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**Edward Vieira, Ph.D.**  
**Professor**  
**Marketing, Operations, Strategy**  
**Simmons University**  
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**Education**

Ph.D. University of Connecticut.

M.B.A. Bryant University.

B.A. Rhode Island College.

**Certifications**

Recertified for CITI including the new changes in research regulations for 2019, 2019, Online through Simmons IRB.  
CITI, 2010, Online.

**Academic Employment**

Professor of Marketing and Statistics, Simmons University (July, 2004 - June, 2021), Boston, Massachusetts.

Lecturer, University of New Hampshire (September, 2008 - 2013), Durham, New Hampshire.

Methodology Contributing Faculty, Walden University (April, 2011 - August, 2011), St. Paul, Minnesota.

Consultant/Professor, Northcentral University, School of Business & Technology (October, 2010 - March, 2011), Prescott Valley, Arizona.

Adjunct Faculty, Suffolk University, Sawyer School of Business MBA Program (June, 2008 - August, 2008), Boston, Massachusetts.

Adjunct Faculty, American Intercontinental University Online (May, 2005 - December, 2005), Chicago, Illinois.

Lecturer, Boston University, College of Communication (September, 2004 - May, 2005), Boston, Massachusetts.

Assistant Professor, University of Hartford (July, 2002 - June, 2004), Hartford, Connecticut.

Adjunct Faculty, Quinebaug Valley Community College (January, 2002 - December, 2002), Danielson, Connecticut.

Adjunct Faculty, Bryant University, Department of Marketing (September, 1999 - December, 2002), Smithfield, Rhode Island.

Instructor, University of Connecticut (January, 1998 - July, 2002), Storrs, Connecticut.

Adjunct Faculty, Rhode Island College (January, 2001 - December, 2001), Providence, Rhode Island.

Adjunct Faculty, Manchester Community College (September, 1999 - December, 2000), Manchester, Connecticut.

Adjunct Faculty, Eastern Connecticut State University (January, 1998 - May, 1998), Willimantic, Connecticut.

Marketing Analyst, Paramount Cards, Inc. (September, 1997 - December, 1998), Pawtucket, Rhode Island.

**Business Employment**

**National**

Principal, Metropolitan Linen, Inc. (April, 1988 - November, 1989), Providence, Rhode Island.

Principal, Brava Manufacturing, Inc. (June, 1987 - November, 1990), Providence, Rhode Island.

Principal, AAA Surgical Center, Inc., AAA Surgical Center of Massachusetts, and KNAVE Properties (February, 1986 - April, 1991), Providence, Rhode Island.

Consultant, Business Consultant (February, 1985 - September, 1986), Johnston, Rhode Island.

General Manager, Wampanoag Shopping Mall, Dover Management Corp. (May, 1984 - October, 1985), East Providence, Rhode Island.

Operations Administrator, United States Department of Commerce: Bureau of the Census (January, 1980 - October, 1980), Warwick, Rhode Island.

## **International**

Principal, Alexandria Corporation and Global Medical, Inc. (January, 1992 - April, 1994), East Greenwich, Rhode Island.

Purchasing & Operations Manager, Simod America Corp. (February, 1980 - October, 1982), Middletown, Rhode Island.

## **Consulting and Executive Education**

### **Amrin, Inc., East Greenwich, R.I. Established U S Division Of Import/export Company With Headquarters In Moscow, Russia.**

2002: Amrin, Inc., East Greenwich, R.I. Established U S division of import/export company with headquarters in Moscow, Russia.

### **Baluch, Gianfrancesco, Mathieu, & Szerlag Law Offices, Providence, R.I. Developed And Maintained The Law Offices Web Site, Included Regular Upgrading Of Internet Communications Software.**

2004: Baluch, Gianfrancesco, Mathieu, & Szerlag Law Offices, Providence, R.I. Developed and maintained the Law Offices web site, included regular upgrading of Internet communications software.

### **Consultant To The Graduate School Of Library And Information Science. Simmons College Advised The Program On Survey Study Design And Web-based Questionnaire Design And Construction.**

2005: Consultant to the Graduate School of Library and Information Science. Simmons College Advised the program on survey study design and Web-based questionnaire design and construction.

### **Rhode Island Commission For Human Rights, State Of Rhode Island, Providence, R.I. Conducted Employment Research On The Utilization Of Women And Minority Personnel In The Banking Industry In Rhode Island.**

1979: Rhode Island Commission for Human Rights, State of Rhode Island, Providence, R.I. Conducted employment research on the utilization of women and minority personnel in the banking industry in Rhode Island.

### **Suffolk University, Sawyer School Of Business. Boston, M.a. Consulted Dean's Office On 2008-09 Developing An Undergraduate Online Course Program.**

2009: Suffolk University, Sawyer School of Business. Boston, M.A. Consulted Dean's Office on 2008-09 developing an undergraduate online course program.

