketing, Satakunta Polytechnic, Finland, 1998

### **RESEARCH INTERESTS**

---

Consumer well-being; gendered consumer self-presentation; consumer prosociality

### **JOURNAL PUBLICATIONS**

---

Moisio, Risto and Mariam Beruchashvili (2010), "Questing for Well-Being at Weight Watchers: The Role of Spiritual-Therapeutic Model in a Support Group," 36 (February), *Journal of Consumer Research*.

Moisio, Risto and Eric J. Arnould (2005), "Extending the Dramaturgical Framework in Marketing: Drama Structure, Drama Interaction, and Drama Content in Shopping Experiences," *Journal of Consumer Behaviour*, 4 (4), 246-256.

Moisio, Risto, Eric J. Arnould, and Linda L. Price (2004), "Between Mothers and Markets: Constructing family identity through homemade food," *Journal of Consumer Culture*, 4 (3), 361-384.

### **WORKING PAPERS**

---

Risto Moisio, Eric J. Arnould, and James W. Gentry, "Men and DIY Home Improvement: Pursuing the Suburban Craftsman Ideal," in revision for the 3<sup>rd</sup> round review for the *Journal of Consumer Research*.

Mariam Beruchashvili, Risto Moisio, and James W. Gentry, "Do Lay Theories Influence Dieters' Goals?" under review at the *European Journal of Marketing*.

Mariam Beruchashvili, Risto Moisio, and James W. Gentry, "Lay Theories and Planning During Goal Pursuit" in preparation for submission to the *Journal of Consumer Psychology*.

Mariam Beruchashvili, Risto Moisio, and James W. Gentry, "Cultivating Hope," in preparation for submission to the *Journal of Marketing*.

Risto Moisio, Pamela Miles Homer, and Binh T. Tran, "Understanding Ad Language Choice in Bilingual Advertising: A Familiarity Signaling Perspective," in revision for 2<sup>nd</sup> round review for the *Journal of Advertising*.

Risto Moisio and Mariam Beruchashvili, "Beware of the High-Effort Gift?" In revision for resubmission to the *Journal of Consumer Research*.

## **BOOK CHAPTERS**

---

Mariam Beruchashvili and Risto Moisio (forthcoming), "Overweight Consumers and Identity Projects," *Identity and Consumption*, edited by Russell Belk and Ayalla Ruvio, Routledge.

Linda L. Price, Eric J. Arnould, and Risto Moisio (2007), "Making Contexts Matter: Selecting Research Contexts for Theoretical Insights," *Handbook of Qualitative Research Methods in Marketing*, edited by Russell Belk, Sage Publications.

## **CONFERENCE PROCEEDINGS & PRESENTATIONS**

---

Mariam Beruchashvili, James W. Gentry, and Risto Moisio (2009), "Cultivating Hope," *Working Paper to be Presented at the Association for Consumer Research Conference* in Pittsburg, PA.

Mariam Beruchashvili, James W. Gentry, and Risto Moisio (2008), "The Binding Force of Hope: Constructing Hope, Constructing Community," *Special Session Presentation at the Consumer Culture Theory Conference*, Boston, MA: Suffolk University.

Risto Moisio and Mariam Beruchashvili (2007), "Is It Just the Thought That Counts? Experimental Investigation into the Gift Giving Effort Effect", *Working Paper Presented at the Association for Consumer Research Conference* in Memphis, TN.

Mariam Beruchashvili, James Gentry, Risto Moisio (2007), "Merchants of Hope: Enhancing Hope Through Brand Community", *Working Paper Presented at the Association for Consumer Research Conference* in Memphis, TN.

Risto Moisio, Mariam Beruchashvili (2007), "'We Just Gripe'n Gripe...That's All We Do!': Performing the Gripping Ritual in the Weight Watchers Brand Community", in *Advances in Consumer Research*, Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research.

Moisio, Risto and Mariam Beruchashvili (2006), "Therapeutic Brand Community: Performing the Collective Confessional at Weight Watchers," *Special Session Presentation at the North American Association for Consumer Research Conference*, Orlando, FL: Association for Consumer Research.

