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**José Domingo Mora, Ph.D.**  
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## Academic Background

Ph.D. Simon Fraser University	Business Administration (Marketing)
M.A. University of Southern California	Communication Management
B.S. Universidad Central de Venezuela	Communication (Journalism) <i>magna cum laude</i>
B.S. Universidad Central de Venezuela	Biology (Ecology)

## Certifications

Certificate in University Teaching & Learning, Simon Fraser University, Vancouver BC - Canada.

## WORK EXPERIENCE

### Academic Experience

- Associate Professor of Marketing (Sep 2017 – Present), University of Massachusetts Dartmouth
- Chair, Department of Management & Marketing (Sep 2022 – June 2026), University of Massachusetts Dartmouth
- Assistant Professor of Marketing (Sep 2010 – 2017), University of Massachusetts Dartmouth, Dartmouth, Massachusetts, USA.
- Seasonal Instructor, Simon Fraser University (Jan 2008 – May 2010), Vancouver, Canada-British Columbia. Principles of Marketing, Consumer Behaviour.
- Part Time Lecturer, Andrés Bello Catholic University (Sep 1997 – May 2000), Caracas, Venezuela. Management of Communication Firms.

### Industry Experience

#### International

- Head of Research and Marketing, IBOPE-AGB Mexico (Apr 2003 – Apr 2005), Federal District, Mexico City. Television ratings measurement, presently Nielsen-IBOPE, [Mexico | Nielsen](#)
- VP Production and Programming, Televen (Apr 2002 – Apr 2003) Caracas, Venezuela. Broadcast television, [TELEVEN Tu Canal | Home](#)
- Director of Research, Optimum Media Direction (OMD) (Aug 2000 - Jan 2002) Caracas, Venezuela. Media planning agency, [OMD](#)
- Director of Commercial Marketing, RCTV (Apr 1999 – May 2000)
- Manager, Audience Research, RCTV (Jan 1996 – Apr 1999) Caracas, Venezuela. Broadcast television, [RCTV - Wikipedia](#)

- Supervisor, Corporate Relations, Corpoven, a former subsidiary of Petróleos de Venezuela (Apr 1992 – Dec 1993) Caracas, Venezuela. Oil industry, [PDVSA - Wikipedia](#)
- Product Development Specialist, Procter & Gamble, Latin America Division (Jun 1988 – May 1992), Caracas, Venezuela. Personal cleansing products, [Procter & Gamble - Wikipedia](#)

## **TEACHING**

**Courses taught at UMass Dartmouth:** Advertising, Marketing Research, Principles of Marketing, Promotional Strategy. Graduate (MBA): Marketing Research, Marketing Strategy

**Courses taught at other institutions:** Consumer Behaviour (Simon Fraser University, Vancouver, BC Canada), Management of Communication Firms (Andrés Bello Catholic University, Caracas, Venezuela)

## **INTELLECTUAL CONTRIBUTIONS**

### **Refereed Journal Articles**

- Mora, J.-D. (2026). The Shifting Meaning of Togetherness: How Culture and Preference Convergence Enhance Advertising Co-Exposure. *Journal of Business Research*, 205. ABDC<sup>1</sup> rank: A, IF<sup>2</sup>=10.5 AR<sup>3</sup>=8%. DOI: <https://doi.org/10.1016/j.jbusres.2025.115859>.
- Mora, J.-D. (2025). Evolution Meets Screen: How Resources and Competition Drive Television Co-Viewing. *Journal of Current Issues & Research in Advertising*, 1–25. ABDC rank: B, IF=4.2, AR=20%. DOI: <https://doi.org/10.1080/10641734.2025.2574050>
- Mora, J.-D., & Izadi, A. (2024). Off to a Good Start? Grammar and Syntax in the Opening Predict Review Helpfulness. *Journal of Electronic Commerce Research*, 25(3), 171–190. ABDC rank: B, IF=3.9, AR=10%. DOI: <https://doi.org/10.1111/ijcs.12717>.
- Mora, J. D. (2022). Does Consumption Make Company Better? An Activity and Companionship Model Of Experienced Utility. *International Journal of Consumer Studies*, 46 (2), 636-652. ABDC rank: A, IF=7.6, AR=5%. DOI: <https://doi.org/10.1111/ijcs.12717>.
- Mora, J. D. (2021). How Internet Penetration Affects Local B&M Retailers. *Marketing Management Journal*, 31 (1), 25-33. ABDC rank: NR, IF=NR, AR=20%. DOI: <https://doi.org/10.63963/001c.151147>
- Mora, J. D. (2016). Social Context and Advertising Effectiveness: A Dynamic Study. *International Journal of Advertising*, 35 (2), 325-344. ABDC rank: A, IF=5.9, AR=13%. DOI: <https://doi.org/10.1080/02650487.2015.1022975> .
- Mora, J. D., & González, E. M. (2016). Do Companions Really Enhance Shopping? Assessing Social Lift over Forms of Shopper Value in Mexico. *Journal of Retailing and Consumer Services*, 28, 228-239. ABDC rank: A, IF=13.1, AR=15%. <https://doi.org/10.1016/j.jretconser.2015.10.004> . IF<sub>2021</sub>=10.972

