

TRINA SEGO

Department of Marketing & Finance
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Education

1996 Ph.D., The University of Texas at Austin.
1992 M.A., Purdue University.
1987 B.A., University of Louisville.

Professional Experience

8/05-present Professor of Marketing
College of Business & Economics
Boise State University, ID.

Summer/05 Visiting Professor
Maastricht School of Management
Maastricht, The Netherlands
(Appointment included teaching a course in Cairo, Egypt).

8/02-8/05 Associate Professor of Marketing
College of Business & Economics
Boise State University, ID.

5/99-7/02 Assistant Professor of Marketing
Lally School of Management & Technology
Rensselaer Polytechnic Institute, Hartford, CT.

8/96-5/99 Assistant Professor of Advertising
Murrow School of Communication
Washington State University, Pullman, WA.

6/96 Visiting Professor, Ammirati Puris Lintas advertising agency, New York
Advertising Educational Foundation Visiting Professor Program.

8/95-5/96 Assistant Professor of Advertising
College of Communication
Pennsylvania State University, University Park, PA.

8/93-5/95 Assistant Instructor of Advertising
Department of Advertising
The University of Texas, Austin, TX.

Selected Courses Taught

Consumer Behavior (undergraduate, MBA)
Marketing Communication (undergraduate, MBA)
Principles of Marketing (undergraduate)
Marketing Research Methods (executive MBA)

Refereed/Peer-Reviewed Publications

- Phillips, Barbara & Trina Segó, "The Role of Identity in Disposal: Lessons from Mothers' Disposal of Children's Possessions," Forthcoming in *Marketing Theory*.
- Segó, Trina & Jee-Young Lee, "Executional Elements in Banner Advertising: A Cross-Cultural Comparison," Forthcoming in *Journal of Current Issues and Research in Advertising*.
- Segó, Trina (2010), "Mothers' Experiences Related to the Disposal of Children's Clothing and Gear: Keeping Mister Clatters but Tossing Broken Barbie," *Journal of Consumer Behaviour*, 9, 1, 57-68.
- Sarin, Shikhar, Trina Segó, Ajay K. Kohli & Goutam Challagalla (2010), "The Role of Training in Implementing Technological Change in Sales Strategy: A Field-Based Exploratory Study," *Journal of Personal Selling and Sales Management*, 30, 2, 143-156.
- Segó, Trina (2006), "Exploring Product Mix through Visitation of Corporate Websites," selected after blind review to represent the "Best of Great Ideas for Teaching Marketing" published in Charles Lamb, Joseph Hair & Carl McDaniel (eds.), *Handbook for New Instructors*, Mason, OH: Thompson Higher Education. Reprinted from *Great Ideas for Teaching Marketing*, 2002, 6th Ed., Cincinnati, OH: South-Western Publishing.
- Sarin, Shikhar, Trina Segó & Nataporn Chanvarasuth (2003), "Strategic Use of Bundling for Reducing Consumers' Perceived Risk Associated with the Purchase of New High-Tech Products," *Journal of Marketing Theory and Practice*, 11, 3, 71-83.
- Yun, TaiWoong, Wei-Na Lee & Trina Segó (2002), "Direct and Indirect Use of Country of Origin Cues for Hybrid and Non-Hybrid Products," *Advances in International Marketing*, 12, 195-214.

