Dr. Rick T. Wilson

Texas State University
McCoy College of Business Administration
Department of Marketing
rick.t.wilson@txstate.edu

INSTITUTIONS OF HIGHER EDUCATION ATTENDED

PHD, St Louis University, St. Louis, MO, 2007.
MBA, Washington University in St. Louis, St. Louis, MO, 1998.
BSBA, The University of Akron, Akron, OH, 1992.

TEACHING POSITIONS

Professor, Texas State University (2023-Present).
Associate Professor, Texas State University. (2017 - 2023).
Assistant Professor, Texas State University. (2014 - 2017).
Associate Professor, Hofstra University. (2013 - 2014).
Assistant Professor, Hofstra University. (2007 - 2013).

SELECT PUBLICATIONS

Wilson, R. T. (2024). Out-of-Home Advertising: A Bibliometric Review. *International Journal of Advertising,* 43(2), 286-320.

Wilson, R. T. (2023). Out-of-Home Advertising: A Systematic Review and Research Agenda. *Journal of Advertising*, 52(2), 279-299.

Wilson, R. T. (2021). The Role of Advertising in Place Branding. In N. Papadopoulos & M. Cleveland (Eds.), *Image, Marketing, and Branding of Countries, Places, and Place-based Brands: The State of the Art* (pp. 247-264). Edward Elgar.

Suh, T., Wilson, R. T., & On, S. T. (2021). Gender Differences in Visual Attention to Digital Content of Place-Based Advertising: A Data-Driven Scientific Approach. *Electronic Commerce Research*.

Wilson, R. T., Lohmeier, J., Lustick, D., & Chen, R. (2021). Using Transit Advertising to Improve Public Engagement with Social Issues. *International Journal of Advertising*, *40*(5), 783–809.

Wilson, R. T. (2021). Slogans and Logos as Brand Signals within Investment Promotion. *Journal of Place Management and Development*, *14*(2), 163–179.

Wilson, R. T., & Baack, D. W. (2020). An Exploration of Advertorials Used to Attract Foreign Direct Investment. *Journal of Current Issues and Research in Advertising*, *41*(1), 36–53.

Amirshahi, M., Jafare, S., & Wilson, R. T. (2019). Untangling the Cultural Component Behind the Contextual Placement of Out-of-Home Advertising. *International Journal of Market Research*, *61*(5), 502–517.

Wilson, R. T., & Till, B. D. (2019). Managing Advertising in Non-Traditional Environments: A Message Processing Framework. In S. Rodgers & E. Thorson (Eds.), *Advertising Theory, 2nd Edition* (pp. 109–123). New York, NY: Routledge Taylor & Francis Group.

Wilson, R. T., & Suh, T. (2018). Advertising to the Masses: The Effects of Crowding on the Attention to Place-based Advertising. *International Journal of Advertising*, *37*(3), 402–420.

Wilson, R. T. (2018). Applying Corporate Heritage Branding to the Marketing of Places: A Framework and Implications for Place Heritage Branding. *Journal of Brand Management*, *25*(4), 351–369.

Baack, D. W., Wilson, R. T., & Till, B. D. (2016). Culture, Development, and Advertising Content: An Exploratory Replication and Extension of Past International Advertising Research to Outdoor Advertising. *Marketing Management Journal*, *26*(1), 18–34.

Wilson, R. T., & Casper, J. (2016). The Role of Location and Visual Salience in Capturing Attention to Outdoor Advertising. *Journal of Advertising Research*, *56*(3), 259–273.

Baack, D. W., Wilson, R. T., van Dessel, M. M., & Patti, C. H. (2016). Advertising to Businesses: Does Creativity Matter? *Industrial Marketing Management*, *55*(May), 169–177.

Wilson, R. T., Baack, D. W., & Till, B. D. (2015). Creativity, Attention, and the Memory for Brands: An Outdoor Advertising Field Study. *International Journal of Advertising*, *34*(2), 232–261.

Wilson, R. T., Baack, D. W., & Baack, D. E. (2014). Foreign Direct Investment Promotion: Using Advertising to Change Attitudes and Behaviors. *Marketing Management Journal*, *24*(2), 108–123.

Wilson, R. T., & Till, B. D. (2013). Recall of Pre-show Cinema Advertising: A Message Response Involvement Perspective. *Journal of Marketing Communications*, *19*(1), 1–21.

Wilson, R. T., & Baack, D. W. (2012). Attracting Foreign Direct Investment: Applying Dunning's Location Advantages Framework to FDI Advertising. *Journal of International Marketing*, *20*(2), 95–115.

Wilson, R. T., & Till, B. D. (2012). Targeting of Outdoor Alcohol Advertising: A Study Across Ethnic and Income Groups. *Journal of Current Issues & Research in Advertising*, *33*(2), 267–281.

Wilson, R. T., & Till, B. D. (2012). Managing Non-Traditional Advertising: A Message Processing Framework. In S. Rodgers & E. Thorson (Eds.), *Advertising Theory* (pp. 337–354). New York, NY: Routledge Taylor & Francis Group.

Wilson, R. T., & Till, B. D. (2011). Effects of Outdoor Advertising: Does Location Matter? *Psychology & Marketing*, *28*(9), 909–933.

Wilson, R. T., & Till, B. D. (2011). Product Placement in Movies and on Broadway: A Field Study. *International Journal of Advertising*, *30*(3), 373–398.

Wilson, R. T. (2010). Competing Successfully Against Multinationals: A Longitudinal Perspective of Hungarian Advertising Agencies. *Journal of Strategic Marketing*, *18*(2), 145–164.

Wilson, R. T., & Amine, L. S. (2009). Resource Endowments, Market Positioning and Competition in Transitional Economies: Global and Local Advertising Agencies in Hungary. *International Marketing Review*, *26*(1), 62–89.

Wilson, R. T., & Till, B. D. (2008). Airport Advertising Effectiveness: An Exploratory Field Study. *Journal of Advertising*, *37*(1), 57–70.

Magnusson, P., Wilson, R. T., Zdravkovic, S., Zhou, J. X., & Westjohn, S. (2008). Breaking Through the Cultural Clutter: A Comparative Assessment of Multiple Cultural and Institutional Frameworks. *International Marketing Review*, *25*(2), 183–201.

Baack, D. W., Wilson, R. T., & Till, B. D. (2008). Creativity and Memory Effects: Recall, Recognition, and an Exploration of Non-Traditional Media. *Journal of Advertising*, *37*(4), 85–94.

Wilson, R. T. (2007). Acculturation and Discrimination in the Global Market Place: The Case of Hispanics in the U.S. *Journal of International Consumer Marketing*, *20*(1), 67–78.

Wilson, R. T., & Till, B. D. (2007). Direct-to-Consumer Pharmaceutical Advertising: Building and Testing a Model for Advertising Effectiveness. *Journal of Advertising Research*, *47*(3), 270–282.

Wilson, R. T. (2006). “Hungary” for Change: U.S. Ambassador to Hungary, George Herbert Walker III, Discusses the Competitive Position, Regional Participation, and Global Aspirations of Hungary. *Thunderbird International Business Review*, *48*(6), 759–771.