

February 2017

CURRICULUM VITA

NAME: Robert N. Mayer

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EDUCATION:

- 1978 Ph.D. University of California at Berkeley, Department of Sociology
Dissertation Title: "The Social Bases of Environmental Opinion"
Dissertation Committee: Charles Y. Glock (Chair), H.L. Wilensky, F.M. Nicosia
- 1973 M.A. University of California at Berkeley, Department of Sociology
- 1971 B.A. Columbia University, New York City (summa cum laude)

HONORS AND AWARDS:

- 2013-4 University of Utah Honors Professorship
- 2013 Stewart M. Lee Consumer Education Award, ACCI
- 2009 Best Reviewer Award, *Journal of Consumer Policy* (first recipient)
- 2009 Sigma Chi Fraternity Teacher Appreciation Award (also 2014)
- 2005 Research Fellow, Japanese Society for the Promotion of Science
- 2004 Distinguished Fellow, American Council on Consumer Interests
- 2002 University of Utah Distinguished Teaching Award
- 1993-99 ACCI Delegate to Consumers International (elected)
- 1992 Social and Behavioral Science Superior Research Award, Univ. of Utah
- 1992 Social and Behavioral Science Superior Teaching Award, Univ. of Utah
- 1992 Russell A. Dixon Award/Best Article Advancing the Consumer Interest

PROFESSIONAL EMPLOYMENT HISTORY:

- 1991-present Professor, Family and Consumer Studies, University of Utah
- 1989-97 Chair, Family and Consumer Studies, University of Utah
- 1983-91 Associate Professor, Family and Consumer Studies, University of Utah
- 1988 (summer) Visiting Research, Norwegian Fund for Market and Distribution Research, Oslo
- 1985-86 Visiting Researcher, Service of the Future and Economic Studies, Ministry of Telecommunications, Paris, France
- 1978-83 Assistant Professor, Family and Consumer Studies, University of Utah
- 1991-present Adjunct Professor, Department of Communication, University of Utah
- 1983-1989 Adjunct Associate Professor, Department of Sociology, University of Utah
- 1977-1983 Adjunct Assistant Professor, Department of Sociology, University of Utah
- 1979 Visiting Professor, Department of Marketing, New South Wales Institute of Technology, Sydney, Australia
- 1977-78 Instructor, Family and Consumer Studies, University of Utah
- 1973-77 Research Assistant for Professor Francesco M. Nicosia, Consumer Research Program, University of California at Berkeley
- 1974-75 Teaching Assistant, Department of Sociology, University of California at Berkeley
- 1972 Research Assistant for Professor Harold L. Wilensky, Department of Sociology, University of California at Berkeley
- 1970-71 Research Assistant for Professor Jonathan Cole, Bureau of Applied Social Research, Columbia University

TEACHING RESPONSIBILITIES:

1. Teaching Assignments (last ten years only)

<u>Quarter/Year</u>	<u>Course Title/Credits</u>	<u>Enrollment</u>
Spring, 2017	FCS 3470: International Consumer Policy (3)	29
Spring, 2017	FCS 3500: Financial Skills for Life (3)	110
Fall, 2016	FCS 3010: Careers in FCS (2)	30
Fall, 2016	FCS 3500: Financial Skills for Life (3)	105
Spring, 2016	FCS 3500: Financial Skills for Life (3)	102
	FCS 3470: International Consumer Policy (3)	35
Fall, 2015	FCS 3500: Financial Skills for Life (3)	100
Spring, 2015	FCS 3470: International Consumer Policy (3)	35
	FCS 3500: Consumer and Family Finance (3)	101
Fall, 2014	FCS 3500: Consumer and Family Finance (3)	35
	Honors 3020: Financial Citizenship	14
Spring, 2014	FCS 3470: International Consumer Policy (3)	57
Fall, 2013	Honors 3020: Financial Citizenship	8
Spring, 2013	FCS 3470: International Consumer Policy (3)	54
	FCS 3500: Consumer and Family Finance (3)	33
Fall, 2012	FCS 3500: Consumer and Family Finance (3)	39
Spring, 2012	FCS 3470: International Consumer Policy (3)	56
Spring, 2011	FCS 3470: International Consumer Policy (3)	55
	FCS 3500: Consumer and Family Finance (3)	44
Fall, 2010	FCS 3500: Consumer and Family Finance (3)	40
	FCS 3600: Intro to Consumer & Community Policy (3)	60
Spring, 2010	FCS: 3470: International Consumer Policy (3)	69
	FCS 3500: Consumer and Family Finance (3)	56
	Honors 4474: Seminar in Social Sciences--Financial Meltdown (3)	12
Fall, 2009	FCS 3500: Consumer and Family Finance (3)	63
	FCS 3600: Intro to Consumer & Community Policy (3)	80
Spring, 2009	FCS 3470: International Consumer Policy	68
	FCS 3500: Consumer and Family Finance	95
Fall, 2008	FCS 3500: Consumer and Family Finance	69
	FCS 3600: Intro to Consumer & Community Policy	96
Spring, 2008	FCS 3470: International Consumer Policy (3)	52
	Honors 3377: Globalization and the Consumer	18
Fall, 2007	FCS 3470: International Consumer Policy (3)	50
	FCS 3600: Intro to Consumer & Community Policy	120
Spring, 2007	FCS 3470: International Consumer Policy (3)	48
	Honors 3377: Globalization and the Consumer (3)	18
Autumn, 2006	FCS 3600: Intro to Consumer & Community Policy (3)	100
Spring, 2006	FCS 3470: International Consumer Policy (3)	45
	FCS 360: Intro to Consumer & Community Policy (3)	70
	Honors 3377: Globalization and the Consumer (3)	17
Autumn, 2005	FCS 3600: Intro to Consumer & Community Policy	29
Spring, 2005	FCS 3600: Intro to Consumer & Community Policy	41
	Honors 3377/FCS 3470: Social Science Core/Globalization	19

2. Other Courses Taught

FCS 120: Research Methods (5)
FCS 340: Consumer Problems (4)
FCS 540: Consumer Socialization (3)
FCS 543: Consumers and Health Care (3)
FCS 584: Special Topics--Energy Investment Decisions (4)
FCS 584: Special Topics--Consumer Research Classics (4)
FCS 584R: Consumer Consciousness Raising (3)
Honors 3377: Honors Core in Social Sciences (3)
Honors 4474: Seminar in Social Sciences
LIB ED 181: Social Science Issues (5)
LIB ED 317: Social Science and Public Policy (5)
SOC 338: Sociology of Environmental Issues (4)
MKTG 301: Consumer Behavior (NSWIT, Australia)
MKTG 530: Consumer Policy (NSWIT, Australia)

3. Graduate Students Supervised

A. Ph.D. Candidates:

Jenny Mish, Marketing, 2007-2009 (member)
Amber Hutchins, Communication Department, 2006-2008
Nguyen, Thuc-Doan, Marketing, 2006-2008
Beth Fratkin, Communication Department, 2003-2010
Repo Petteri, Political Science, Swedish School of Economics 1999-2000 (member)
Linda Lewis, Marketing, 1997-99 (member)
Philip Thompsen, Communication Department, 1992-1997 (member)
Greg Coon, Marketing Department, 1990-1995 (member)
Sherry Stevens, Marketing Department, 1987-1992 (member)
Bruce McKinzie, Communication Department, 1989-1990 (member)
Alexis Olds, Communications Department, 1984-1990 (member)
Diane Lamude, Communications Department, 1984-1989 (member)
John Long, Communications Department, 1983-1988 (member)
James McAlexander, Marketing Department, 1984-1987 (member)
David Congalton, Communications Department, 1981-1987 (member)
Kenneth Bahn, Marketing Department, 1980-1984 (member)

B. Masters Candidates (since 1997):

Lorayne Taylor, 2012-2013 (member)
Pui Shum, 2010-11 (member)
Andrew Thompson, 2009-2011 (chair)
Daisy Bennett, Public Policy, 2010-present (member)
W. David McKay, Public Policy, 2010-present (member)
Amanda Lee, 2008-2010 (member)
Angela Fontes, 2002-2006 (member)
Ann House, Family & Consumer Studies, 2000-2003 (chair)
Robert Nielsen, Family & Consumer Studies, 1997-1999 (member)
Denise Bale, Family & Consumer Studies, 1997-1998 (chair)

RESEARCH AND SCHOLARSHIP:

1. Extramural Grants/Funding

Zick, Cathleen D. (PI), Robert N. Mayer and Ken R. Smith. "Family Health Histories and Retirement Planning." National Institute on Aging, \$373,750 total costs. Funding period: September 15, 2011 to September 14, 2013.