### **Town Of Mansfield, C.t. Department Of Social Services. Conducted Focus Group Research And Developed An Integrated Communicative Campaign To Increase Awareness And Participation In School Readiness Programs. Study Included Pretesting Of Public Service Anno**

1999: Town of Mansfield, C.T. Department of Social Services. Conducted focus group research and developed an integrated communicative campaign to increase awareness and participation in school readiness programs. Study included pretesting of public service anno, Town of Mansfield, C.T. Department of Social Services. Conducted focus group research and developed an integrated communicative campaign to increase awareness and participation in school readiness programs. Study included pretesting of public service announcements for broadcast and print media.

### **U.s.s. Safety System, Spa, Brugine, Italy. Developed Strategic Marketing And Advertising Plans For Various Global Markets. Plans Involved Extensive Situational Analyses Research (Including Traveling To Various Global Markets) Strategizing, And The Develop**

2006: U.S.S. Safety System, SpA, Brugine, Italy. Developed strategic marketing and advertising plans for various global markets. Plans involved extensive situational analyses research (including traveling to various global markets) strategizing, and the develop, U.S.S. Safety System, SpA, Brugine, Italy. Developed strategic marketing and advertising plans for various global markets. Plans involved extensive situational analyses research (including traveling to various global markets) strategizing, and the development of various tactical frameworks.

## **Courses Taught**

**Courses from the Teaching Schedule:** Accounting and Business Applications in Excel, Advertising, Consumer Behavior, Consumer Behavior, Consumer Behavior, Consumer Behavior, Consumer Psychology and Online Behavior, Creating Brand Value, Creating Brand Value, Global Integrated Marketing, Independent Study, Inroduction to Health Systems, Integrated Marketing Communications, Intergrated Marketing, Internal Corporate Communications, Introduction to Management, Introductory Statistics, Market Research, Market Research, Marketing Management, Operations and Technology Management, Principles of Marketing, Principles of Marketing, Quantitative Analysis,

Quantitative Analysis, Quantitative Analysis, Research Management, Special Topics, Strategic Marketing

**Courses taught, but not in the Schedule:**

**TEACHING**

Associate Professor-Simmons College. School of Management.

**EXPERIENCE:**

2004-present

COMM 124: Media, Messages, & Society  
MCC 101: Persuasion in Society  
COMM 286: Introduction to Advertising  
COMM 325: Public Relations Seminar  
COMM 326: Advertising Copy & Layout  
COMM 390: Studio 5.

Graduate courses:

MCM 451: Integrated Marketing Communication  
GSM 415: Quantitative Analysis (Decision Sciences)  
MCM 497: Organizational Communication Research Management  
(Developed information architecture, constructed, and taught online course.)  
MCM 424: Negotiation for Managers (listed at the Harvard Law School website)  
MCM 487: Internal Corporate Communication  
(Developed information architecture, constructed, and taught online course.)  
MCM 497: Advertising Communication Strategies  
MCM 497: Motivational and Persuasive Communication for the Workplace  
(Developed information architecture, constructed, and taught online course.)  
DEDU 654: Quantitative Research Methods for Doctoral Students  
(Developed information architecture, constructed, and taught online course.).

2008-present

Adjunct Professor-The University of New Hampshire. Whittemore School of Business and Economics.  
ADMN 575: Organizational Behavior  
MGMT 732: Entrepreneurship.

2011

Methodology Contributing Faculty-Walden University. Richard W. Riley College of Education and Leadership, Doctoral Programs.

2010-11

Consultant/Professor-Northcentral University. School of Business & Technology, Doctoral Programs.  
RSH9101B: Research Topic, Problem, Purpose, and Questions  
RSH9102B: Research Methods and Designs.

2008

Adjunct Professor-Suffolk University. Sawyer School of Business MBA Program.  
MKT 813: Advertising and Brand Promotion.

2004-05

Lecturer-Boston University. College of Communication.  
CM 380: Theory & Process of Communication.

2005

Adjunct Professor-American Intercontinental University Online.  
BUS 210: Business Communication.

2002-04

Assistant Professor-University of Hartford. School of Communication.  
CMM 212: Persuasion  
CMM 260: Communication & Advertising  
CMM 311: Research Methods for Communication  
CMM 360: Advertising Copy & Layout  
CMM 449: Media & Society  
CMM 460: Advertising Communication Tactics  
CMM 462: Advertising Competition  
DIA 100: Dialogue.

1998-02

Adjunct Faculty-University of Connecticut.  
Mentor Connection Program, Storrs, CT. 21<sup>st</sup> Century Advertising  
CAP: Thinking and Learning Skills

COMS 102: The Process of Communication  
COMS 105: Principles of Public Speaking  
COMS 210: Persuasion & Attitude Change  
COMS 220: Communication Processes in Advertising  
COMS 235: Effects of Mass Media.