<sup>1</sup> Australian Business Deans Council's ranking of business journals. [Australian Business Deans Council](#)

<sup>2</sup> IF is impact factor, as reported by Clarivate.

<sup>3</sup> AR is acceptance rate, as reported by Cabell's Directories.

- Mora, J. D., Krider, R. E., & Ho, J. (in press, 2013). Who Decides What to Watch on TV at Home? Insights from People-Meter Data in Mexico. *Journal of Advertising Research*, 55 (1). ABDC rank: A, IF=3.03, AR=13%. DOI: <https://doi.org/10.2501/JAR-55-1-022-036>
- Mora, J. D., Ho, J., & Krider, R. E. (2012). Television Co-Viewing In Mexico: An Assessment on People Meter Data. *Journal of Broadcasting and Electronic Media*, 55 (4), 448-469. ABDC rank: NA, IF=3.03, AR=5%. DOI: <https://doi.org/10.1080/08838151.2011.620905>
- Mora, J. D., & Ganim-Barnes, N. (2011). Online Media in Fast-Growing Companies: Adoption, Usage and Relation to Revenues. *Marketing Management Journal*, 21 (2), 136-152. ABDC rank: NR, IF=NR, AR=20%. DOI: <https://doi.org/10.63963/001c.151042>
- Krider, R. E., Arguello, A., Campbell, C., & Mora, J. D. (2010). Trait and Image Interaction in Ecotourism Preferences. *Annals of Tourism Research: A Social Sciences Journal*, 37 (3), 779-801. ABDC rank: A\*, IF=7.8, AR=20%. DOI: <https://doi.org/10.1016/j.annals.2010.01.009>

### Refereed Book Chapters

- Mora, J. D. (2012). Fuzzy dynamic groups: Measures and implications for television audiences. In: *Fuzzy Methods for Customer Relationship Management and Marketing*. Hershey, PA: IGI Global.

### Refereed Proceedings

- Mora, J. D., González, E. M., & Sibdari, M. Y. (2015). The interpersonal utility of shopping: Confirmatory study and implications. *Academy of Marketing Science Conference*.
- González, E. M., Mora, J. D., & Yousef-Sibdari, M. (2014). Is it better to shop together? Influence of group characteristics on individual buyer utility in Mexico and the USA. *Academy of Marketing Science: World Marketing Conference*.
- Mora, J. D., & Krider, R. E. (2009). Group consumption as a predictor of individual consumption. *Conference of the Administrative Sciences Association of Canada*.
- Mora, J. D., & Krider, R. E. (2007). Life beyond individual choice: Group decision making in television audiences. *Conference of the Administrative Sciences Association of Canada*.
- Mora, J. D., & Hector, M. (2005). Subscription TV viewers show some attitude: Lifestyles and viewer choices in Mexico. *ESOMAR-ARF Worldwide Audience Measurement Conference*.