Mayer, R.N., "Retirement Knowledge Quiz for University of Utah Employees," Direct Selling Education Foundation, \$8000, contract awarded, January 1, 2011.

Mayer, R.N., "Consumer Information Contest," Direct Selling Education Foundation, \$7,500, contract awarded, January 1, 2010.

Mayer, R.N., "Financial Privacy Among Older Americans," AARP Public Policy Institute, \$30,000, contract awarded, September 1, 2004.

Smith, K.R., C.D. Zick, and R.N. Mayer, "Adverse Selection, Life Insurance, and Genetic Testing for the BRCA1 Gene, National Institutes of Health, \$150,652, 1995-97.

"Evaluation of Online Credit Web Sites," Robert N. **Mayer** (PI), 1/1/2006 – 12/31/06
Consumers Union, \$10,000.

Mayer, R.N., "The Impact of Alcohol Warning Labels in Utah," Division of Substance Abuse, Utah Department of Social Services, \$3000 awarded, April, 1990.

Mayer, R.N., "The Impact of Alcohol Warning Labels in Utah," proposal submitted to the National Institute of Alcohol Abuse and Alcoholism, \$195,770 requested (not funded).

Zick, C.D. and R.N. Mayer, "The Effects of Telecommunications Deregulation on the Welfare of Utahns: Wave II of the Utah Household Panel Study," \$5000 each received from the Utah State Division of Public Utilities and Tel America, December, 1985.

2. Intramural Grants/Funding (last ten years only)

R.N. Mayer, "The Campaign to Establish the Consumer Financial Protection Bureau: Views of Leading Consumer Advocates," University Research Committee, \$5320, November, 2010.

Zick, C.D. (PI) and R.N. Mayer, "Retirement Planning Responses to Economic Shocks," IPIA, \$6,051, 2009-10

Zick, C.D. (PI) and R.N. Mayer, "Retirement Planning Responses to Economic Shocks," Center on Aging Pilot Grant, \$25,000, 2009-10.

3. Publications

A. Books and Monographs

Brobeck, Stephen and Robert N. Mayer, editors, *Watchdogs and Whistleblower: A Reference Guide to Consumer Activism*. Santa Barbara, CA: Greenwood, 2015. (In addition to editing this volume, I wrote fifteen entries and an overview of the entries on international topics.)

Kirsch, Larry and Robert N. Mayer, *Financial Justice: The People's Campaign to Stop Lender Abuse*. Santa Barbara, CA: ABC-CLIO, 2013.

Brobeck, Stephen, R.N. Mayer, Robert O. Herrmann (editors), *The Encyclopedia of the Consumer Movement*. Santa Barbara, CA: ABC-CLIO, 1997 (authored or co-authored multiple entries as well edited and/or translated 50+ entries written by others).

Mayer, R.N. (editor), *Enhancing Consumer Choice: Proceedings of the Second International Conference on Research in the Consumer Interest*. Columbia, MO: American Council on Consumer Interests, 1991.

Mayer, R.N. *The Consumer Movement: Guardians of the Marketplace*. Boston: Twayne/G.K. Hall & Company, 1989

Mayer, R.N., Videotex in France: The Other French Revolution, research monograph, Division of Social Science Research, University of Utah, 1987.

B. Chapters in Books

Mayer, R. and L. Kirsch, "To Speak in One Voice: Dynamics of a Cross-Movement Coalition for Financial Reform," in Joseph Tohill and Louis Hyman, editors, *Shopping for Change: Consumer Activism in North American History*. Toronto: Between the Lines, in press.

Zick, C.D. and R.N.Mayer, "Evaluating the Impact of Financial Planners," in Olivia Mitchell and Kent Smetters, editors, *The Market for Retirement Financial Advice*. Oxford, U.K.: Oxford University Press, 2013, pp. 153-81.

Mayer, R.N., "Online Insurance" in Jing Xiao (ed.), *Handbook of Consumer Finance Research*. New York: Springer, 2008, pp. 125-136.

Mayer, R.N., "The Consumer Interest," in Gregory T. Gundlach, Lauren G. Block and William L. Wilkie, editors, *Explorations of Marketing in Society*. Thomson - Southwestern, 2007, pp. 226-43.

Mayer, R.N. "Consumer Protection," in *The World Book Encyclopedia*, 2007, pp. 1017-1019.

Mayer, R.N. "Consumer Movements," in *Blackwell Encyclopedia of Sociology*, edited by George Ritzer. Blackwell, 2007, pp. 697-9.

Mayer, R.N., "The Entrepreneurial Ethic and the Spirit of Consumerism," in *The Expert Consumer*, edited by Alain Chatriot, Marie-Emmanuel Chessel, and Matthew Hilton, Ashgate Publishing (UK), 2006, pp. 151-66.

R.N. Mayer and Jessie X. Fan, "Great Basin and Range: Economic Well-Being of Utah Consumers," in *Utah at the Beginning of the New Millennium: A Demographic Perspective*, Cathleen D. Zick and Ken R. Smith (eds.), University of Utah Press, 2006, pp. 80-88.

Mathios, Alan M. And R.N. Mayer, "The Changing Relationship Between Consumer and Environmental Policy: Analyzing *JCP*'s Quarter Century of Coverage," in *Consumers, Policy and the Environment*, edited by Klaus Grunert and John Thøgersen. New York: Springer, 2005, pp. 23-36.

Mayer, R.N., "Economic Awareness," Chapter 6 in *Consumer Economics and Personal Finance*. Geneva, IL: McDougal-Littell, a Houghton Mifflin Company, 2003, pp. 95-114.

Mayer, R.N., "Smart Shopping on the Internet," Chapter 12 in *Consumer Economics and Personal Finance*. Geneva, IL: McDougal-Littell, a Houghton Mifflin Company, 2003, pp. 213-230.

Mayer, R.N., "Ralph Nader," in Paul S. Boyer (ed.), *The Oxford Companion to United States History*, New York: Oxford University Press, 2001, p.532.

Mayer, R.N., L.A. Lewis, and D.L. Scammon, "The Effectiveness of Environmental Marketing Claims: The Roles of Consumers, Competitors, and Policy Makers," in Paul N. Bloom and Gregory T. Gundlach (eds.), *Handbook of Marketing and Society*. Thousand Oaks, CA: Sage Publications, 2000, pp. 399-420.