2002 Adjunct Faculty-Quinebaug Valley Community College.  
COM 125: Business & Professional Communication.

1999-02 Adjunct Faculty-Bryant University. Department of Marketing.  
MKT 311: Consumer Behavior  
MKT 371 SE: Advertising Management  
MKT 410 A: Business-to-Business Marketing.

2001 Adjunct Faculty-Rhode Island College. Communications Department.  
COMS 208: Public Speaking.

1999-00 Adjunct Faculty-Manchester Community College. Communication Department.  
SPCH 213: Effective Speaking.

1998 Adjunct Faculty-Eastern Connecticut State University. Communication Department.  
COM 101: Introduction to Human Communication.

**WORKSHOPS CONDUCTED:** Finding Love Using Statistics (2008-09). Sonia Kovalevsky High School  
Mathematics Day. Conducted high school workshops on the usage of statistics  
in everyday life at Simmons College.

cutting- Advertising for the 21<sup>st</sup> Century (2000-04). Conducted intensive 3 week workshop on  
edge advertising. The class consisted of accelerated high school participating in the workshop  
at the University of Connecticut. Students visited advertising agencies, radio stations, and  
television networks, etc.

## **Memberships**

American Marketing Association, 2018-2019  
Program for Negotiation at Harvard Law School, 2008-2010  
Association for Consumer Research, 1999-2011  
Association for Education in Journalism and Mass Communication, 1999-2011  
International Communication Association, 1998-2011  
National Communication Association, 1998-2011  
American Marketing Association, 1998-2010  
Health Industry Distributors' Association, 1988-1991

## **Professional Interests**

### **Other Teaching Activities**

#### **Distance Learning**

2019 - *Pilot tested the new changes to the 2U LMS and provided feedback.*. Distance Learning.  
2019 - *Course Lead for MBAO415 (QA).* Distance Learning.

#### **Course (New) - Creation/Delivery: Conventional**

2015 - *Proposed a new UG course entitled Stakeholder Marketing.* Course (New) - Creation/Delivery: Conventional.

#### **Course (New) - Creation/Delivery: Online**

2021 - *BUS250 CD program.* Course (New) - Creation/Delivery: Online.  
2021 - *BUS230 CD program.* Course (New) - Creation/Delivery: Online.

2019 - *Developed and taught new course, MBAO532: Online consumer psychology and behavior.* Course (New) - Creation/Delivery: Online.

2018 - *MBAO532: Consumer Psychology and Online Behavior.* Course (New) - Creation/Delivery: Online.

2015 - *MBAO415: QA for 2U.* Course (New) - Creation/Delivery: Online.

2013 - Course (New) - Creation/Delivery: Online.

2010 - Course (New) - Creation/Delivery: Online.

2008 - Course (New) - Creation/Delivery: Online.

2007 - Course (New) - Creation/Delivery: Online.

#### **Student Assign-Independent Studies**

2016 - *Four Independent Study Students.* Student Assign-Independent Studies.

#### **Student Assign-Students Advised (GRAD)**

2013 - Student Assign-Students Advised (GRAD).

#### **Student Assign-Supervised Research (GRAD)**

2012 - 5 students. Student Assign-Supervised Research (GRAD).

#### **Student Assign-Supervised Research (UG)**

2013 - 2 students. Student Assign-Supervised Research (UG).

#### **Thesis / Dissertation Committee - Member**

2014 - *Nutrition Marketing Study.* 2 students. Thesis / Dissertation Committee - Member.

#### **Innovations in Course Content / Presentation**

2017 - *AAF National Student Ad Competition.* Innovations in Course Content / Presentation.

2009 - Innovations in Course Content / Presentation.

2007 - Innovations in Course Content / Presentation.

2005 - Innovations in Course Content / Presentation.

#### **Peer Review: Colleagues review of my teaching**

2012 - Peer Review: Colleagues review of my teaching.

2012 - Peer Review: Colleagues review of my teaching.

2012 - Peer Review: Colleagues review of my teaching.

#### **Peer Review: My review of a colleagues teaching**

2012 - Peer Review: My review of a colleagues teaching.

#### **Other Teaching Activities**

2019 - *Major Exploration Fair for undeclared students advisor.* Other Teaching Activities.

2013 - Other Teaching Activities.

2013 - Other Teaching Activities.

2013 - Other Teaching Activities.

2013 - Other Teaching Activities.

2009 - Other Teaching Activities.

2005 - Other Teaching Activities.

2003 - Other Teaching Activities.

## **Publications:**

### **Peer Reviewed Articles in Discipline Journals**

Vieira, E., & Buck, R. (2018). Competence, Credibility, Compassion, and Charisma: A study of the emotional bases of Presidential leadership pre and post 911: 2000-2001. *American Communication Journal*.

