

Dr. Reto Felix

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College of Business and Entrepreneurship
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ACADEMIC POSITIONS HELD

- 09/2019 – today **The University of Texas Rio Grande Valley**
Edinburg, TX, USA
- College of Business and Entrepreneurship, Marketing Department -
Associate Professor of Marketing
- 09/2013 – 08/2019 **The University of Texas Rio Grande Valley**
Edinburg, TX, USA
- College of Business and Entrepreneurship, Marketing Department -
Assistant Professor of Marketing
- 1999 – 08/2013 **University of Monterrey**
San Pedro Garza García, Mexico
- Department of Business Administration -
Assistant / Associate Professor of Marketing
- 1997 – 1998 **Instituto Tecnológico y de Estudios Superiores (ITESM)**
Monterrey, Mexico
- Centro de Calidad -
Visiting Research Fellow
- 1995 – 1996 **University of St. Gallen**
St. Gallen, Switzerland
Institute for Technology Management
- Quality Division -
Research and Teaching Assistant

HIGHER EDUCATION

- Jan-Dec 2003 **University of California at Berkeley**
Berkeley, CA
- Haas School of Business, Marketing Department -
Visiting Scholar
- 1997 – 1998 **Instituto Tecnológico y de Estudios Superiores (ITESM)**
Monterrey, Mexico
Fellowship Awarded by the Swiss National Science Foundation
- 1995 – 1996 **University of St. Gallen**

St. Gallen, Switzerland
Doctoral Studies (Doctorate completed April 1999)

1994 **Johann Wolfgang Goethe-Universität**
Frankfurt/M., Germany
Business Studies (Exchange Program, Fall Semester 1994)

1990 – 1994 **University of St. Gallen**
St. Gallen, Switzerland
Bachelors and Masters Degree in Business Administration, major Marketing (completed October 1994)

RESEARCH

Refereed Journal Articles

Felix, Reto, Eva M. González, Raquel Castaño, Lorena Carrete, and Richard T. Gretz (2021), "When the Green in Green Packaging Backfires: Gender Effects and Perceived Masculinity of Environmentally Friendly Products," *International Journal of Consumer Studies*. Early view online version: <https://doi.org/10.1111/ijcs.12738>

Singh, Devinder P., Minas N. Kastanakis, Justin Paul, and Reto Felix (2021), "Non-Deceptive Counterfeit Purchase Behavior of Luxury Fashion Products," *Journal of Consumer Behaviour*. Early view online version: <https://doi.org/10.1002/cb.1917>

Saravade, Swapnil, Reto Felix, and Fuat Firat (2021), "From Solidity to Liquidity: Macro-Level Consumption Patterns in the Sharing Economy," *Journal of Macromarketing*, 41(2), 284-296. doi: 10.1177/0276146720958184.

Sheng, Xiaojing, Reto Felix, Swapnil Saravade, Judy Siguaw, Seth Ketron, Seth, Krzysztof Krejtz, and Andrew Duchowski (2020), "Sight Unseen: The Role of Online Security Indicators in Visual Attention to Online Privacy Information," *Journal of Business Research*, 111, 218-240. doi: 10.1016/j.jbusres.2019.11.084.

Hinsch, Christian, Reto Felix, and Philip A. Rauschnabel (2020), "Nostalgia beats the wow-effect: Inspiration, awe and meaningful associations in augmented reality marketing," *Journal of Retailing and Consumer Services*, 53, in press. doi: 10.1016/j.jretconser.2019.101987.

Arifine, Ghizlane, Olivier Furrer, and Reto Felix (2019), "Multi-brand Loyalty in Consumer Markets: A Qualitatively-Driven Mixed Method Approach," *European Journal of Marketing*, 53 (11), 2419-2450. doi: 10.1108/EJM-07-2017-0474.

Felix, Reto and Fuat Firat (2019), "Brands that 'Sell Their Soul': Offshoring, Brand Liquidification and the Excluded Consumer," *Journal of Marketing Management*, 35 (11-12), 1080-1099. doi: 10.1080/0267257X.2019.1604562.