Moisio, Risto and Mariam Beruchashvili (2006), "Therapeutic Brand Community: Performing the Collective Vulnerable Self at Weight Watchers," *Special Session Presentation at the Consumer Culture Theory Conference*, Notre Dame, IN: University of Notre Dame.

Moisio, Risto and Mariam Beruchashvili (2006), "Weight Watchers as a Community of Gripping," *Working Paper Poster at the Global Retailing Conference*, Tucson, AZ: University of Arizona.

Moisio, Risto and Eric J. Arnould (2005), "Consumer Projects: Cultural Resources and the Pursuit of Consumer Agency," in *European Advances in Consumer Research*, Karin Ekström and Helene Brembeck (eds.), Valdosta, GA: Association for Consumer Research, vol. 7, 2006.

Moisio, Risto and Eric J. Arnould (2004), "Staging the Servicescape: A Frame Analysis of Marketer Staging Practices in a Foreign Grocery," *Proceedings of the 8th International Research Seminar in Service Management*, eds. Christian Groenroos and Anat Rafaeli and Roland T. Rust and Pierre Eiglier. La Londe les Maures, France: IAE Aix-en-Provence.

Moisio, Risto (2003), "Negative Consequences of Mobile Phone Consumption: Everyday Irritations, Anxieties and Ambiguities in the Experiences of Finnish Mobile Phone Consumers," in *Advances in Consumer Research*, Vol. 30, eds. P. A. Keller and D. W. Rook. Valdosta, GA: Association for Consumer Research, 340-345.

Moisio, Risto J. and Søren Askegaard (2002), "'Fighting Culture' - Mobile Phone Consumption Practices as Means of Consumer Resistance," in *Asia Pacific Advances in Consumer Research*, Vol. 5, eds. Tu Ping and Rami Zwick. Valdosta, GA: Association for Consumer Research, 24-29.

## **RESEARCH IN PROGRESS**

---

Risto Moisio, Mariam Beruchashvili, and Hope Jensen Schau, "Mythological Dimension of Women's Protective Self-Presentation," Data collection complete.

Risto Moisio and Mariam Beruchashvili, "Wanna be a Fighter? The Unfolding of Martial Masculinities among MMA Enthusiasts," Data collection underway.

Risto Moisio and Pamela Miles Homer, "Pay it Forward?" Data collection underway.

Risto Moisio and Pamela Miles Homer, "Do First Impressions Pay Off? Exploring The Role of Counter-stereotypic and Stereotypic First Impressions of Ethnic Service Providers on Tipping," Two studies complete. Data collection in progress.

Risto Moisio, "Why Do Men Take Physical Risk?" Two experiments completed.

Risto Moisio with Bernard Cova, Stefania Borghini and Antonella Caru, "Playing Brand Politics," data collection underway.

## **TEACHING INTERESTS**

---

Marketing Research; Principles of Marketing, Consumer Behavior, Cultural branding

## **TEACHING EXPERIENCE**

---

Marketing Principles, California State University Long Beach, undergraduate	Fall 2011 →
Consumer Behavior, California State University Long Beach, graduate	Spring 2011/12
Consumer Behavior, California State University Long Beach, undergraduate	Fall 2007 -->
Marketing Research, California State University Long Beach, undergraduate	Spring 2010
Principles of Marketing, University of Nebraska, Lincoln, undergraduate	Spring & Fall 2003
International Marketing, University of Nebraska, Lincoln, undergraduate	Fall 2004 & Spring 2005

## **UNIVERSITY SERVICE**

---

CBA Convocation Marshal, International Business	2012
Independent study supervision for Baris Akcora	2012
Honor's thesis supervision for Mayra Gutierrez	2010
Honor's thesis supervision for Jaroslaw Janik	2010
Intellectual Contribution Committee, Member	2010 →
Financial Resources Review Committee, Member	2009 →
Marketing Department Library Liaison	2009 →
Marketing Department Graduate Program Curriculum Committee, secretary	2009 →
Marketing Department Grade Appeal Committee, Member	2008 →
Marketing Department Activities Committee, Member	2008 →
Master's thesis committee member for Hiromi Noda	2009
Assisting Dr. Homer's honor's thesis supervision for Binh Tran	2009
Directing Independent Studies for Seung Jay Moon	2008-2009
Assisting Dr. Homer's honor's thesis supervision for Parker Chaffee	2008-2009