Vieira, E., & Grantham, S. (2018). Exxonmobil's Social Responsibility Messaging – 2002-2013 CEO Letters. *Applied*

*Environmental Education & Communication.*

- Vieira, E. (2017). The Role of Emotion in Assessing and Supporting President George W. Bush in 2000 and 2003. *American Communication Journal, 19(1)* (1-23).
- Vieira, E., & Grantham, S. (2017). Text Network Analysis & the Computational: Landscape Model: A study of concurrent validity. *American Communication Journal, 18(1)* (30-44).
- Vieira, E., Barrows, C., & DiPietro, R. (2016). Increasing the Effectiveness of Benchmarking in the Restaurant Industry. *International Journal of Process Management and Benchmarking.*
- Vieira, E., & Grantham, S. (2015). Determining factors leading to strategic management PR Practitioner Roles. *Public Relations Review.*
- Priven, M., Baum, J., Vieira, E., Fung, T., & Herbold, N. (2015). The Influence of a Fictitious Free-From Food Product Label on Consumer Perceptions of Healthfulness. *Journal of the Academy of Nutrition and Dietetics.*
- Vieira, E., & Grantham, S. (2014). Defining Public Relations Roles in the U. S. A. Using Cluster Analysis Public Relations Review. *Public Relations Review, 40*, 60-68.
- Vieira, E. (2014). News Coverage of the Crimea: Who is setting the public agenda? *Russian Journal of Communication.*
- Grantham, S., & Vieira, E. (2014). Risk Dimensions and Political Decisions Frame Environmental Communication: A Content Analysis of Seven U.S. Newspapers from 1970-2010. *Applied Environmental Education & Communication.*
- Vieira, E. (2014). The Relationships Among Girls' Prosocial Video Gaming, Perspective-taking, Sympathy, and Thoughts About Violence. *Communication Research.*
- Vieira, E., & Grantham, S. (2013). A Classification of Family Communication and Right-Wing Authoritarian Beliefs Using Cluster Analysis. *American Communication Journal.*
- Vieira, Jr., E. T. (2013). Aggressive Personality. *Encyclopedia of Media Violence.*
- Vieira, E. (2013). Text Network Analysis of Presidential Rhetoric. *Russian Journal of Communication.*
- Du, S., & Vieira, Jr., E. T. (2012). Striving for legitimacy through corporate social responsibility communication on the web: The oil industry case. *Journal of Business Ethics.*, doi: 10.1007/s10551-012-1490-4.
- Vieira, Jr., E. T. (2012). The Effects of Prosocial Video Gaming on Mostly Girls' Perspective-taking, Sympathy, and Thoughts About Violence About Violence. *Communication Research.*, doi: 10.1177/0093650211463049.
- Grantham, S., & Vieira, Jr., E. T. (2011). Are We Practicing What We Preach? *Public Relations Journal.*
- Vieira, Jr., E. T., & Grantham, S. (2011). Perceptions of Control Facilitate Reading Engagement. *Reading Psychology.*
- Barrows, C., & Vieira, Jr., E. T. (2011). Recommendations for the Development of a New Operational Classification System for the Foodservice Industry. *Journal of Hospitality and Tourism Research.*
- Vieira, Jr., E. T., & Krcmar, M. (2011). The desensitizing influences of video gaming on children's moral reasoning about violence. *Journal of Children and Media.*
- Vieira, Jr., E. T., & Grantham, S. (2011). University Students Setting Goals in the Context of Autonomy, Self-efficacy, and Important Goal-related Task Engagement. *Educational Psychology.*
- Vieira, Jr., E. T., & Grantham, S. (2009). Antecedent Influences on Children's Extrinsic Motivation to Go Online. *Journal of Applied Social Psychology.*
- Sones, M., Grantham, S., & Vieira, Jr., E. T. (2009). Communicating CSR via pharmaceutical company web sites: Evaluating message frameworks for external and internal stakeholders. *Corporate Communications: An International Journal.*
- Vieira, Jr., E. T. (2008). Children's Web Surfing Competence and Peer Influence as Predictors of Internet Usage. *American Journal of Media Psychology.*
- Grantham, S., & Vieira, Jr., E. T. (2008). Profit Status as a Context Cue for Establishing Organizational Credibility. *Journal of Communication Studies.*
- Bruen, D., Zirpolo, C., Vieira, Jr., E. T., & Herbold, N. (2007). Marketing Nutrition Through a Corporate Intranet. *Journal of Foodservice.*
- Krcmar, M., & Vieira, Jr., E. T. (2005). Imitating Life, Imitating Television: The effect of family and television models on children's moral reasoning. *Communication Research.*

**Peer Reviewed Articles in Other Journals**

2015: Vieira, E., *Family Communication Patterns, Sympathy, Perspective-taking, and Girls' Thoughts About Interpersonal Violence*; in *Journal of Family Violence*. This article appears in a journal that has not been approved as mission-aligned by the Research Committee.