Felix, Reto and Jacob Almaguer (2019), "Nourish What You Own: Psychological Ownership, Materialism, and Pro-Environmental Behavioral Intentions," *Journal of Consumer Marketing*, 36 (1), 82-91. doi: 10.1108/JCM-10-2017-2417.

- Rauschnabel, Philipp, Reto Felix, and Chris Hinsch (2019), "Augmented Reality Marketing: How Mobile AR-apps Can Improve Brands through Inspiration," *Journal of Retailing and Consumer Services*, 49, 43-54. doi: 10.1016/j.jretconser.2019.03.004.
- Felix, Reto, Chris Hinsch, Philipp Rauschnabel, and Bodo Schlegelmilch (2018), "Religiousness and environmental concern: A Multilevel and Multi-Country Analysis of the Role of Life Satisfaction and Indulgence," *Journal of Business Research*, 91, 304-312. doi: 10.1016/j.jbusres.2018.06.017.
- Alvarez-Milán, Agarzelim, Reto Felix, Philipp Rauschnabel, and Christian Hinsch (2018), "Strategic Customer Engagement: A Decision-Making Framework," *Journal of Business Research*, 92, 61-70. doi: 10.1016/j.jbusres.2018.07.017.
- Zolfagharian, Mohammadali, Reto Felix, and Jakob Braun (2018), "Boundary Conditions of the Effect of Customer Coproduction: The Case of Service Failure," *Journal of Marketing Management*, 34 (9-10), 705-731. doi: 10.1080/0267257X.2018.1474243.
- Siew, Shir-Way, Michael Minor, and Reto Felix (2018), "The Influence of Perceived Strength of Brand Origin on Willingness to Pay More for Luxury Goods." *Journal of Brand Management*, 25 (6), 591-605. doi: 10.1057/s41262-018-0114-4.
- Ahmed, Zafar U., Wolfgang Hinck, and Reto Felix (2018), "Twenty-Five Years after the Fall of the Berlin Wall: An Empirical Revisit of West German Consumers' Attitudes Toward Products and Brands from Former East Germany," *Journal of Promotion Management*, 24 (6), 895-910. doi: 10.1080/10496491.2017.1408529.
- Felix, Reto, Philipp Rauschnabel, and Chris Hinsch (2017), "Elements of Strategic Social Media Marketing: A Holistic Framework," *Journal of Business Research*, 70, 118-126. doi: 10.1016/j.jbusres.2016.05.001.
- Felix, Reto and Karin Braunsberger (2016), "I Believe Therefore I Care: The Relationship Between Religiosity, Environmental Attitudes, and Green Product Purchase in Mexico," *International Marketing Review*, 33 (1), 137-155. doi: 10.1108/IMR-07-2014-0216.
- Felix, Reto (2015), "Market Orientation Plus: Antecedents and Consequences of Market Orientation and Corporate Social Responsibility in Mexico," *Journal of Global Marketing*, 28 (3-5), 172-188. doi: 10.1080/08911762.2015.1114693.
- Gonzalez, Eva M., Reto Felix, Lorena Carrete, Edgar Centeno, and Raquel Castano (2015), "Green Shades: A Segmentation Approach Based on Ecological Consumer Behavior in an Emerging Economy," *Journal of Marketing Theory & Practice*, 23 (3), 287-302. doi: 10.1080/10696679.2015.1032395.
- Felix, Reto and Adilson Borges (2014), "Celebrity Endorser Attractiveness: Visual Attention and Implications for Ad Attitudes and Brand Evaluations", *Journal of Brand Management*, 21 (7/8), 579-593. doi: 10.1057/bm.2014.24.
- Felix, Reto (2014), "Multi-Brand Loyalty: When One Brand is Not Enough," *Qualitative Market Research: An International Journal*, 17 (4), 464-480. doi: 10.1108/QMR-11-2012-0053.
- Felix, Reto, Zafar U. Ahmed, and Wolfgang Hinck (2013), "Gender Issues in Consumer Materialism: The Case of Mexico," *Journal of Transnational Management*, 18 (2), 82-100. doi: 10.1080/15475778.2013.782230.