## ACADEMIC EMPLOYMENT

---

Assistant Professor, California State University, Long Beach	Fall 2007-Present
Adjunct Instructor, University of Arizona	Fall 2006-Spring 2006
Visiting Scholar, University of Arizona	Fall 2005 – Spring 2006
Instructor, University of Nebraska, Lincoln	Spring 2003 – Spring 2005
Research Assistant, University of Nebraska, Lincoln	Spring 2003 – Spring 2005
Research Assistant, University of Southern Denmark, Odense	Spring 2001 - Fall 2002

## AWARDS & HONORS

---

Panel participant, “Accelerating/Developing Business through Social Media”, Alumni and Friends, October 5 <sup>th</sup> , Pyramid Annex Conference Center	2011
CCT Workshop, Invited Faculty Mentor	2011
Association for Consumer Research, Asia-Pacific, Program Committee Member	2011
Consumer Culture Theory Conference, Program Committee Member	2011
“Most Inspirational Professor”, CSULB Alumni Association, California State University, Long Beach	2010
“Art & Craft of Discussion Leadership”, 8/27/10-8/28/10, Cambridge, MA, Harvard University	2010
Summer Stipend, California State University, Long Beach	2009
Teaching Award, CSULB Alumni Association, California State University, Long Beach	2008
Summer Stipend, California State University, Long Beach	2008
Fellow, AMA Sheth Foundation Doctoral Consortium	2005
Recipient, Presidential Graduate Fellowship, University of Nebraska	2005
President, Marketing Doctoral Student Association, University of Nebraska	2005
Recipient, UNL Outstanding Graduate Research Assistant Award, University of Nebraska	2005
Recipient, CBA Graduate Research Assistant Award, University of Nebraska	2005

Recipient, Marketing Department Award for Excellence in Research by a Graduate Student, University of Nebraska	2004
Recipient, William Levitt Foundation Scholarship	2002
Recipient, "Graduate of the Year" in International Marketing, University of Southern Denmark, Odense, Denmark	2001

### **SELECTED PROFESSIONAL SERVICE**

---

<b>Ad Hoc Reviewer – Journals</b>	<b>Year</b>	<b>Ad Hoc Reviewer - Conferences</b>	<b>Year</b>
Sociological Forum	2010	Consumer Culture Theory Conference	2006; 2008
Journal of Retailing	2007, 2008	ACR Annual North American, European, Latin-American, and Asia-Pacific Conferences	2001; 2004-
Journal of Consumer Culture	2005-	AMA Winter Marketing Educator's Conference	2002; 2004; 2005
Journal of Small Business Management	2004	SCP Conference	2006
Journal of International Marketing	2008, 2009, 2011	Academy of Marketing Science Conference	2004
Food, Culture, and Society	2008		
Journal of Financial Services Marketing	2004		
Consumption, Markets, and Culture	2008		
Journal of International Consumer Marketing	2002		
Research in Consumer Behavior	2011		
<b>Discussant at Conferences</b>			
Mittelstaedt Doctoral Symposium	2004		

## REFERENCES

---

Eric J. Arnould  
Visiting Professor of Marketing  
University of Southern Denmark  
E-mail: [eric@sam.sdu.dk](mailto:eric@sam.sdu.dk)

James W. Gentry  
Maurice J. and Alice Hollman College  
Professorship in Marketing  
P.O. Box 880492  
Lincoln, NE 68588-0492  
Phone: [\(402\) 472-3278](tel:(402)472-3278)  
Fax: [\(402\) 472-9777](tel:(402)472-9777)  
e-mail: [jgentry1@unl.edu](mailto:jgentry1@unl.edu)

Robert A. Mittelstaedt  
Professor of Marketing - Emeritus  
P.O. Box 880492  
Lincoln, NE 68588-0492  
Phone: [\(402\) 472-3378](tel:(402)472-3378)  
Fax: [\(402\) 472-9777](tel:(402)472-9777)  
E-mail: [rmittelstaedt1@unl.edu](mailto:rmittelstaedt1@unl.edu)