## Refereed Proceedings

### Full Paper

- Barrows, C., Vieira, E., & Cronyn, R. (2016). A Predictive Financial Model of Food and Beverage in Clubs. *89th World Conference on Club & Management and Club Business Expo of the Club Managers' Association of America*.
- Barrows, C., & Vieira, E. (2015). Increasing the Effectiveness of Benchmarking in the Restaurant Industry. *UNH Paul Business College Research Series*.
- Grantham, S., & Vieira, E. (2015). Social Responsibility or Social Responsiveness? An Examination of 12 Years of ExxonMobil CEO Letters (2002-2013). *The Society for Risk Analysis-Europe, Science, Policy, & Society: Bridging the gap between risk and science*
- Vieira, E., Buck, R., Wang, Y., & Nakamura, M. (2015). An Ecological Systems View of Social Emotions: Evidence from Americans, Japanese, and Uyghur and Han Chinese. *Annual conference of the Society for Affective Science*.
- Grantham, S., & Vieira, E. (2015). Social Responsibility or social responsiveness: An examination of 12 years. *Annual conference of The Society for Risk Analysis-Europe, Science, Policy, & Society*.

## SkillsPersonal

Online platforms.

## Non-Refereed Articles

- Vieira, E., Li, Y., & Scotina, A. (2022). Segmenting Markets by the 50 American States: The COVID-19 Case. *International Journal of Society Systems Science*.
- Vieira, E., Grantham, S., & Sampson, S. D. (2021). Corporate Social Responsibility and Its Reporting From a Management Control System Perspective. *Managing Global Transitions, 19 (2)*, 25-42.
- Vieira, E., Li, Y., & Scotina, A. (2021). Experian: A case study in CSR communication. *Academic Letters*.
- Vieira, E., Hayward, J., & Grantham, S. (2015). Power to the PR Professional: Embracing metrics to maximize the strategic role of the PR professional. *Management Magazine, Simmons SOM*.

## Book

- Vieira, E. (2022). *Ali and the Tree* Valerius Publishing.
- Vieira, E. (2022). *Mr. Pencil, Mr. Teacher Paints with Colors* Valerius Publishing.
- Vieira, E., & Ripaldi, K. (2021). *Ali Series... for children on the spectrum*.
- Vieira, E., & Delaney, L. (2021). *Mr Pencil, Mr. Teacher educational series*.
- Vieira, E. (2021). *Little Baby Froggie* Valerius Publishing.
- Vieira, E. (2020). *Mr. Pencil, Mr. Teacher After One comes...* Valerius Publishing.
- Vieira, E. (2018). *What's Your Favorite Season?*. Maine, USA: Valerius Publishing.

## Book Chapters

### Refereed

- Vieira, E., & Grantham, S. (2018). A New Content Analysis Methodology Appropriate for CSR Communication. In Lindgreen, A., Vanhamme, J., Maon, F, and Watkins, R. (Eds.), *The Use and Effectiveness of CSR Communications through Digital Platforms: A Research Anthology* (pp. 40). Routledge.

## Book Supplement

- Vieira, Jr., E. T. (1998). Vieira, E. T., Jr. (1998). Speech Preparation Model.. *In Constructing Arguments (Fridy, S.)*. New York City, N.Y.: McGraw-Hill Publishing.. McGraw-Hill Publishing.

## Presentation of Refereed Papers

### International

- Li, Y. & Vieira, E. (2022). *Medical supply chain challenges, strategies and lessons learned during the COVID-19 pandemic*. POMS, Boston, Massachusetts.
- Vieira, E. & Grantham, S. (2014). *A New Content Analysis Methodology: A Comparison of ExxonMobil's CEO Corporate Citizen Report Letters for 2002 and 2012*. Communication and the Good Life, Seattle, Washington.
- Barrows, C. & Vieira, E. (2013). *A Classification System for the Foodservice Industry*. International Journal of Hospitality & Tourism Administration, Heilbronn, Germany.