Felix, Reto and Martha R. Garza (2012), "Rethinking Worldly Possessions: The Relationship between Materialism and Body Appearance for Female Consumers in an Emerging Economy," *Psychology and Marketing*, 29 (12), 980-994. doi: 10.1002/mar.20579.

Carrete, Lorena, Raquel Castaño, Reto Felix, Edgar Centro, and Eva González (2012), "Green Consumer Behavior in an Emerging Economy: Confusion, Credibility, and Compatibility," *Journal of Consumer Marketing*, 29 (7), 470-481. doi: 10.1108/07363761211274983.

Felix, Reto and José de Jesús García (2012), "Quality of Life in Mexico: A Formative Measurement Approach," *Applied Research in Quality of Life*, 7(3), 223-238. doi: 10.1007/s11482-011-9164-4.

Felix, Reto (2012), "Brand Communities for Mainstream Brands: The Example of the Yamaha R1 Brand Community," *Journal of Consumer Marketing*, 29 (3), 225-232. doi: 10.1108/07363761211221756.

Felix, Reto (2011), "The Impact of Scale Width on Responses for Multi-Item, Self-Report Measures," *Journal of Targeting, Measurement and Analysis for Marketing*, 19 (3-4), 153-164. doi: 10.1057/jt.2011.16.

Felix, Reto and Wolfgang Hinck (2005), "Executive Insight: Market Orientation of Mexican Companies", *Journal of International Marketing*, 13 (1), 111-127. doi: 10.1509/jimk.13.1.111.58537.

Felix, Reto (2004), "Understanding Youth Culture: Techno Music Consumption at Live Events in Spanish Speaking Countries," *Journal of International Consumer Marketing*, 16 (4), 7-38. doi: 10.1300/J046v16n04_02.

Vasquez-Parraga, Arturo, Reto Felix and Aberdeen Leila Borders (2004), "Rationale and Strategies of Latin American Companies Entering, Maintaining and Leaving US Markets," *Journal of Business and Industrial Marketing*, 19 (6), 359-371. doi: 10.1108/08858620410556309.

Vasquez-Parraga, Arturo Z. and Reto Felix (2004), "Investment and Marketing Strategies of Mexican Companies in the United States: Preliminary Evidence," *Thunderbird International Business Review*, 46 (2), 149-161. doi: 10.1002/tie.20002.

Felix, Reto (2003), "A Proposed Taxonomy of Management Systems," *Systems Research and Behavioral Science*, (20) 1, 21-29. doi: 10.1002/sres.523.

Conference Proceedings and Presentations

Almaguer, Jacob and Reto Felix (2021), "Fluent in Emoji? Consumer Processing of Emojis vs. Text" (Poster presentation), *2021 Association for Consumer Research Conference*, October 28-30.

Ngo, Ai Nhan, Reto Felix, and Dan King (2021), "Phonological Fluency: How Syllable Markedness of Brand Names Influences Consumers' Brand Attitudes" (Poster presentation), *2021 Association for Consumer Research Conference*, October 28-30.

