

Intellectual Contributions

The University of Vermont

Bonifield, Carolyn M.

Refereed Journal Articles

Journal Article, Academic Journal (Accepted)

Bonifield, C., Bailey, A. A., Elhai, J. (in press). Modeling consumer engagement on social networking sites: Roles of attitudinal and motivational factors. *Journal of Retailing and Consumer Services (Elsevier)*. <https://www.journals.elsevier.com/journal-of-retailing-and-consumer-services>

Journal Article, Academic Journal (Published)

Bonifield, C., Bailey, A. A., Arias, A. Social media use by young Latin American consumers: An exploration. *Journal of Retailing and Consumer Services/Elsevier*, 43 (2018), 10-19. <https://www.journals.elsevier.com/journal-of-retailing-and-consumer-services>

Journal Article, Academic Journal (Published)

Bonifield, C., Bailey, A. A. (2010). Broken (Promotional) Promises: The Impact of Firm Reputation and Blame. *Journal of Marketing Communications*, 16(5), 287-306. <http://www.informaworld.com/smpp/content~db=all~content=a926764904~frm=titlelink>

Journal Article, Academic Journal (Published)

Bonifield, C., Cole, C., Schultz, R. L. (2010). Product Returns on the Internet: A Case of Mixed Signals? *Journal of Business Research*, 63(9-10), 1058-1065.

Journal Article, Academic Journal (Published)

Bonifield, C., Tomas, A. (2009). Intellectual Property Issues for Marketers in the Virtual World. *Journal of Brand Management, Palgrave Macmillan*, 16(8), 571-581. <http://www.palgrave-journals.com/bm/journal/v16/n8/pdf/bm200841a.pdf>

Journal Article, Academic Journal (Published)

Bonifield, C., Bailey, A. A., Tomas, A. (2008). Where Avatars Come From: Exploring Consumers' Motivations in Virtual Worlds. *Innovative Marketing*, 4(4), 6-13. http://www.businessperspectives.org/journals_free/im/im_en_2008_4_Bailey.pdf

Journal Article, Academic Journal (Published)

Bonifield, C., Cole, C. (2008). Better Him Than Me: Social Comparison Theory and Service Recovery. *Journal of the Academy of Marketing Science*, 36(4), 565-577. <http://www.springerlink.com/content/a372625169322314/fulltext.pdf>

Journal Article, Academic Journal (Published)

Bonifield, C., Cole, C. (2007). Affective Responses to Service Failure: Anger, Regret, and Retaliatory versus Conciliatory Responses. *Marketing Letters*, 18(1), 85-99. http://econpapers.repec.org/article/kapmktlet/v_3A18_3Ay_3A2007_3Ai_3A1_3Ap_3A85-99.htm

Journal Article, Academic Journal (Published)

Bonifield, C., Kurata, H. (2007). How Customization of Pricing and Item Availability Information Can Improve E-Commerce Performance. *Journal of Revenue and Pricing Management*, 5(4), 305-314. <http://www.ingentaconnect.com/content/pal/rpm/2007/00000005/00000004/art00005>

Book Chapters

Book, Chapter in Scholarly Book-Revised (Published)

Bonifield, C., Cole, C. A., Arias, A. (2020). Comprehension of and Vulnerability to Persuasive Marketing Communications Among Older Consumers. In Aimee Drolet and Carolyn Yoon (Ed.), *The Aging Consumer: Perspectives from Psychology and Marketing* (2nd Edition ed., pp. 18 pages). Abingdon: Routledge (Taylor & Francis Group).
<https://www.routledge.com>

Book, Chapter in Scholarly Book-New (Published)

Bonifield, C., Bailey, A. A., Arias, A. (2020). Modeling Consumer Engagement with Front Line Service Providers. In Eileen Bridges, Kendra Fowler (Ed.), *The Routledge Handbook of Service Research Insights and Ideas* (pp. 15 pages). Abingdon: Routledge (Taylor & Francis Group).
<https://www.routledge.com/products/search?keywords=Handbook+of+Service>

Book, Chapter in Scholarly Book-New (Published)

Bonifield, C., Cole, C. A. (2009). *Comprehension of Marketing Communications among Older Consumers*. New York, New York: The Aging Consumer: Perspectives from Psychology and Economics.

Book, Chapter in Scholarly Book-New (Published)

Bonifield, C., Cole, C. (2007). In Gerard J. Tellis and Tim Ambler (Ed.), *Advertising to Vulnerable Segments*. Thousand Oaks, California: Handbook of Advertising/Sage Publications.

Conference Proceedings

Conference Proceeding (Published)

Bonifield, C. (2020). *Impact of service provider social CRM efforts on consumer engagement*. La Londe Conference 2020 (16th International Research Conference in Service Management).

Conference Proceeding (Published)

Bonifield, C. (2011). "C'est Moi Qui Decide?" "Oui, C'est Vous Qui Decidez": Role of Personality Factors in Influencing Consumer Response to Self-Determined Promotions. ESCP Europe.

Conference Proceeding (Published)

Bonifield, C., Bailey, A. A. (2010). "All the (Retailing) World's a Stage": A Dramaturgy of Retailing. ESCP Europe.

Conference Proceeding (Published)

Tomas, A., Bonifield, C. (2008). *A Different Reality: Considering Possible Selves in the Virtual World*. Philadelphia, Pennsylvania: Advertising and Consumer Psychology Conference/Society for Consumer Psychology.