- Sego, Trina (2002), "Consumers' Ethical Judgments of Issue Advertising." In Susan M. Broniarczyk & Kent Nakamoto (eds.), *Advances in Consumer Research*. Vol. 29, Valdosta, GA: Association for Consumer Research, pp. 80-85.
- Durgee, Jeffrey F. & Trina Sego (2001), "Gift-Giving as a Metaphor for Understanding New Products that Delight," In Mary C. Gilly & Joan Meyers-Levy (eds.), *Advances in Consumer Research*, Vol. 28, Valdosta, GA: Association for Consumer Research, pp. 64-69.
- Sego, Trina (1999), "The Effects of Sex and Ethnicity on Evaluations of Advertising Job Candidates: Do Stereotypes Predict Discrimination?" *Journal of Current Issues and Research in Advertising*, 21, 1, 63-74.
- Sego, Trina (1995), "From Scattershot to Strategy: Targeting Social Marketing Efforts through the Use of Secondary and Syndicated Research," *Social Marketing Quarterly*, 2, 24-29.
- Stout, Patricia A. & Trina Sego (1995), "Response to Threat Appeals in Public Service Announcements," *Proceedings of the 1995 Conference of the American Academy of Advertising*, Waco, TX: Baylor University, 78-86.
- Stout, Patricia A. & Trina Sego (1994), "Emotions Elicited by Threat Appeals and their Impact on Persuasion," *Proceedings of the 1994 Conference of the American Academy of Advertising*, Athens, GA: University of Georgia, 8-16.
- Sego, Trina & Patricia A. Stout (1994), "Anxiety Associated with Social Issues: The Development of a Scale to Measure an Antecedent Construct," In Chris T. Allen & Deborah RoedderJohn (eds.), *Advances In Consumer Research*, Provo, UT: Association for Consumer Research, 601-606.

Refereed/Peer-Reviewed Conference Papers

- Phillips, Barbara & Trina Sego (2010) "The Role of Identity in Disposal: Lessons from Mothers' Disposal of Children's Products," Paper presented at the European Conference of the Association for Consumer Research, June, London, UK.
- Sarin, Shikhar, Trina Sego, Ajay K. Kohli & Goutam Challagalla (2010), "Characteristics that Enhance Training Effectiveness in Implementing Technological Change in Sales Strategy," *Academy of Marketing Science Annual Conference Proceedings*, May, Portland, OR.
- Sarin, Shikhar, Trina Sego, Ajay K. Kohli & Goutam Challagalla (2010), "Characteristics that Enhance Training Effectiveness in Implementing Technological Change in Sales Strategy: A Field-Based Exploratory Study," 3rd Biennial Sales Force Productivity Conference, April, The University of Kansas, Kansas City, KS.

- Huong, Do Thanh, Trina Segó & Gary J. Anderson (2008), "The Training Needs of Vietnamese Women Entrepreneurs: Results of Two Surveys," Competitive Paper Presented at the Hawaii International Conference on Business, Honolulu, HI.
- Sarin, Shikhar, Trina Segó & Nataporn Chanvarasuth (2003), "Strategic Use of Bundling for Marketing New High-Tech Products: Strategies for Reducing Consumers' Risk Perception." Competitive Paper Presented at the National Conference of Western Decision Sciences, April, Kuauai, HI, and Abstract Published in *Western Decision Sciences Conference Proceedings*.
- Yun, TaiWoong, Wei-Na Lee & Trina Segó (2002), "Direct and Indirect Use of Country of Origin in Advertisements," Competitive Paper Presented at the Conference of the American Academy of Advertising, Jacksonville, FL.
- Segó, Trina (2002), "When Brands and Social Issues Are Linked," Competitive Paper Presented at the Winter Educators' Conference of the American Marketing Association, Austin, TX.
- Chanvarasuth, Nataporn, Shikhar Sarin & Trina Segó, (2002) "Strategic Use of Bundling for Marketing New High-Tech Products: Strategies for Reducing Consumers' Risk Perception," Competitive Paper Presented at the Winter Educators' Conference of the American Marketing Association, Austin, TX.
- Chanvarasuth, Nataporn, Shikhar Sarin & Trina Segó (2002), "Bundling Strategy: How It Helps Lower Consumers' Perceived Risk Associated with a New High-Tech Product Purchase," Paper Presented at the Asia-Pacific Conference of Decision Sciences Institute, Bangkok, Thailand.
- Lee, Jee-Young & Trina Segó (2000), "Evidence of Culture in Advertising on the World Wide Web: An Examination of Executional Elements of South Korean and U.S. Banner Advertisements," Competitive Paper Presented at the National Conference of the American Academy of Advertising and Abstract Published in *Proceedings of the American Academy of Advertising*.
- Segó, Trina (1998), "Bilingualism in *Vigyapan*: Foreign Words in Advertising and Country of Origin Image," Abstract Published in *Proceedings of the One World One Market—Vision 2020 Conference*, New Delhi, India.
- Segó, Trina (1998), "Conscious Bias, Unconscious Bias or No Bias: Possible Explanations for the Underrepresentation of Women and Minorities in the Advertising Industry," Competitive Paper Presented at the National Conference of the American Academy of Advertising and Abstract Published in *Proceedings of the American Academy of Advertising*, Pullman, WA: Washington State University.