Mayer, R.N., K.R. Smith, C. D. Zick, and J.R. Botkin, "Coercion, Control, and Consequence in Genetic Testing: Views on Insurance Among Tested Individuals and the General Public," in *Genetic Information: Acquisition, Access, and Control*. Plenum Publishing, 1999, pp. 41-56.

Smith, K.R., C.D. Zick, R.N. Mayer, and J.R. Botkin, "Genetic Testing and Adverse Selection in the Market for Life Insurance: Preliminary Findings for the BRCA1 Gene Mutation," in *Genetic Information: Acquisition, Access, and Control*. Plenum Publishing, 1999, pp. 57-70.

Mayer, R.N., "Consumer Protection," in Peter Earl and Simon Kemp (eds.), *The Elgar Companion to Consumer Research and Economic Psychology*. Cheltenham, UK: Edward Elgar Publishing, 1999, pp. 121-8.

Mayer, R.N., "Consumer Protection Outside the U.S.: A Global Overview," in Kenneth J. Meier, E. Thomas Garman & Lael R. Keiser (eds.), *Regulation and Consumer Protection*, 3rd edition, Houston, TX: Dame, 1997, pp. 417-434.

Zick, C.D. and R.N. Mayer, "Consumer Behavior and Attitudes in Utah: Are We Really the Land of Milk and Cookies," T.B. Heaton, T.A. Hirschl, and B. Chadwick (eds.), *Utah in Demographic Perspective*, Salt Lake City, UT: Signature, 1996, pp. 139-54.

Mayer, R.N. and R.W. Belk, "Fashion and Impression Formation Among Children," in Michael Solomon (ed.), The Psychology of Fashion (New York: Institute of Retail Management, New York University, 1984), pp. 293-308.

Mayer, R.N., "The FTC's Funeral Rule," in Daniel A. McGowan (ed.), Consumer Economics, 2nd edition (Chicago: Rand McNally, 1984), pp. 290-2.

Mayer, R.N. and F.M. Nicosia, "Social Organization and Changing Consumer Values," in G. Dlugos and K. Weiermair (eds.), Management Under Differing Value Systems (NY: Walter de Gruyter, 1981), 199-210.

Mayer, R.N. and F.M. Nicosia, "Consumer Information: Sources, Audiences, and Social Effects," in Robert N. Katz (ed.), Protecting Consumer Interests: Private Initiative and Public Response (Cambridge, MA: Ballinger, 1976), pp. 41-68.

C. Refereed Journal Publications

Zick, CD, KR Smith, and RN Mayer. "Planning Ahead or Living a Day at a Time? A Family History of AD and Retirement Planning." *American Journal of Alzheimer's Disease and Other Dementias*, 2006, pp. 516-23.
<http://aja.sagepub.com/content/early/2016/06/13/1533317516653821.full.pdf?ijkey=tz16T3Mu66pQgOM&keytype=finite>

Zick, CD, RN Mayer, and KR Smith. "Putting it off: Family breast cancer history and women's retirement planning." *Psycho-Oncology*. Published online January 29, 2015. DOI: 10.1002/pon.3759.

Zick, CD, RN Mayer, and KR Smith. Family health histories and their impact on retirement confidence. *Journal of Aging and Health*. Published online January 30, 2015. DOI: 10.1177/0898264314565330.
<http://jah.sagepub.com/content/early/2015/01/06/0898264314565330.full.pdf?ijkey=pwwvdADUzHNzJn4&keytype=finite>.

Zick, C.D., K.R. Smith, R.N. Mayer, and L.B. Taylor, Family, Frailty, and Fatal Futures? Own-Health and Family-Health Predictors of Subjective Life Expectancy," *Research on Aging*, 36 (2), 2014, 244-66. <http://dx.doi.org/10.11770164027513482948>.

Zick, C.D., R.N., Mayer, and K. Glaubitz, The Kids Are All Right: Generational Differences in Responses to the Great Recession," *Journal of Financial Counseling and Planning*, Vol. 23, No. 1, 2012, pp. 13-16. http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2220883

Mayer, R.N., Zick, C.D., and M. Glaittli, "Awareness of Retirement Planning Rules of Thumb," *Journal of Personal Finance*, Vol. 10, No. 1, 2011, pp. 12-35.
<http://www.iarfc.org/documents/issues/Vol%2010Issue1.pdf>

Mayer, R.N., Zick, C.D., and M. Marsden, "Does Calculating Retirement Savings Needs Improve Retirement Preparedness?" *Journal of Consumer Affairs*, Vol. 45, No. 2 (Summer), 2011, pp. 175-200. <http://onlinelibrary.wiley.com/doi/10.1111/j.1745-6606.2011.01199.x/full>

Marsden, M., Zick, C.D. and R.N. Mayer, "The Value of Seeking Financial Advice," *Journal of Family and Economic Issues*, Vol. 32, No. 4, 2011, pp. 625-43. <http://www.springerlink.com/content/h771816710312854/>

Mayer, R.N., "Winning the War of Words: The "Front Group" Label in Contemporary Consumer Politics," *Journal of American Culture*, Vol. 30, No. 1, March 2007, 96-109.

Mayer, R.N., Jisu Huh, and Brenda J. Cude, "Cues of Credibility and Price Performance of Life Insurance Comparison Web Sites," *Journal of Consumer Affairs*, 39 (Summer) 2005, pp. 71-94.

Smith, K. R., C.D. Zick, R.N. Mayer, and J.R. Botkin, "Voluntary Disclosure of BRCA1 Mutation Test Results," *Genetic Testing*, Vol. 6, No. 2 (September 2002), pp. 89-93.

Mayer, R.N. Mayer, "Shopping from a List: International Studies of Consumer Online Experiences," *Journal of Consumer Affairs*, Vol. 36, No. 1 (Summer 2002), pp. 115-26.

Nielsen, R., C.D. Zick, R.N. Mayer, K.R. Smith, "Genetic Testing and the Demand for Cancer Insurance," *Journal of Consumer Policy*, Vol. 24, No. 1 (March 2001) pp. 1-21.

Mayer, R.N. and R.B. Nielsen, "Why Do People Buy Cancer Insurance? Survey Results," *Advancing the Consumer Interest*, Vol 12, No. 2 (Fall/Winter 2000), pp. 16-22.

Zick, C.D., Smith, K.R., Mayer, R.N. and J. Botkin, "Genetic Testing, Adverse Selection, and the Demand for Life Insurance," *American Journal of Medical Genetics*, 93 (2000), pp. 29-39.

Mayer, R.N., "Protectionism, Intellectual Property, and Consumer Protection: Was the Uruguay Round Good for Consumers?" *Journal of Consumer Policy*, 21 (June 1998), pp. 195-215.

Mayer, R.N., "Credit Cards that Offer Rebates and Rewards: Issues for Credit Revolvers and Non-Revolvers," *Journal of Consumer Education*, 15 (1997), pp. 17-24.

Scammon, D.L. and R.N. Mayer, "Agency Review of Environmental Marketing Claims: Case-by-Case Decomposition of the Issues," *Journal of Advertising*, 24 (Summer 1995), 33-44.

Burton, J.R., C.D. Zick, and R.N. Mayer, "Consumer Views of the Need for Government Intervention in the Airline Market," *Journal of Consumer Affairs*, 27 (Summer 1993), 1-22.

Mayer, R.N. and D.L. Scammon, "Legal and Ethical Aspects of Consumer Warnings," *Journal of Business Research* 24 (June 1992), 347-360.

Scammon, D.L., R.N. Mayer, and K.R. Smith, "Alcohol Warnings: How Do You Know When You Have Had One Too Many?" *Journal of Public Policy & Marketing* 10, No. 1 (1991), pp. 214-228.