### Refereed Research Presentations

- Mora, J. D. (2026). *Social Context and the Balance Amount-Variety*. Conference of the Academy of Marketing Science, Savannah GA, United States of America.
- Mora, J. D. (2025). *Exploring the Role of Social Motives in the Enjoyment of Consumption*. 2025 Conference of the Association Council on Consumer Interests, Pittsburgh PA, United States of America.
- Mora, J. D. (2022). *Grammar and Text Position as Drivers of Online Review Usefulness*. 2022 Conference of the Academy of Marketing Science, Monterey CA, United States of America.
- Mora, J. D. & Kara, S. (2020). *Relational Advertising Appeals and Relational Proximity: Effects on Advertising Memory*. 2020 Conference of the American Marketing Association, On line, United States of America.

- Mora, J. D. & Kara, S. (2020). *The Effects of Advertising Appeal and Exposure Context on Advertising Effectiveness*. 2020 Conference of the American Marketing Association (Winter), San Diego, United States of America.
- Mora, J. D. (2019). *Integrating Social and Activity Utilities to Explain Consumption (and the Rest of Life)*. Conference of the Academy of Marketing Science, Vancouver, Canada.
- Mora, J. D. (2017). *Could higher-order advertising effects help save on media? An empirical exploration in television audiences*. Conference of the American Academy of Advertising, Boston, Massachusetts.
- Mora, J. D. (2015). *Conformity and conflict management as drivers of variety-seeking in true group consumption*. Informs Marketing Science Conference, Baltimore, Maryland.
- Mora, J. D. (2015). *Deviant sociospheres: When unusual influence patterns proclaim the coming of unusual choices*. Academy of Marketing Science Conference, Denver, Colorado.
- Mora, J. D., Gonzalez, E. M., & Sibdari, M. Y. (2015). *The interpersonal utility of shopping: Confirmatory study and implications*. Academy of Marketing Science Conference, Denver, Colorado.
- Gonzalez, E. M., Mora, J. D., & Yousef-Sibdari, M. (2014). *Is it better to shop together? Influence of group characteristics on individual buyer utility in Mexico and the USA*. World Marketing Conference, Academy of Marketing Science, Lima, Peru.
- Mora, J. D. (2012). *Groups and variety-seeking: An empirical investigation in a household panel*. Informs Marketing Science Conference, Boston, MA, United States of America.
- Mora, J. D. (2012). *Influence of group characteristics on individual consumption*. Academy of Marketing Science: World Marketing Conference, Atlanta, GA, United States of America.
- Mora, J. D. (2011). *Intra and cross-household influences as predictors of individual consumption*. Informs Marketing Science Conference, Houston, TX, United States of America.
- Mora, J. D. & Krider, R. E. (2009). *Group consumption as a predictor of individual consumption*. Administrative Science Association of Canada, Niagara Falls, Canada-Ontario.
- Mora, J. D. & Ho, J. (2009). *Family groups consuming television: Do shared moments breed strong interactions?* Informs Marketing Science Conference, Ann Arbor, Michigan.
- Mora, J. D. & Krider, R. E. (2008). *Interpersonal influences among Mexican television viewers*. Informs Marketing Science Conference, Vancouver, Canada-British Columbia.
- Mora, J. D. & Krider, R. E. (2007). *Life beyond individual choice: Group decision making in television audiences*. Administrative Science Association of Canada, Ottawa, Canada-Ontario.
- Putler, D., Dhar, T., Krider, R. E., & Mora, J. D. (2007). *Empirical study of homogeneous retailer agglomeration*. Informs Marketing Science Conference, Singapore, Singapore.
- Mora, J. D. & Hector, M. (2005). *Subscription TV viewers show some attitude: Lifestyles and viewer choices in Mexico*. ESOMAR/ARF Audience Measurement Conference, Montreal, Canada-Quebec.

## **Invited Presentations**

- Mora, J. D. (2013). *Co-Exposure and Advertisement Effectiveness: Toward a New Dimension of Electronic Media Ratings*. Invited presentation at Innovative Approaches to Measuring Advertising Effectiveness, The Wharton School UPenn, Philadelphia, Pennsylvania.
- Mora, J. D. (2009). *Audience aggregation: The quest for a new dimension of media ratings*. Invited presentation at BBM-Nielsen Canada Conference on Audience Research, Toronto, Canada.

## **Working Papers**

- "Social Context Influence on Endogenous Quantity and Variety: A Study on Television Viewing". Status: Writing. Targeting an A journal (ABDC ranking).
- "Social Motives as Antecedents of Consumer Utility: The Moderating Role of Culture." With Selcan Kara and Anoosha Izadi (Mass Dartmouth). Status: Encouraging correlational findings, designing experimental studies.