- Grantham, S. & Vieira, Jr., E. T. (2013). *Policy issues dominate U.S. environmental news: A content analysis of seven U.S. newspapers' coverage of environmental issues from 1970-2010*. International Environmental Communicators Association International Conference, Uppsala, Sweden.
- Grantham, S. & Vieira, Jr., E. T. (2011). *Strategize - Implement - Measure Repeat: Are We Evaluating Our Way to PR Accountability?* Peer-reviewed paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication: St. Louis, M.O., St. Louis, Missouri.
- Buck, R., Kasker, C., Kowal, C., Triantis, G., & Vieira, Jr., E. T. (2010). *Conceptualizing and Measuring Socio-Emotional Communication in Leadership: Charisma and the C4 Scale*. Peer-reviewed paper presented at Seventh International Conference on Emotions and Worklife: Montreal, Canada., Montreal, Canada.
- Buck, R., Kowal, C., Vieira, Jr., E. T., & Triantis, G. (2009). *The Nonverbal Communication of Character in Presidential Candidates: Competence, Compassion, Credibility, and Charisma*. Panel presentation at the Annual Conference of the National Communication Association: Chicago, I.L., Chicago, Illinois.
- Buck, R., Polonsky, M., Nakamura, M., & Vieira, Jr., E. T. (2008). *Dominance Versus Submission as the Ecological Context for the Emergence of Social and Moral Emotions*. Peer-reviewed paper presented at the Annual Convention of the Society of Experimental Social Psychology Symposium: Sacramento, C.A., Sacramento, California.
- Buck, R., Nakamura, M., Vieira, Jr., E. T., & Polonsky, M. (2005). *Dynamics of Higher Level Social Emotions: A Cross-National Comparison of America and Japan*. Peer-reviewed paper presented at the Annual Conference of the National Communication Association: Boston, M.A., Boston, Massachusetts.
- Buck, R., Nakamura, M., Vieira, Jr., E. T., & Polonsky, M. (2005). *A Developmental-Interactionist Theory of Biological and Higher Level Emotions: A Cross-National Comparison of America and Japan*. Peer-reviewed paper presented at the International Symposium: New Perspectives in Affective Science by The Center of Excellence for Psychological Studies at Kyoto University, Tokyo, Japan., Tokyo, Japan.
- Buck, R., Nakamura, M., Vieira, Jr., E. T., & Polonsky, M. (2005). *Primary Social Emotions: An Emergent Dynamic Systems View*. Symposium Presentation on Cultural Differences and Similarities in Emotion: Perspectives, Research Paradigms, and Findings Conference of the International Society for Research on Emotions at Bari University, Bari, Italy., Bari, Italy.
- Vieira, Jr., E. T. & Grantham, S. (2005). *The Motivational Roles of Perceived Task Competence, Need for Achievement, and Goal-Setting on Task Intensity and Involvement*. Peer-reviewed paper presented at the Annual Conference of the International Communication Association: New York, N.Y., NYC, New York.
- Vieira, Jr., E. T. & Grantham, S. (2005). *Organizational Credibility as a Function of Source Trust*. Peer-reviewed paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication: San Antonio, T.X., San Antonio, Texas.
- Buck, R., Vieira, Jr., E. T., Polonsky, M., & Nakamura, M. (2004). *Higher-level Social and Moral Emotions in America and Japan: The SOSES Social Emotions Scale and the Same Social and Moral Emotions Scale*. Presentation at the Bi-annual Conference of the International Society for Research on Emotions, NYC, New York.
- Buck, R. & Vieira, Jr., E. T. (2002). *Credibility, Compassion, and Charisma: A Study of the Emotional Bases of Leadership*. Peer-reviewed paper presented at the Annual Conference of the National Communication Association: New Orleans, L.A., New Orleans, Louisiana.
- Buck, R. & Vieira, Jr., E. T. (2002). *The Dynamics of Social Emotions: Twins, Opposites, Converses, Reciprocals, and Mirrors*. Presentation at the Bi-annual Conference of the International Society for Research on Emotions: Cuenca, Spain., Cuenca, Spain.
- Buck, R. & Vieira, Jr., E. T. (2002). *Competence, Credibility, Compassion, and Charisma: Changes in Emotional Responses to President Bush From Fall 2000 to Fall 2001*. Peer-reviewed paper presented at the Society of Experimental Social Psychology Convention: Ohio State University in Columbus, O.H., Columbus, Ohio.
- Krcmar, M. & Vieira, Jr., E. T. (2001). *Imitating Life, Imitating Television: The Effect of Family and Television Models on Children's Moral Reasoning*. Peer-reviewed paper presented at the Annual Conference of the International Communication Association: Washington, D.C., Washington, District of Columbia.

### **Local**

- Vieira, Jr., E. T. (2012). *The Right-Wing Personality and Family Communication*. The Center for Applied & Community Research, Boston, Massachusetts.

## **Presentation of Non-Refereed Papers**

### **National**

- Barrows, C., Vieira, E., & Cronin, R. (2016). *A Predictive Financial Model of Food and Beverage in Clubs*. Invited



presentation at 89th World Conference on Club & Management and Club Business Expo of the Club Managers' Association of America, San Diego, California.

### **State**

Vieira, E. & Barrows, C. (2015, February). *Increasing the Effectiveness of Benchmarking in the Restaurant Industry*. Invited presentation at UNH Paul Business College Research Series, Durham, New Hampshire.

Barrows, C. & Vieira, Jr., E. T. (2010). *Recommendations for the Development of a New Operational Classification System for the Foodservice Industry*. Invited presentation at Invited presentation at the Whittemore School of Business and Economics, University of New Hampshire, Durham, N.H., Durham, New Hampshire.