Mayer, R.N., "Making Consumer Policy Directly through the Ballot Box," Advancing the Consumer Interest 3 (Winter 1991), 16-21.

Mayer, R.N. and D.L. Scammon, "Getting it Right: The FDA's Tampon Labeling Proposal, Reproposal, and Revised Reproposal," Advancing the Consumer Interest 2 (Spring 1990), 16-21.

Mayer, R.N., C.D. Zick, and John R. Burton, "Consumer Representation and Local Telephone Rates," Journal of Consumer Affairs 23 (Winter 1989), 267-84.

Mayer, R.N., "When Businesses Oppose Businesses in Support of Consumerist Goals," Journal of Consumer Policy 11 (December 1988), 375-94.

Mayer, R.N., "The Growth of the French Videotex System and its Implications for Consumers," Journal of Consumer Policy 11 (March, 1988), pp. 55-84.

Mayer, R.N. and C.D. Zick, "Mandating Behavioral or Technological Change: The Case of Auto Safety," Journal of Consumer Affairs, 20 (Summer, 1986), pp. 1-18.

Zick, C.D., R.N. Mayer, and L.A. Snow, "Does the Consumer Product Safety Commission Make a Difference? An Assessment of its First Decade," J of Consumer Policy, 6 (March, 1986), 25-40.

Driscoll, A., R.N. Mayer, and R.W. Belk, "The Young Child's Recognition of Consumption Symbols and their Social Implications," Child Study Journal, 15, 2 (1985), 117-30.

Mayer, R.N. "The Consumer Politics of Trade Restrictions: The Case of Domestic Content Requirements," Journal of Consumer Affairs, 18 (Winter, 1984), pp. 343-354.
--reprinted in Consumer Policy 2000, background reader for a seminar organized by the International Organization of Consumers Unions and Consumers Union of the United States, Inc., New York City, May 27-29, 1986, pp. 127-32.

Belk, R.W., R.N. Mayer, and A. Driscoll, "Children's Recognition of Consumption Symbolism in Children's Products," Journal of Consumer Research, 10 (March, 1984), pp. 386-97.

Mayer, R.N. and J.R. Burton, "Distributional Impacts of Consumer Protection Policies: Differences Among Consumers," Policy Studies Journal, 12 (September, 1983), 91-105.

Mayer, R.N. "Husband-Wife Differences in Coping with Product Malfunctions," Home Economics Research Journal, 11 (June, 1983), 367-380.

Mayer, R.N. and D.L. Scammon, "Intervenor Funding at the FTC: Biopsy or Autopsy?" Policy Studies Review, 2 (February, 1983), 506-15.

Mayer, R.N. and R.W. Belk, "Acquisition of Consumption Stereotypes by Children," Journal of Consumer Affairs, (Winter, 1982) 16, 307-321.

Belk, R.W., K.D. Bahn, and R.N. Mayer, "Developmental Recognition of Consumption Symbolism," Journal of Consumer Research, 9 (June, 1982), 4-17.
--reprinted in Melanie Wallendorf and Gerald Zaltman (ed.), Readings in Consumer Behavior: Individuals, Groups and Organizations, 2nd edition (NY: John Wiley and Sons, 1984).

Mayer, R.N. "Environmental Consciousness and Class Consciousness," Social Science Journal, 19 (January, 1982), 105-119.

Mayer, R.N., "Consumerism in the 70's: The Emergence of New Issues," Journal of Consumer Affairs, 15 (Winter, 1981), 375-391.

Hennon, C.B., R.N. Mayer, and J.R. Burton, "Empirical Support for the Evaluation of an Intervention Model for Elderly Consumers," Journal of Consumer Studies and Home Economics, 5 (March, 1981), 13-21.

Mayer, R.N., "The Sociology of Consumption: Deriving New Social Indicators," Social Indicators Research, 5 (1978), 151-67.

Nicosia, F.M. and R.N. Mayer, "Toward a Sociology of Consumption," Journal of Consumer Research, 3 (September, 1976), 435-447. --reprinted in two edited collections and an Italian journal

Mayer, R.N. "The Socially Conscious Consumer -- Another Look at the Data," Journal of Consumer Research, 3 (September, 1976), 113-5.

D. Invited Journal Publication

Kirsch, L., R. N., Mayer, and N.I. Silber, "The CFPB and Payday Lending: New Agency/Old Problem," Journal of Consumer Affairs, 48 (Spring 2014), 1 -16. DOI: 10.1111/joca.12036.
<http://onlinelibrary.wiley.com/doi/10.1111/joca.2014.48.issue-1/issuetoc>

Mayer, R.N., "Colston Warne Memorial Lecture: The U.S. Consumer Movement -- A New Era Amid Old Challenges," Journal of Consumer Affairs, 46 (Summer 2012), 171-189.
<http://onlinelibrary.wiley.com/doi/10.1111/joca.2012.46.issue-2/issuetoc>

Mayer, R.N., "John F. Kennedy," The Encyclopedia of Consumer Safety. Editors, Wendy Reiboldt and Melanie Horn Mallers. Santa Barbara: ABC-CLIO, 549-52.

Mayer, R.N., "Consumer Movement," The Oxford Encyclopedia of American Social History. Editor, Lynn Dumenil. Oxford University Press, 2012.
<http://www.oup.com/us/catalog/general/subject/Reference/Subjectareareference/SocialSciences/?view=usa&ci=9780199743360>

Mayer, R.N., "The Consumer Movement," The Oxford Companion to United States History. Oxford University Press, 2001.

Mayer, R. N., "Consumer Policy: USA," Encyclopedia of Consumer Culture. Dale Southerton, editor. Sage Publications, September, 2011. <http://www.sagepub.com/books/Book235518>

Mayer, R.N., "Book Review of *Buying Power* by Lawrence B. Glickman," American Studies, V. 51, No. 1/2, Spring/Summer, 2010, pp. 138-140.

Mayer, R.N., "Consumer Movement," Encyclopedia of U.S. Political History, Volume 6 (1946-1975). CQ Press/Sage, 2010. <http://www.cqpress.com/product/Encyclopedia-of-US-Political-History.html>

Mayer, R.N., "Measuring What Really Matters to Consumers," Journal of Consumer Affairs, Vol. 42, No. 1 (Spring), 2008, pp. 113-22.

Mayer, R.N., "Defining the Consumer Interest: Challenges for Advocates," Introduction to Two Articles in Honor of the Retirement of Professor John R. Burton, Journal of Consumer Affairs, Vol. 40, No. 1, 2006, pp. 177 and 186.

Mayer, R.N., "The Financial Ingenuity of U.S. Consumer Organizations: 4 Case Studies," Review of Consumer Co-operative Studies (Journal of the Consumer Co-operative Institute of Japan), No. 355, 2005, pp. 37-42.

Mayer, R.N., "Technology, Families, and Privacy: Can We Know Too Much About Our Loved Ones?" Journal of Consumer Policy, 26 (December) 2004, pp. 419-39.

Mayer, R.N., Book Review of Roger Mason's The Economics of Conspicuous Consumption, Journal of Financial Counseling and Planning, 10 (2), 1999, pp. 75-6.

Mayer, R.N., "Thoughts on Women's Contributions to the Modern Consumer Movement," Advancing the Consumer Interest, 10 (Fall) 1998, pp. 5-13.

Mayer, R.N., "Book Review of David Vogel's Trading Up: Consumer and Environmental Regulation in a Global Economy, Journal of Consumer Affairs, 32 (Summer), 1998, pp. 176-9.