- Murray, Ross, Xiaojing Sheng, and Reto Felix (2021), "Impacts of Perceived Robot Eeriness on Future Approach Intentions of Third-Party Observers," *2021 American Marketing Association Summer Conference* (Vol. 32), August 4-6, 600-603.
- Felix, Reto and Xiaojing Sheng (2020), "Utopian vs. Dystopian Effects of Artificial General Intelligence (AGI) on Consumer Experiences and Agency," *2020 American Marketing Association Summer Conference* (Vol 31), August 18-20, 169-171.
- Murray, Ross, Reto Felix, Xiaojing Sheng, and Fuat Firat (2020), "Selfless Concern: The Moderating Effect of Altruism on the Relationship between General Beliefs and the Purchase of Green Products," *2020 American Marketing Association Summer Conference* (Vol. 31), August 18-20, 889-891.
- Sheng, Xiaojing, Judy A. Siguaw, Yubing Wan, Reto Felix, and Lorena Garcia-Ramon (2020), "Unsought Goods: A Consumer Behavior Perspective," *2020 American Marketing Association Summer Conference* (Vol. 31), August 18-20, 496-499.
- Garcia Ramon, Lorena, Xiaojing Sheng, and Reto Felix (2019), "Consumer Motivations and Fake Online Reviews," *2019 American Marketing Association Summer Conference* (Vol. 30), Chicago, IL, August 9-11, DWO-27
- Zolfagharian, Mohammadali, Atafeh Yazdanparast, and Reto Felix (2018), "A Phenomenological Examination of Internet Addiction: Insights from Entanglement Theory," in Andrew Gershoff, Robert Kozinets, and Tiffany White (eds.), *North American Advances in Consumer Research*, Vol. 46, Duluth, MN: Association for Consumer Research, 882-883.
- Schulten, Matthias B., Philipp A. Rauschnabel, Reto Felix, and Christian Hinsch (2018), "Content Marketing: Toward Implementing an Evolving Communication Discipline," *2018 American Marketing Association Summer Conference* (Vol. 29), Boston, MA, August 10-12, DS-18
- Hinsch, Christian and Reto Felix (2018), "The Evolution of the Impact of Religion and Life Satisfaction on Environmental Concern," *2018 Academy of Marketing Science Annual Conference Proceedings*.
- Fatehi, Ashkan and Reto Felix (2017), "Can Products Have Agency, Too?" *2017 Society for Marketing Advances Conference*, Louisville, KY, November 7-11.
- Felix, Reto, Christian Hinsch, and Philipp Rauschnabel (2017), "Dominium Terrae: A Multilevel Analysis on the Relationship between Religiousness and Environmental Concern," *2017 American Marketing Association Winter Conference* (Vol. 28), Orlando, FL, February 17-19, E17-E18.
Recipient of Best Paper Award in the "Driving Positive Consumer Welfare" track.
- Alvarez-Milán, Agarzelim and Reto Felix (2017), "Strategic Customer Engagement: A Decision-Making Framework," *2017 American Marketing Association Winter Conference* (Vol. 28), Orlando, FL, February 17-19, C26-27.
- Rauschnabel, Philipp, Reto Felix, and Christian Hinsch (2016), "Managing the Pinball: Dimensions of Strategic Social Media Marketing," *2016 Winter AMA Conference* (Vol. 27), Las Vegas, NV, February A37.