Sego, Trina & Patricia A. Stout (1998), "Attitude Characteristics of the Conflicted Consumer: Ambivalence and Attitude Strength," Abstract Published in *Proceedings of the Conference of the Society for Consumer Psychology*, Austin, TX.

Moreau, Eric & Trina Sego (1998), "Good Deeds, Naughty Deeds and Social Hierarchies: A Textual Analysis of 'Chutes and Ladders,'" Competitive Paper Presented at the Conference of the National Communication Association, New York, NY.

Stout, Patricia & Trina Sego (1994), "The Role of Need for Cognition in Response to Threat Appeals in AIDS Messages," Competitive Paper Presented at the Conference of the International Communication Association, Sydney, Australia.

Other Publications

Sego, Trina (2003), "Public Service Advertising," *Encyclopedia of Advertising*, Chicago: Fitzroy Dearborn, 1313-1317.

Sego, Trina (2002), "Exploring Ad Campaigns Breaking during High-Profile Events," In Joseph Hair, Charles Lamb & Carl McDaniel (eds.), *Great Ideas for Teaching Marketing*, 6th Ed., Cincinnati, OH: South-Western Publishing, 124-125.

Other Conference Papers

Sego, Trina (1998), "Selling Smarts? Applying the Marketing Metaphor to Education," Paper Presented at a Special Session of the Conference of the National Communication Association, New York, NY.

Sego, Trina (1995), "Information for Social Marketers: Secondary and Syndicated Sources on U.S. Media and Markets," Paper Presented at the Annual Conference on Social Marketing in Public Health, Clearwater, FL.

Sego, Trina (1993), "Beyond the 4Ps: A Theoretical Explication and Research Agenda for Social Marketing," Paper Presented at a Special Session of the Conference of the International Communication Association, Washington, D.C. (ERIC document ED361799).

Selected Works in Progress

Sego, Trina, "Creating Nostalgic Artifacts: Mothers' Efforts to Document Family Life Experiences" (working title). Status: Data Collection and Analysis.

Sego, Trina & Elizabeth Gigi Taylor, "Consumer Performance at Children's Birthday Parties" (working title). Status: Data Analysis.

Sego, Trina "Signaling Product Innovativeness through Innovative Marketing Practices"
(working title). Status: Manuscript Development.

Professional & Public Lectures

Presenter (Oct., 2002) Brown Bag, "Ad Strategy: Gathering the Low Fruit, the High Fruit, the New Fruit and the Fruit from Somebody Else's Tree." College of Business & Economics, Boise State University.
Presenter (1998) "Advertising Account Planning," International Advertising Professional Program, Washington State University.
Guest Speaker (1997) "International Advertising," International Business Club, Washington State University.
Moderator (2001, 1996, 1995) Conferences of the American Academy of Advertising.
Guest Speaker (1995) "The Transition from PhD Candidate To Assistant Professor of Advertising," College of Communication, The University of Texas at Austin.