## **SERVICE**

### **Service to the University**

#### **College Assignments**

##### **Chair:**

2022-2026: Chair, Dept. Management & Marketing  
2022-2026: Faculty Evaluation Committee  
2025: Recruiting Strategy Committee  
2024-Present: Research Committee  
2018-2022: Behavioral Laboratory Committee  
2012-2015: CCB Brand Committee

##### **Member:**

2022-2026: CCB Executive Council  
2012-2021: Research Committee  
2012-2021: College Curriculum Committee  
2017-Present: Faculty Evaluation Committee

#### **CCB Student Recruitment Support**

2011-Present: Talks to Prospect Students and Parents, e.g. CCB Open Houses

#### **CCB Faculty Recruitment Support**

Since 2011: Member of **six** committees charged with recruiting assistant professors of management and marketing

#### **University Assignments**

##### **Committee Member:**

- 2019-2020: Search Committee, Dean of the Charlton College of Business
- 2016-2019: Senator, Faculty Senate
- 2012-2021: Advisory Board for the Office of Undergraduate Research
- 2012-2013 – 2014-2015: Scholar of the Year Committee

##### **Other Institutional Service Activities:**

- 2011-2012: Research Project Conducted for the UMass-D Admissions Office
- 2012-2013: Research Project Conducted for UMass-D Student Health Services
- 2011-2012 – 2012-2013: Research Talks for CCB's Business Innovation Research Center

### **Graduate and Undergraduate Research Support:**

2025-2026: Advisor, Master of Science in Data Science Thesis. Student: Tanishka Nath Pasumarthi. *Syntactic Openings in Online Reviews: A Computational Pipeline for Structural Detection and Consumer Impact Analytics*

2020-2021: Advisor, CCB Undergrad Honors Thesis, Student: Scott Maciel

### **Service to the Profession**

#### **Editorial Review Board Member**

*Journal of Advertising Research* (ABDC rank: A) 2013 – present

#### **Ad Hoc Reviewer: Journal Articles**

	ABDC ranking	
<i>Journal of Advertising</i>	A	2021-Present
<i>Journal of Retailing and Consumer Services</i>	A	2018-Present
<i>Journal of Marketing Communications</i>	B	2018-Present
<i>Journal of Electronic Commerce Research</i>	B	2025
<i>Marketing Letters</i>	A	2025
<i>International Journal of Consumer Studies</i>	A	2021
<i>Journal of Broadcasting and Electronic Media</i> (AR<10%)		2012

#### **Academic Conference: Session Chair**

2022: Academy of Marketing Science Conference, Monterey CA – *Advertising and IMC*

2012: World Marketing Conference, Academy of Marketing Science, Atlanta GA – *Consumer Decision-Making*

2011: Informs Marketing Science Conference, Houston, TX – *Social Influence*

#### **Reviewer: Conference Papers**

2019 – 2022: Academy of Marketing Science.

2019 – 2020: Conference of the American Academy of Advertising.

### **Grants, Honors & Awards**

#### **Grants**

2012: Mora, J. D. Innovative approaches to measuring advertising effectiveness, Principal Investigator, The Wharton School of Business. US\$ 7,000.

#### **Honors**

1995: The Annenberg School for Communication: Comprehensive MA examination *With Distinction*, University of Southern California. Only one among 25 students

1988: Research Thesis, With Honors, Universidad Central de Venezuela. *A market research study for the weekly newspaper Letras.*

1983: Research Thesis, With Honors, Universidad Central de Venezuela. *Assessing Eicchornia crassipes and Lemna minor for wastewater treatment in tropical conditions,* with Y. Córdova.

### **Awards**

2008: The BBM-Nielsen Media Research Scholarship, BBM Canada & Nielsen Media Research: "Awarded to skilled individuals in quantitative research of media audiences." Can\$ 5,000.

1993: G.M. Ayacucho Award for Academic Excellence, Government of Venezuela, Ministry of Planning and Development. National competition: Full scholarship to pursue graduate studies abroad, US\$ 40,000.

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**Last updated on Mar 5, 2026**