- Felix, Reto, Arash Hosseinzadeh, and Arne Baruca (2015), "Because It Makes Me Feel Good: Moderation and Mediation Effects in Cause-Related Marketing" (Full paper), *2015 Society for Marketing Advances Conference*, San Antonio, TX, November 4-7, 2015, 472-480.
- Felix, Reto (2015), "Selling Your Soul to the Devil: Consumer Reactions to Offshoring and Changes of Country-of-Origin," Poster Presentation, *2015 AMA Winter Conference*, San Antonio, TX, February 13-15, 2015.
- Felix, Reto (2014), "Corporate Social Responsibility and Market Orientation in an Emerging Economy: Relationships and Outcomes," *2014 Academy of Marketing Science World Marketing Congress ESAN Conference*, Lima, Peru, August 5-8, 2014.
- Felix, Reto (2014), "Multi-Brand Loyalty: Propositions and Insights from a Quantitative Study," *2014 Academy of Marketing Science World Marketing Congress ESAN Conference*, Lima, Peru, August 5-8, 2014.
- Felix, Reto and Adilson Borges (2014), "Celebrity Endorser Attractiveness, Visual Attention, and Implications for Ad Attitudes and Brand Evaluations: A Replication and Extension," *2014 ACR Latin America Conference*, Guadalajara, Mexico, July 24-26, 2014.
- Felix, Reto, Cuauhtemoc Luna-Nevarez, and Arne Baruca (2014), "The Relationship Between Materialism and Environmental Consciousness: A Multilevel Analysis," *2014 Academy of Marketing Science Annual Conference*, Indianapolis, IN, May 21-23, 2014, Vol. 37, 324.
- Felix, Reto and Wolfgang Hinck (2012), "Attention to Print Advertising: An Eye Tracking Study in the Context of Airline Advertisements," *Proceedings of the Academy of Marketing Science World Marketing Congress – Cultural Perspectives in Marketing*, Buckhead, GA, August 28-September 1, 2012, Vol. 9, 254-257.
- Felix, Reto (2011), "Happiness in Money, Acquisition, and Consumption: A Replication and Extension," *Proceedings of the Annual Meeting of the Society for Marketing Advances*, Memphis, TN, November 2-5, 2011, 46-49.
- Felix, Reto, Lorena de la Paz Carrete Lucero, Raquel Castaño, Edgar Centeño, and Eva M. González Hernández (2011), "Motivators and Inhibitors of Environmental Consumption in an Emerging Economy: The Case of Mexico," in *Asia-Pacific Advances in Consumer Research*, Vol. 9, eds. Zhihong Yi, Jing Jian Xiao, June Cotte, and Linda Price, Beijing, China: Association for Consumer Research, 289-294.
- Felix, Reto (2009), "Explaining Loyalty: The Personal Relationship Analogy," *Proceedings of the Annual Meeting of the Society for Marketing Advances*, New Orleans, LA, November 4-7, 2009, 59-62.
- Felix, Reto (2008), "Are Materialists Really Less Happy? A Re-Inquiry of the Relationship between Materialism and Subjective Well-Being," *Proceedings of the Annual Meeting of the Society for Marketing Advances*, St. Pete Beach, FL, November 5-9, 2008, 94-97
- Felix, Reto (2008), "Product Relationships, Brand Meanings, and Symbolism for Mainstream Brands: the Case of the Sports Bike Community," in *Latin American Advances in Consumer Research*, Vol. 2, eds. Claudia R. Acevedo, Jose Mauro C. Hernandez and Tina M. Lowrey, Sao Paulo, Brazil: Association for Consumer Research, 10-15

- Felix, Reto (2007), "Make Up Store: Developing a Franchise in Mexico (case study), in *Proceedings of the North American Case Research Association*, 21 (1), eds. Patricia Holman and Tom Hinthorne, Keystone, Colorado: North American Case Research Association, 77.
- Felix, Reto (2006), "Do Experts Feel Differently than Novices? A Re-Examination and Extension of the Duality Hypothesis," in *Asia-Pacific Advances in Consumer Research*, Vol. 7, eds. Margaret Craig Lees, Teresa Davis, and Gary Gregory, Sidney, Australia: Association for Consumer Research, 352-358.
- Felix, Reto (2006), "Internet Addiction: Measurement and Relationship with Materialism and Compulsive Buying (working paper)," in *Latin America Advances in Consumer Research*, Vol. 1, eds. Silvia Gonzalez and David Luna, Monterrey, Mexico: Association for Consumer Research, 87-88.
- Felix, Reto and Mark Wilson (2005), "Scale Validation with Factor Analysis and Item Response Models: An Application to the Construct of Materialism," *Proceedings of the Academy of Marketing Science 12th Biennial World Marketing Congress*, Vol. 12, 263-268, Muenster, Germany, July 6-9, 2005.
- Felix, Reto (2004), "Internet Addiction and Psychiatric Comorbidity: Evidence From Northern Mexico," *Proceedings of the Academy of Marketing Science Multicultural Marketing Conference*, Puebla, Mexico, September 22-25, 2004.
- Felix, Reto (2004), "The Effect of Expertise on Consumer Emotions," in *Advances in Global Business Research*, Vol. 1, eds. Catherine Michelson, Ben L. Kedia and Zafar U. Ahmed, New Delhi, India: Academy for Global Business Advancement, 303-308.
- Hausman, Angela, Michael Minor, and Reto Felix (2002), "The Music Consumption Experience" (Special Session), *Proceedings of the American Marketing Association Summer Educators' Conference*, San Diego, CA, August 3-6, 2002, Volume 13, 420-421,
- Felix, Reto (2002), "Is the Mexican Consumer Supposed to Be Different? A Conceptual Model of Materialism and Compulsive Consumption in the Mexican Context," *Proceedings of the Academy of Marketing Science Multicultural Marketing Conference*, Valencia, Spain, June 26-29, 2002. Volume IV-B, 170-182.
- Felix, Reto, Wolfgang Hinck, and Michael Minor (2001), "'Here's Looking At You, Kid': Eye-Tracking Applications in Consumer Information Processing Research," *Proceedings of the Annual Meeting of the Society for Marketing Advances*, New Orleans, LA, November 7-10, 2001, 157-161,
- Felix, Reto, Roberto Hernandez, and Wolfgang Hinck (2000), "An Empirical Investigation of Materialism in Mexico," *Proceedings of the American Marketing Association Summer Educators' Conference*, Chicago, IL, August 5-8, 2000, Volume 11, 279-286,
- Elahee, Mohammad and Reto Felix (2000), "The Role of Trust in US-Mexican Joint Ventures: A Proposition Paper," *Proceedings of the New England Business Administration Association (NEBAA)*, New Haven, CT, April 28-29, 2000, 29-31
- Felix, Reto (2000), "Eye Tracking – Method, Applications, and Limitations," *Proceedings of the Applied Business Research Conference*, Puerto Vallarta, Mexico, March 13-17, 2000.