Honors and Awards

Division of Research Grant (2010), Boise State University.
Sabbatical Leave awarded for 2008-2009 academic year.
Outstanding Ad Hoc Reviewer Award (2008), *The Journal of Advertising*.
Outstanding Faculty Award, College of Business & Economics (2005), Associated Students of Boise State University [BSU Student Government Organization].
Faculty Advisor to 2004-2005 BSU Student Team Competing in Collegiate Echo National Student Competition Sponsored by the Direct Marketing Educational Foundation; "Marketing Plan for ING Direct," Honorable Mention.
Faculty Advisor to 2003-2004 BSU Student Team Competing in Collegiate Echo National Student Competition Sponsored by the Direct Marketing Educational Foundation; "Marketing Plan for Advanta," Semi-Finalist.
Research Initiation Grant (1998), Washington State University.
Arts & Humanities Travel Grant (1998), Washington State University.
American Academy of Advertising Industry Fellowship (1995).
Direct Marketing Educational Foundation Fellowship (1995), [Sponsored attendance at the Direct Marketing Professor's Institute].
University Continuing Fellowship (1994-1995), The Graduate School, The University of Texas at Austin.
Jesse Jones Fellowship (1993-1994), College of Communication, The University of Texas at Austin, 1993-1994.
Graduate Student Professional Development Awards (1993, 1994), The Graduate School, The University of Texas at Austin.
College Graduate Grant Sponsored by Shell Oil Co. (1993, 1995) College of Communication, The University of Texas at Austin.
Phi Kappa Phi Honor Society (1993) Initiated.

Student Research Supervised

- Committee Member for Heather Carlson (in progress), Master's Thesis, Communication, Boise State University, Committee Chair Mary Frances Casper.
- Supervisor for Magdalene Wozniok (2006-2007), Graduate Independent Study Research Project about Football Fans' Consumer Behavior, Boise State University.
- Supervisor for Huong Thanh Do (2005), "Developing an Effective Training Program for Vietnam Women's Institute to Enhance Managerial Capacity for Women Entrepreneurs," Master's Thesis, Maastricht School of Management, The Netherlands.
- Supervisor for Jennifer Switter, Daniel Kessler, Brett Peterson, Richard Taylor & Bryan Roberts (2005), "The Implications of Branded Features in Restaurant Foods," Boise State University Undergraduate Research and Scholarship Conference, Boise, ID.
- Committee Member for Nataporn Supanutsetkul (2003), "Strategic Use of Bundling for Marketing High-Tech Products," Ph.D. Dissertation, Lally School of Management & Technology, Rensselaer Polytechnic Institute, Troy, NY.
- Supervisor for Kym Wilner (2000), "Consumers' Attitudes toward Brand Licensing," Culminating-Experience Project, MS Program, Lally School of Management & Technology, Rensselaer Polytechnic Institute, Hartford, CT.
- Supervisor for Jee-Young Lee (1999), "Cultural Differences and Advertising Execution on the World Wide Web," Master's Thesis, Murrow School of Communication Washington State University, Pullman, WA
- Supervisor for Kyung An (1999), "Brand Appearances in Hollywood Films," Master's Thesis, Murrow School of Communication, Washington State University, Pullman, WA.
- Supervisor for Eric Moreau (1999), "Social Hierarchy, Consumption and Fantasy: Visual Imagery on Children's Boardgames," Master's Thesis, Murrow School of Communication, Washington State University, Pullman, WA.
- Committee Member for Brian Fix (1999), "Person-Centered Communication, Relationship Quality and Job Satisfaction," Master's Thesis, Murrow School of Communication, Washington State University, Pullman, WA.

Professional Service

- Associate Editor, *The Journal of Advertising* (2011-present)
- Editorial Review Board member, *International Journal of Advertising* (2010-present).
- Editorial Review Board member, *The Journal of Advertising* (2009-2011).
- Publications Committee, American Academy of Advertising (2006-2010).
- Committee for the CLEP Principles of Marketing Examination (2004-2008) The College Board, New York, NY.
- Ad Hoc Reviewer, *Journal of Consumer Affairs*.
- Reviewer (2010, 2009, 2008, 2006, 2005, 2002, 2001, 2000, 1996), Conferences of the American Academy of Advertising.
- Discussant (2005), Maastricht School of Management Partner's Conference, Maastricht, The Netherlands.

Chair, Doctoral Roundtable Presentation (2005), Maastricht School of Management Partner's Conference, Maastricht, The Netherlands.

Reviewer (2004), *Journal of Advertising* Special Issue on International Advertising.