Mayer, R.N., "Film Review of Change Makers: The Struggle for Consumer Rights," Advancing the Consumer Interest, 7 (Fall), 1995, pp. 23-4.

Gray-Lee, J., D.L. Scammon, and R.N. Mayer, "Review of Legal Standards for Using Environmental Marketing Claims," Journal of Public Policy & Marketing, 13 (Spring), 1994, pp. 155-9.

Mayer, R.N., "Gone Yesterday, Here Today: The Emergence of Consumer Issues," Journal of Social Issues, 47,1 (1991), 21-39.

Mayer, R.N., "Book Review of Grant McCracken's Culture and Consumption," Journal of Consumer Affairs 23 (Summer, 1989), 195-9.

Mayer, R.N., "Book Review of Harvey Sapolsky's Consuming Fears," Journal of Consumer Affairs, 22 (Summer, 1988), 176-180.

Mayer, R.N., "Book Review of Daniel Pope's The Making of Modern Advertising, Journal of Consumer Affairs, 19 (Summer, 1985), 187-190.

Mayer, R.N., J. Rudd, and F.M. Nicosia, "Cultural Values, Demographic Trends, and the Social Organization of Consumption," Die Betriebswirtschaft, 43 (June, 1983), 287-294.

Mayer, R.N. "Book Review of David Vogel's Lobbying the Corporation," Journal of Consumer Affairs, 14 (Summer, 1980), 262-5.

Mayer, R.N., J.U. Zussman, and R.W. Stampfl, "Consumer Socialization of Children," International Consumer, 19 (January, 1979), 12-22.

Mayer, R.N. "Exploring Sociological Theories By Studying Consumers," American Behavioral Scientist, 21 (March/April, 1978), 600-613.

Mayer, R.N. "Book Review of Stuart Ewen's Captains of Consciousness," Journal of Consumer Affairs, 12 (Summer, 1978), 189-92.

Mayer, R.N. and F.M. Nicosia, "The Sociology of Consumption: Searching for Useful Perspectives on Society," European Research, 5 (July, 1977), 143-52.

E. Technical Reports

Mayer R.N. and Nathalie Martin, The Power of Community Action: Anti-Payday Loan Ordinances in Three Metropolitan Areas. (Report for the Silicon Valley Community Foundation), January 24, 2017. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2910683

Pocket Shopping: International Consumer Experiences of Buying Goods and Services on their Mobile Phones. (Collected U.S. Data and Edited Report). London, Consumer Focus, December 14, 2009.

Mayer, R.N., Sites Offering 'Free' Credit Reports: Worth Consumer Consideration? Yonkers, NY: Consumer Reports WebWatch, July 3, 2007.

Mayer, R.N., Defending Your Financial Privacy: The Benefits and Limits of Self-Help. Washington, DC: AARP, February, 2006

Credibility on the Web: An International Study on the Credibility of Consumer Information on the Internet. (Participated in Study Design, Data Collection, and Report Writing/Editing). London, Consumers International, November 2002.

Should I Buy? Shopping Online 2001: An International Comparative Study of Electronic Commerce. (Participated in Study Design, Data Collection, and Report Writing/Editing). London: Consumers International, September, 2001.

Privacy@net--An International Comparative Study of Consumer Privacy on the Internet (Consulted on Study Design and Collected Data on U.S. Web Sites). London: Consumers International, January, 2001.

Consumers@shopping--An International Comparative Study of Electronic Commerce (Collected Data and Wrote Sections on the United States). London: Consumers International, 1999.

Mayer, R.N., A Spoonful of Sugar: Television Advertising Aimed at Children--An International Comparative Survey (Collected Data and Wrote Sections on the United States). London: Consumers International, 1996.

Mayer, R.N., J. Gray-Lee, D.L. Scammon, and B.J. Cude, Trends in Environmental Marketing Claims Since the FTC Guides: Technical Report, prepared for the Federal Trade Comm., May, 1995.

Mayer, R.N. and J.T. Brady, Consumer Information Burden: Justifications and Recommendations for Lightening the Load, report for the American Association of Retired Persons, August, 1993.

F. Published Conference Proceedings

Zick, C.D., R.N. Mayer, and K.R. Smith, KR. 2014. "Putting it Off: Family Breast Cancer History and Women's Retirement Planning." Paper presented at the 2014 American Council on Consumer Interests Meetings, Milwaukee, WI, April.

Zick, C.D., R.N. Mayer, and L.B. Taylor, "Familial Health Histories and their Relationship to Retirement Expectations and Retirement Wealth," Paper presented at the 2013 annual conference of the Population Association of America, New Orleans, April 12, 2013.

Mayer, R.N., C.D. Zick, K.R. Smith, and L.B. Taylor, "Morbidity, Mortality, and Money: The Link Between Health Events and Retirement Preparation," Paper presented at the 2013 annual conference of the American Council on Consumer Interests, Portland, Oregon, April 11, 2013.

L.B. Taylor, C.D. Zick, R.N. Mayer, and K.R. Smith, "In Sickness and in Health: Couples' Health and Retirement Preparations," Paper presented at the 2013 annual conference of the American Council on Consumer Interests, Portland, Oregon, April 11, 2013.

Zick, C.D., R.N. Mayer, and L.B. Taylor, "Familial Health Histories and their Relationship to Retirement Expectations and Retirement Wealth," Paper presented at the 2013 annual conference of the Population Association of America, New Orleans, April 12, 2013.

Mayer, R.N., C.D. Zick, and M. Marsden, "Financial Knowledge, Information-Seeking, and Retirement Preparedness During the Great Recession," Paper presented at the 2010 annual conference of the American Council on Consumer Interests, Atlanta, April 16.

Mayer, R.N. and Jamie Burgon, "Concerned Consumers for Consumption: the Role of Corporate Front Groups in Consumer Policy," in Consumer Interests Annual: Proceedings of the 2003 ACCI Conference, Volume 51.

Mayer, R.N., Jisu Huh, and Brenda J. Cude, "Terminal Prognosis: Cue-Based Trust of Life Insurance Shopping Sites," in Consumer Interests Annual: Proceedings of the 2003 ACCI Conference, Volume 49.

Brobeck, S., R.N. Mayer, and R.O. Herrmann, "The Consumer Movement Today: An Encyclopedic View," in Irene C. Leech (ed.), Consumer Interests Annual: Proceedings of the 1998 ACCI Conference, Volume 44, 1998, pp. 190-3.

Smith, K.R., C.D. Zick, R.N. Mayer, and J.R. Botkin, "Consumer Issues Related to Life Insurance and Genetic Testing: Preliminary Findings for the BRCA1 Gene Mutation," in Irene C. Leech (ed.), Consumer Interests Annual: Proceedings of the 1997 ACCI Conference, Vol. 43, 1997, pp. 203-4.

Mayer, R.N. and C.D. Zick, "Something for Nothing: The Cost of Credit Card Benefit Programs," in F. Van Gorp (ed.) Proceedings of the 1996 Marketing and Public Policy Conference, Volume 42, 1996, pp. 163-9.

Mayer, R.N. and C.D. Zick, "The Cost of 'Free' Credit Cards," in Karen F. Folk (ed.) Consumer Interest Annual: Proceedings of the 1996 ACCI Conference, Volume 42, 1996, pp.161-6.