### **Research Grants**

#### **Funded**

2017: Vieira, E. PDMYR, Principal Investigator.

2011: Richland, J. & Vieira, Jr., E. T., President's Diversity & Inclusion Advisory Council Grant, Principal Investigator.

2011: Vieira, Jr., E. T. School of Management's Swahnberg/Novotny Fund for Faculty Research and Development, Principal Investigator.

2010: Vieira, Jr., E. T. Dean's Grant to develop an online Masters in Communication Management organizational communication research management course., Principal Investigator.

2008: Vieira, Jr., E. T. Sloan Grant to develop an online doctoral research methods course., Principal Investigator.

2005 [Year 1 of 2]: Vieira, Jr., E. T. Simmons College Fund for Research Grant, Principal Investigator.

2002 [Year 1 of 2]: Vieira, Jr., E. T. Faculty Center for Learning & Development-Technology Innovation Program Grant, University of Hartford, Principal Investigator.

2002: Vieira, Jr., E. T. Predoctoral Fellowship Award, University of Connecticut, Principal Investigator.

### **Research Reports**

2008: Vieira, Jr., E. T., Outcomes Assessment Surveys of Students, Alumnae, Interns, and Internship Sponsors., submitted to Simmons College Communications Dept. Chair.

2006: Vieira, Jr., E. T., Master In Management Communication Alumnae/i Study., submitted to MCM Program Director & CAS Dean.

2006: Vieira, Jr., E. T., Strategic Marketing Studies., submitted to U.S.S. Safety System, SpA, Brugine, Italy.

2006: Vieira, Jr., E. T., Findings of Online Faculty Priorities Study., submitted to Simmons College.

2005: Vieira, Jr., E. T., Faculty Retirement Survey Report., submitted to Simmons college.

1999: Vieira, Jr., E. T., Campaign Plan for School Readiness in the Mansfield School District., submitted to Mansfield Connecticut School District.

### **Papers Under Review**

Vieira, E., Li, Y., & Scotina, A. (2022). "Pre and during-COVID-19 CSR Reporting and Targeted Audiences in the Global Automobile Industry: 2018-2020," Initial submission to *Journal is not in list - being petitioned*.

Li, Y., Vieira, E., & Scotina, A. (2022). "A Tale of Three Americas: A Cluster Analysis on State-to-State Variations in COVID-19 Vaccination Rates in the U.S.," Initial submission to *Journal is not in list - being petitioned*.

Vieira, E., Grantham, S., & Sampson, S. (2022). "Experian's CSR Central Messaging: Facilitating financial identity and a happy life!," Initial submission to *Journal is not in list - being petitioned*.

Buck, R., Nakamura, M., Wang, Y., Jing, Y., & Vieira, E. T. (2021). "Variations on an Ecological Theme: Primary Social Emotions in American, Japanese, Chinese, and Uyghur Cultures," Initial submission to *European Journal of Social Psychology*.

### **Other Intellectual Contributions**

#### **Applied or Integrative/application Scholarship**

2005: , . . Established and manages onlineresearchlab.org, Simmons College (2005-present). This is an online research resource where scholars can host online experiments or self-report survey studies. Onlineresearchlab.org provides guidance for design and coding.

#### **Other**

2015: Vieira, E., *Video about: The Relationships Among Girls' Prosocial Video Gaming, Perspective-taking, Sympathy, and Thoughts About Violence.*

2015: Vieira, E., *Video about: Aggressive personality, Encyclopedia of Media Violence.* A video produced at the request of Sage Publications.

## **Service:**

### **Service to the University**

#### **School Assignments**

##### **Chair:**

2008-2009: Communications Department Program Review Outcomes Committee

##### **Faculty Advisor:**

2011: Ongoing Summer Incoming Freshman Orientation Advisor, Simmons College (2005-2011).

##### **Member:**

2005-2006: Resource and Collaboration Committee

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

2012-2013: Admission Calls to Accepted Undergraduate

##### **Writing Student Recommendations:**

2012-2013: Letters of recommendation for students

#### **College Assignments**

##### **Faculty Advisor:**

2009: Graduate student committees

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

2012-2013: Developed Excel competency test

2012-2013: Developed and taught Excel Workshop

##### **Member:**

2011-2012: SOM Dean's Search Committee

#### **University Assignments**

##### **Committee Chair:**

2007-2008: Faculty Compensation Subcommittee

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

2009-2010: Benefits Advisory Committee

2008-2009: Administrative Board

2005-2006: Faculty Fiscal Affairs Committee

## **Simmons College**

#### **College Assignments**

##### **Assurance of Learning - Institutional Service:**

2016-2017: Developed 2U QA course

##### **Faculty Advisor:**

2014-2015: Alpha Sigma Delta Advertising Honor Society

2012-2013: Student Chapter of American Advertising Federation

**Mentoring Activities:**

2018-2019: Attended MBA graduating students Saturday evening dinner

2016-2017: Held to 2U live session workshops

**Other Institutional Service Activities:**

2018-2019: AACSB Research Committee (mostly, conducted various statistical analyses)

2015-2016: SOM Research Director

2015-2016: Simmons College Liaison to host the regional AAF National Student Ad Competition for 2014-15

2012-2013: Developed PTC website for tenure and promotion.