Jurist (2003), Annual Rockies Creative Advertising Awards, Idaho Advertising Federation.

Reviewer (Winter 2002, Summer 2001, Winter 2001), Marketing Educators' Conferences of the American Marketing Association.

Reviewer (2002, 2001), Conferences of the World Association for Case Method Research and Application.

Reviewer, (2000), *Psychology & Marketing* Special Issue on Emerging Issues in Marketing.

Program Chair (1998), Student Paper Competition, Advertising Division, Association for Education in Journalism & Mass Communication.

Reviewer (1998), Asian Conference of the Association for Consumer Research.

Reviewer (1998, 1997, 1996), Conferences of the Association for Education in Journalism & Mass Communication.

Discussant (1997), Conference of the Association for Education in Journalism & Mass Communication.

Jurist (1997), King County, WA Event Producers Awards.

Reviewer (1997), European Conference of the Association for Consumer Research.

Institutional Service

Individual Mentor to Junior Faculty Member (2010-present), Faculty Connections Program, Provosts' Office, Boise State University.

Scholarship Committee (2007-2008, 2009-present), College of Business & Economics, Boise State University.

Enrollment Management Task Force (2009-2010), College of Business & Economics, Boise State University, Boise, ID.

Faculty Assessor (Spring 2010) for the COBE undergraduate Core Improvement and Assessment committee.

Graduate Policy Committee (2002-2007), College of Business & Economics, Boise State University, Boise, ID.

Foundation Scholars Committee (2004-2006), Boise State University, Boise, ID.

Diversity Team (2002-2003), College of Business & Economics, Boise State University, Boise, ID.

Faculty Senator (2001-2002), Hartford campus representative to Rensselaer Faculty Senate, Troy, NY.

Curriculum Committee (2000-2002), Lally School of Management & Technology, Rensselaer Polytechnic Institute, Hartford, CT.

Admissions Committee (2000), Lally School of Management & Technology, Rensselaer Polytechnic Institute, Hartford, CT.

Chair (Spring 2000), Teaching Evaluations Committee, Murrow School of Communication, Washington State University, Pullman, WA.

Mission Statement Committee (1997-1998), Murrow School of Communication, Washington State University, Pullman, WA.

Faculty Search Committee (1996-1997), Murrow School of Communication, Washington State University, Pullman, WA.

Community Service

Board of Directors (2010-present), Sage International Charter School of Boise.
Advisory Board (2007-2008), Boise State University Children's Center.
Principal Investigator (2007-2008), Focus Groups and Online Survey of Business Owners and Executives, Boise Valley Economic Partnership [subsidiary of Boise Metro Chamber of Commerce].

Recent Professional Development

Participant (2010), Summer Online Teaching Training & Fall Course Development Workshop, BSU Distance Education [program to develop and execute an online course].
Participant (2005), Spring Seminar & Summer Development Institute, H3 Project, Sponsored by a Technology Incentive Grant from the State Board of Education, Administered by the Provost's Office & Academic Technologies [program to design and implement hybrid courses combining traditional face-to-face and online instruction].

Professional Societies

American Academy of Advertising.
Association for Consumer Research.
American Marketing Association.
Association for Education in Journalism & Mass Communication (past member).
National Communication Association (past member).
International Communication Association (past member).

Dr. Segó has been quoted as a marketing expert by the Boise *Idaho Statesman* (11/16/02; 3/18/07), the Spokane, WA *Spokesman-Review* (7/15/03), the Twin Falls, ID *Times-News* (4/29/03; 5/20/03; 6/26/03; 7/23/03; 3/9/04; 11/9/04; 2/12/05; 3/11/05; 5/10/05); and *Southern Idaho Business* (10/16/02; 4/15/03; 6/13/03; 7/15/03; 3/9/04; 11/9/04).

Personal

Dr. Segó enjoys spending time with her husband and their two young daughters. She enjoys food (particularly ethnic cuisines) and travel (she has visited 12 countries outside of the U.S.). She occasionally finds time to Facebook and to practice yoga.