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Mayer, R.N. and J.W. Gray-Lee, "Environmental Marketing Claims in the U.S.A.: Trends Since Issuance of the FTC Guides," in Eivind Stø (ed.), Proceedings of the Conference on Sustainable Consumption. Lysaker, Norway: National Institute for Consumer Research, 1995, pp. 407-426.
Mayer, R.N., J.W. Gray-Lee and D.L. Scammon, "Checking Out the Audit of Environmental Claims," in Debra Jones Ringold (ed.), Proceedings of the 1994 Marketing and Public Policy Conference, May 13-14, 1994, pp. 112-5.

Mayer, R.N. and D.L. Scammon, "A Five City Audit of Claims on Product Labels: Study Rationale and Design," in Teresa Mauldin (ed.), ACCI Proceedings (Columbia, MO: American Council on Consumer Interests, 1993, pp. 324-31.

Mayer, R.N., Zick, C.D. and D.L. Scammon, "Poisoning the Well: Do Environmental Claims Strain Consumer Credulity," in Leigh McAlister and Michael L. Rothshild (eds.) Advances in Consumer Research, Vol. 20. Provo, UT: Association for Consumer Research, 1992, pp. 698-703.

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Mayer, R.N., D.L. Scammon, and K.R. Smith, "The Morning After: Have Consumers Learned Anything from Alcohol Warning Labels," in Paul N. Bloom (ed.), Proceedings of the 1992 Marketing and Public Policy Conference, May 15-16, pp. 93-103.

Mayer, R.N. and C.D. Zick, "Measuring Ethical Behavior: How Green is Green Consumerism?" in Jane McCullough (ed.), Proceedings of the Western Regional Home Management and Family Economics Educators' Conference, 1991, pp. 7-12.

Burton, J.R., Zick, C.D., and R.N. Mayer, "Living in a Hub City: Consumer Views of the Need for Airline Reregulation," ACCI Proceedings (Columbia, MO: American Council on Consumer Interests, 1991), pp. 70-76.

Mayer, R.N., K.R. Smith, and D.L. Scammon, "Evaluating the Impact of Alcohol Warning Labels," in M.R. Solomon (ed.), Advances in Consumer Research, Vol. 18 (Provo, UT: Association for Consumer Research, 1991), pp. 706-714.

Mayer, R.N., K.R. Smith, and D.L. Scammon, "Read Any Good Labels Lately? Evaluating the Impact of Alcohol Warning Labels," in R.N. Mayer (ed.), Enhancing Consumer Choice: Proceedings of the Second International Conference on Research in the Consumer Interest (Columbia, MO: American Council on Consumer Interests), pp. 149-58.

Mayer, R.N., C.D. Zick, and J.R. Burton, "Vehicles for Reform in the Automobile Insurance Market," in Mary Carsky (ed.), ACCI Proceedings (Columbia, MO: American Council on Consumer Interests, 1990), pp. 305-312.

Mayer, R.N., "The Influence of the Consumers Unions: The Consumer Economics Viewpoint," in Mary Carsky (ed.), ACCI Proceedings (Columbia, MO: American Council on Consumer Interests, 1990), pp. 106-109.

Mayer, R.N., C.D. Zick, and J.R. Burton, "Consumer Response to Deregulated Markets: The Timing of Interstate Long-Distance Telephone Choices," in Mary Carsky (ed.), ACCI Proceedings (Columbia, MO: American Council on Consumer Interests, 1989), pp. 195-202.

Mayer, R.N., "Against All Odds: The State of Videotex in France," in Thomas Srull (ed.), Advances in Consumer Research, Vol. 16 (Provo, UT: Association for Consumer Research, 1989), pp. 629-633.

Burton, J.R., C.D. Zick, and R.N. Mayer, "Consumer Representation and Local Telephone Rates," in Vickie Hampton (ed.), ACCI Proceedings (Columbia, MO: American Council on Consumer Interests, 1988), pp. 233-240.

Mayer, R.N., "Consumer Safety and the Issue Emergence Process," in E. Scott Maynes (ed.), Research in the Consumer Interest: The Frontier, Proceedings of the International Conference on Research in the Consumer Interest, Racine, Wisconsin, August 13-16, 1988, pp. 82-96.

Mayer, R.N., "Consumer Use of Videotex Services in France" (abstract), in Melanie Wallendorf and Paul Anderson (eds.), Advances in Consumer Research, Vol. 14 (Provo, UT: Association for Consumer Research, 1987), p. 574.

Zick, C.D., R.N. Mayer, and J.R. Burton, "Lifeline Rates in Banking and Telecommunications: Social Bases of Support and Opposition," in Karen Schnittgrund (ed.), ACCI Proceedings (Columbia, MO: American Council on Consumer Interests, 1986), pp. 22-29.

Mayer, R.N., "Comments on Papers by Simon, Sproles, and Kroll & Stampfl," in Karen Schnittgrund (ed.), ACCI Proceedings (Columbia, MO: ACCI, 1985), pp. 93-95.

Mayer, R.N. and C.D. Zick, "Theories of Altruism in the New Household Economics and Sociobiology: Definitive Evidence from the 1983 Utah Flood," in Karen Goebels (ed.), Consumer Responsibility/Corporate Responsibility (Columbia, MO: American Council on Consumer Interests, 1984), pp. 70-5.

Mayer, R.N. and J.R. Burton, "Safety and Performance Policies: Winners and Losers Among Consumers," in Karen Goebels (ed.), National Economic Environment: The Impact on Consumer's Welfare (Columbia, MO: ACCI, 1983), pp. 322-7.

Mayer, R.N., "Defining Consumer Science: A Sociologist's View," in R.W. Stampfl (ed.), Consumer Science in Institutions of Higher Education (Madison, WI: University of Wisconsin, 1983), 91-100.

Scammon, D.L. and R.N. Mayer, "The FTC's Public Participation Funding Program: Perceptions of Applicants," in A. Tybout and R. Bagozzi (eds.), Advances in Consumer Research, Vol. 10 (Ann Arbor, MI: Association for Consumer Research, 1982), 479-483.

Mayer, R.N., "Perceptions of Personal Efficacy and Institutional Responsiveness as Correlates of Consumer Responses to Product Malfunctions," in C. Meeks (ed.), Career Competency, Consumer Education, and Consumer Research (Columbia, MO: American Council on Consumer Interests, 1982), 219-26.

Belk, R.W., R.N. Mayer, and K. Bahn, "The Eye of the Beholder: Individual Differences in Perceptions of Consumption Symbolism," in A. Mitchell (ed.), Advances in Consumer Research, Vol. 9 (Ann Arbor, MI: Association for Consumer Research, 1981), 160-167.

Mayer, R.N., "How Information Disclosure Reforms Benefit Non-Users of Consumer Information: A Review," in M. Abdel-Ghany (ed.), The Consumer Movement as Related to Other Social Movements (Columbia, MO: American Council on Consumer Interests, 1981), 129-33.

Mayer, R.N. and F.M. Nicosia, "New Contributions of Sociology to Consumer Research," in B.A. Greenberg and D.N. Bellenger (eds.), Contemporary Marketing Thought (Chicago, IL: American Marketing Association, 1977), 239-42.

Nicosia, F.M. and R.N. Mayer, "Toward a Sociology of Consumption," in R. Ferber (ed.), A Synthesis of Selected Aspects of Consumer Behavior (Washington, D.C.: National Science Foundation, 1976), 435-47.

4. Other Conference Presentations and Lectures (since 1990 only)
(Does not include presentations published in conference proceedings)

Mayer, R.N., "Local Ordinances Designed to Control Payday Lending." Robert M. LaFollette School of Public Affairs, University of Wisconsin, February 21, 2017.