Felix, Reto (2000), "Towards an Integrated Model of Internet Addiction," Proceedings of the American Society of Business and Behavioral Sciences (ASBBS), Las Vegas, February 17-21, 2000, Vol. 7, 421-426.

Book Chapters

Blindow, Franziska, Alexander Bömcker, and Reto Felix (1997), *Gezielte Ausgestaltung von Partnerschaftssystemen durch den Zulieferer*, in: Christian Belz, Günther Schuh, Sven A. Groos, and Sven Reinecke: *Industrie als Dienstleister*. St. Gallen: Thexis. ISBN 3908545331.

Other

Felix, Reto, Alexander Pischon, Frank Riemenschneider, and Hartwig Schwerdtle (1997), *Integrierte Managementsysteme: Ansätze zur Integration von Qualitäts-, Umwelt- und Arbeitssicherheitsmanagementsystemen*, IWÖ-Diskussionsbeitrag Nr. 41. St. Gallen: IWÖ-HSG.

TEACHING EXPERIENCE

- MARK3300 Principles of Marketing (Undergraduate)
- MARK4360 Social Media & eMarketing (Undergraduate)
- MARK6310 Marketing Strategy (MBA)
- MARK6430 Market Research (MBA)
- MARK6350 Competing Through Service (MBA)
- MARK6470 Social Media in Business (MBA)
- MARK8309 Research Methods I (PhD)
- MARK8371 Marketing Topics: Transformative Consumer Research

INDUSTRY AND WORKING EXPERIENCE

Summer 2005

Leo Burnett GmbH

Frankfurt am Main, Germany

Academic Visitor in the Brand Planning Department

- 1995 - 1996 **University of St. Gallen**
 St. Gallen, Switzerland
 Institute for Technology Management
 - Quality Division -
Implementation of ISO 9001 and ISO 14001 Quality and Environmental Management Systems with three major Swiss companies (SIKA AG, Toni AG, Ferd. Ruesch AG)
- 1994 – 1995 **Manpower GmbH**
 Frankfurt, Germany
Troubleshooting in the SAP invoice and billing system
- Spring 1991 **Deutsche Shell Chemie GmbH**
 Eschborn, Germany
Internship in Sales and Marketing
- 1988 – 1990 **Allied Forces Central Europe (AFCENT)**
 (International NATO Headquarters)
 Birkenfeld, Germany
Military Service
- 1986 – 1988 **Frankfurter Hypothekenbank AG**
 (now Eurohyp, Deutsche Bank Group)
 Frankfurt, Germany
Traineeship (20 months)

LANGUAGE SKILLS

Read, write and speak English, German, and Spanish fluently. Basic knowledge of French.

REFERENCES

Available upon request.