Mayer, R.N., "International Consumer Policy: Lessons in Hope and Humility," World Congress of the International Federation for Home Economics, Daejon, South Korea, August 3, 2016.

Mayer, R.N., "International Consumer Policy: Leaders and Laggards," Alfred and Shirley Wampler Caudill Lecture in Consumer Affairs, Virginia Tech University, March 21, 2014.

Zick, C.D., R.N. Mayer, and K.R. Smith. 2014. "Putting it Off: Family Breast Cancer History and Women's Retirement Planning." Poster presented at the 2014 Population Association of America's Meetings, Boston, MA, May.

Zick, C.D., R.N. Mayer, K.R. Smith, and L.B. Taylor, LB. 2013. "Family Health Histories and their Relationship to Retirement Confidence and Retirement Wealth" Poster presented at the 2013 Population Association of America's Meetings, New Orleans, LA. April.

Mayer, R.N., Invitation to Speak as Discussant at International Symposium on Behavioral Economics, Consumer Policy, and Consumer Law, Florence, Italy, June 24-25, 2010.

Mayer, R.N., "The Credit CARD Act of 2009: What It Means to You," Inaugural Speaker, Beta Alpha Psi (U of U Business School) Financial Literacy Series, February 22, 2010.

Mayer, R.N., "Six Thoughts on Green Marketing," Annual conference of the National Advertising Division of the Council of Better Business Bureaus, New York, Sept. 23, 2008,

Mayer, R.N. and D. Duersch, "Toward an Internationally Comparative Measure of Consumer Policy, Joint Conference of ACCI and AAEA, Orlando, Florida, July 28, 2007

Mayer, R.N., "Defending Privacy: What are Consumers Doing (and not Doing) Online and Offline?", AARP Policy Live Series, Washington, D.C., November 30, 2005

Mayer, R.N., "A Consumer Perspective on the International Marketplace," Keynote Address, Illinois Association of Family and Consumer Sciences, Springfield, Illinois, October 28, 2005

Mayer, R.N., "The Relevance of Academic Research to Consumer Advocates and Educators," Keynote Address, Consumer Federation of America's Annual Consumer Assembly, March 11, 2005.

Mayer, R.N., "Emerging Consumer Issues in an Information and Digital Age," College of Human Ecology 40th Anniversary Symposium, Yonsei University, South Korea, November 26, 2005.

Mayer, R.N., "The U.S. Consumer Movement in an Age of Globalization." Seminar for faculty and graduate students of the Graduate School of Cultural Studies at Kobe University, hosted by Professor Masaharu Yasuoka, November 22, 2004

Mayer, R.N., "Current Consumer Issues in the United States and Responses by Consumer Organizations," Address to Japanese consumer leaders at the headquarters of Consumers Japan, November 19, 2004

Mayer, R.N., "Organizational Structure and Finances within the U.S. Consumer Movement," Address to Japanese consumer leaders at the headquarters of Consumers Japan, November 15, 2004.

Mayer, R.N., "Consumer Advocacy Research: Walking the Tightrope," (Abstract Only), Session Moderator, Annual conference on Marketing and Public Policy, Salt Lake City, UT, May 20-22, 2004.

Mayer, R.N., "Consumer Policy Leadership," Session Moderator, Annual conference of the American Council on Consumer Interests, Washington, D.C., March 31-April 3, 2004.

Mayer, R.N., Moderator of Opening Panel, Consumer Federation of America's Annual Consumer Assembly, March 10, 2004.

Mayer, R.N., Jisu Huh, and Brenda J. Cude, "Trust and Transparency of Life Insurance Comparison Web Sites," (Abstract Only), Annual conference on Marketing and Public Policy, Washington, D.C., May, 2003.

Mayer, R.N., "How Good Are Hotel Reservation and Travel Sites?" Presentation at "Building Trust on the Web," First National Summit on Web Credibility, New York City, Sponsored by Consumer WebWatch, April 23-24, 2003

Mayer, R.N., "Technology, Families, and Privacy: Can We Know Too Much About Our Loved Ones?" Keynote address at the International Household and Family Research Conference, Helsinki, Finland, July, 2002

Mayer, R.N., "Corporate Social Responsibility: Concept and Practice after Thirty Years," Eastern Family Economics and Resource Management Association, University of Georgia, February 22, 2002.

House, Ann and R.N. Mayer, "Information Collection and Privacy Practices on Internet Health Sites," Paper presented at the Marketing and Public Policy Annual Conference, Washington, D.C., June 2001.

Nielsen, R.B., C.D. Zick, R.N. Mayer, and K.R. Smith, K.R. "Genetic Testing and the Demand for Cancer Insurance." Paper presented at the American Council on Consumer Interests Annual Conference, Washington D.C., April 2001.

Mayer, R.N., "Preliminary Findings of Consumers@Shopping2," Presentation at the OECD Workshop on the Guidelines for Consumer Protection in the Context of Electronic Commerce,

Berlin, March 2001.

Mayer, R.N., "Privacy and Consumer Protection Issues in Electronic Commerce: International Findings," Presentation at the Consumer Assembly of the Consumer Federation of America, Washington, D.C., March 8-9, 2000.

Mayer, R.N., K.R. Smith, and C.D. Zick, "Coercion, Control, and Consequence in Genetic Testing: Views on Insurance Among Tested and Individuals and the General Public," Paper presented at the International Conference on "Genetic Information: Acquisition, Access, and Control," Preston, England, December 5-7, 1997.

Mayer, R.N., J. Gray-Lee, and D.L. Scammon, "The Last Audit: Three Years of Data," Paper presented at the American Marketing Association Pre-Conf., "Environmental Marketing Claims and Decision Making: Consumer, Market, and Regulatory Issues," San Diego, Aug 3, 1996.

Mayer, R.N., Panelist at Federal Trade Commission Review of its Environmental Marketing Guidelines, Washington, D.C., December 7-8, 1995.

Mayer, R.N., "Should Cost-Benefit Tests Be Applied to Health and Safety Regulations?" paper presented at the joint meetings of the Consumer Federation of America and the American Council on Consumer Interests, Washington, D.C., March 17, 1995.

Mayer, R.N., "Regulatory and Self-Regulatory Action Regarding Environmental Marketing Claims in the U.S.A.," paper presented at the Norwegian Institute for Consumer Research Trends Since Issuance of the FTC Guides," Oslo, Norway, February 15, 1995.

Mayer, R.N., "Commercial Pressures on the Family," paper presented at the 14th World Congress of the International Organization of Consumers Unions, Montpellier, France, September 26-30, 1994.

Mayer, R.N., "Legal and Cultural Differences in the Consumer Policy of the NAFTA Countries," paper presented at a special conference of the Direct Selling Education Foundation, Toronto, Canada, March 7-8, 1994.

Mayer, R.N., D.L. Scammon, "Will the FTC Guides on Environmental Marketing Affect the Hue of Green Marketing? An Audit of Claims on Product Labels," paper presented at the 4th conference on Marketing and Public Policy, East Lansing, Michigan, June 4-6, 1993.

Gray-Lee, D.L. Scammon and R.N. Mayer, "A Guiding Light: Illuminating the Green Marketing Guides," paper presented at the 4th conference on Marketing and Public Policy, East Lansing, Michigan, June 4-6, 1993.

Mayer, R.N., "To Have and Have Not: The Role of Asceticism and Indulgence in Consumer Activism," paper presented at conference on Mass Consumption, Civil Society, and Changing Political Systems, Rutgers University, New Brunswick, NJ, April 16-17, 1993.

Mayer, R.N., "The Role of Efficiency and Equity in Consumer Policy," paper presented at the fifth annual international conference of the Society for the Advancement of Socio-Economics, New York, March 26-28, 1993.

Mayer, R.N., "Goals for Consumer Policy in the 1990s: Six Equity Principles," presentation at a conference organized by the Committee on Consumer Policy of the Organization for Economic and Cooperative Development, Paris, October, 1991.

Smith, K.R. and R.N. Mayer, "Evaluating the Effects of Alcohol Warning Labels in Utah," annual meetings of the American Public Health Association, Atlanta, Georgia, November, 1991.

Mayer, R.N., "The Impact of Alcohol Warning Labels in Utah," presentation at the 12th Annual Conference on Substance Abuse, Park City, Utah, October 11, 1990.

Mayer, R.N., "Consumer Protection in Other Nations: What's in their Future...and Ours?" presentation to the League of Utah Consumers, Salt Lake City, May 14, 1990.

5. Consulting (since 2005)

<u>Date</u>	<u>Firm/Client</u>	<u>Activity</u>
2015-16	Silicon Valley Community Foundation	Assessment of Local Payday Loan Work
2010	Health Compare	Review of Health Insurance Website
2007-8	Assurant Health Insurance	Review of Direct-to-Consumer Activities
2007	Bryan Cave	Assessment of "Green" Advertisement
2006	Consumers Union	Report on Credit Web Sites

SERVICE:

1. University and College

Ad Hoc Learning Outcomes Assessment Committee, 2015-present
Bennion Center Associate Director Search Committee Co-Chair, 2015
SVP's Committee on Tenured Faculty Review Standards and Procedures, 2014-15
Student Course Feedback Committee, 2013-14
Graduate Council, 2012-2015
MUSE Advisory Board, 2011-present
Associate VP for Academic Affairs Search Committee, 2011
Undergraduate Council, Internal Review Team, Honors Program, 2010-2011
U of U Employee Retirement Knowledge Quiz, Div. of Human Resources, 2010-2011
Consumer Information Contest, Office of Student Affairs, 2010, organizer
Honors Thesis Award Committee, 2009-2011
College Retention, Promotions, and Tenure Committee, 2008-2011
Honors Program Policy Board, 2006-present
International Requirement Committee, 2006-present, chair, 2007-2009
International Studies Board, 2006-present
Undergraduate Council, 2005-2008
Assessment Subcommittee of the Undergraduate Council, 2007-2008
University Course Evaluation Review Committee, 2006-2007
Internal Review Team, Graduate Council, Management Department, 2005
College Committee to Plan Masters in Public Policy Degree, 2003-4
National Conference on Undergraduate Research, Abstract Reviewer, 2002
Honors Program Director Search Committee, 2001-2002
College Superior Teaching Award Committee, 1992-93, 2001-2003 (chair 2002-3), 2005
Student Broadcast Council, 2000-2010 (chair 2002-3)
UPTAC, 2000-2001 (replacement for Mary Hampton)
University Preview Day Coordinating Committee, 2001-present
College Executive Committee, 2000-present
Undergraduate Council, 1999-2000 (temporary replacement for Tom Malloy)
Olympic Oversight Committee, 1997-present
University Database Committee, 1993-present
Faculty-Student Mentoring Program, 1989-present
College Development Committee, 1993-1997
Committee on Instructional Communication Initiatives, 1989-92
College Retention, Promotions, and Tenure Committee, 1987-1990
University Promotions, Tenure, and Appeals Committee, 1986-1987
Division of Social Science Research, steering director, 1986-88
College Curriculum Committee, 1984-1987
University of Utah Survey Committee, 1983-1986
Liberal Education Committee of the College of Social and Behavioral Science, 1982-1985
Liberal Education Guest Lecturer Planning Committee, 1980
Health and Behavioral Science Program Steering Committee, 1978-80

2. Department (Since 2000)

Mary Lowe Lecture, 2010, Organizer
Scholarship Committee 2007-

Consumer Advocates on Campus Day, Organizer, 2007
Honors Program Advisor, 2003-present
Strategic Planning Committee, 2004
Curriculum Committee, 2003-present
Department Undergraduate Director, 2000-2003
Senior Faculty Review Committee (multiple faculty members)

3. Professional

ACCI Fellows Committee, 2009 – present
ACCI Awards Committee, 2006-2009
ACCI Editor Search Committee, 2011
ACCI-AAEA Confederation Task Force, 2007-2009
ACCI Board of Directors, 1999-2002
ACCI Nominations and Elections Committee, 1995-97 (chair, 1996-97)

ACCI Conference Program Chair:

Marketing and Public Policy Annual Meeting, 2004 (with Debra Scammon)

ACCI Annual Meeting:

2000–San Antonio (with David Eastwood and Nancy Granovsky)

1987–Denver (with John Burton)

2nd International Conference on Research in the Consumer Interest:

1990–Snowbird, Utah

Editorial Boards:

Journal of Consumer Affairs, 1978-present

Journal of Consumer Policy, 1987-present

Journal of Public Policy & Marketing, 1992-present

Advancing the Consumer Interest, 1999-2002

Book Review Editor:

Journal of Public Policy & Marketing, 1998-2001

Grant Reviewer:

L'Union des Consommateurs (Canada), 1993

Marketing Science Institute, Review Panel for "Marketing and Society" Grant Program, 1993-1996

Educational Foundation of America, 1994

Conference Reviewer:

Academy of Marketing Science Annual Conference, 1994, 1995

American Marketing Association Educators' Conference, 1994-98

Marketing and Public Policy Conference, 1993, 1995, 1996, 1997, 1998, 2001

Asian Consumer and Family Economics Conference, 1995, 1996

Association for Consumer Research Conference, 1986, 2001

ACCI annual conference, 1980, 1982, 1983, 1984, 1996

RPT External Reviewer:

University of Maryland

University of Wisconsin

University of Arizona
Utah State University
University of Missouri
University of Hartford
University of Illinois
Utah State University

Purdue University
Cornell University
George Mason University
New Mexico University
University of Hawaii

Book Proposal Reviewer for Commercial Presses

Harcourt Brace Janovich
Holt, Rinehart and Winston
G.K. Hall
Sage Publications
Austen Press

Professional Society Memberships:

American Council on Consumer Interests, 1977-present
Association for Consumer Research, 1980-present
American Sociological Association, 1977-1980

4. Community

Direct Selling Educ. Foundation Academic Advisory Board, 2015-present
AAA Fair Credit Foundation, board member, 2012-present
National Consumer Protection Week Contest, organizer, 2010, 2011
DebtorWise, Board of Directors, 2010-2015
Consumer Federation of America, Board of Directors, 2003-present
Consumer WebWatch Program of Consumers Union Board of Directors, 2001-2009
LifeSmarts Competition Question Reviewer, 2005-2011
National Consumers League Board of Directors, 1999-2010
Private Sector Committee on Electronic Commerce of the FTAA, 1999-2000
Consumer Federation of American Foundation (president), 1997-2000
Local Advertising Review Program, Better Business Bureau, 1991-2000
Direct Selling Education Foundation Board, member, 1995-97
United Ways Emerging Issues Committee, 1989-1990
Chrysler Corporation Consumer Arbitration Board, chair, 1987-88
Better Business Bureau Arbitrator, 1981- 2010
Governor's Task Force on Financial Barriers to Quality Health Care, 1983-1985
Appearances on KSL-TV public affairs programs
KTVX News Advisory Board Consumer Representative, 1978-79
Major Appliances Consumer Action Panel Research Award Reviewer, 1978