2012-2013: Called students who were admitted but no deposited.

**Writing Student Recommendations:**

2017-2018: Wrote four (4) student recommendations and gave two (2) telephone references.

**Chair:**

2014-2015: PDMYR

**Member:**

2018-2019: Served on promotion and tenure subcommittees (focused on research/scholarship component)

2018-2019: PTC for SOM

2014-2015: AACSB Task Force

**University Assignments**

**Committee Member:**

2015-2016: Center for Applied and Community Research

**Mentoring Activities:**

2015-2016: Sponsored two (2) students teams for the UG Research Conference

**Other Institutional Service Activities:**

2018-2019: Senior Faculty Toast

2015-2016: Attended program redesign session and provided feedback

**Writing Student Recommendations:**

2018-2019: Served as reference for students

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**Simmons University**

**School Assignments**

**Chair:**

2020-2021: Marketing Faculty Search Committee

2020-2021: LPTC

**Faculty Advisor:**

2020-2021: Alpha Mu Alpha Advisor (AMA)

2020-2021: ADS Honor Society (AAF)

2020-2021: American Advertising Federation Student Chapter

2020-2021: Student Chapter American Marketing Association

**Mentoring Activities:**

2020-2021: Advised approximately 14 UG students

**Other Institutional Service Activities:**

2020-2021: Observed and wrote memo for Professor Yulong Li's BUS325 class

**College Assignments****Member:**

2012-2013 – 2013-2014: SOM Faculty

2011-2012 – 2013-2014: SOM Promotion and Tenure Committee

2011-2012: SOM General Faculty

2011-2012: SOM Curriculum Committee

**Other Institutional Service Activities:**

2020-2021: Wrote professor emeritus letter for John Lowe

2020-2021: Attended presentations of eight candidates applying for various faculty openings in COCIS

**University Assignments****Committee Member:**

2020-2021: UPTC

2020-2021: Institutional Review Board (primary reviewer)

**Member:**

2011-2012: Center for Applied and Community Research

2011-2012: Institutional Review Board

**Unassigned****School Assignments****Other Institutional Service Activities:**

2016-2017: Faculty Peer Review Observation and Letter

**Service to the Profession****Board Member: Advisory Board**

2016: The Center for Applied & Community Research at Simmons, Boston, Massachusetts.

**Board Member: Board of Trustees**

2019: York Hospital Board, York, Maine.

**Board Member: PRJ Editorial Review Board**

2021: Russian Journal of Communication: Editorial Board, Cheney, Washington.

2021: Northwest Journal of Communication, ???, Unknown.

2021: American Journal of Media Psychology, ???, Unknown.

2021: Corporate Communication: An International Journal, ???, Unknown.

2021: Public Relations Journal, NYC, New York.

2019: International Journal of Hospitality & Tourism Administration, ???, Unknown.

2016: Ethics & Behavior.

**Reviewer - Article / Manuscript**

2021: Academic Letters.

2021: Journal of Business Ethics.

2018: Reviewed four (4) research manuscripts.

2014: Communication Research.

2014: Educational Psychology.

2014: Journal of Business Ethics.  
2014: Asian Journal of Communication, ???, Unknown.  
2014: Journal of Broadcasting & Electronic Media, ???, Unknown.  
2014: Journal of Children and Media, ???, Unknown.  
2014: Journal of Research in Personality, ???, Unknown.  
2014: Journal of Personality and Social Psychology, ???, Unknown.

#### **Reviewer - Book / Textbook**

2015: Reviewed one (1) book chapter.

#### **Editor: Book / Textbook**

2018: Routledge. I reviewed a statistics book proposal

#### **Other Professional Service Activities**

2019: Served as external reviewer at Bryant University for someone promoted to full professor in the marketing department..

2013: Elsevier Publishing. (2013). Video production of Defining Public Relations Roles in the U.S.A. Using Cluster Analysis publication in Public Relations Review.

### **Service to the Community**

#### **Other Community Service Activities**

2006: Treasurer and Webmaster (2006) and Secretary (2008-09). Field Farm Townhouse Association, Inc., South Berwick, ME

### **Faculty Development**

#### **DS: Research-Related Conference/Seminar**

2019: AutoMap and Gephi Competencies. Consulted with Carnegie-Mellon researchers.

#### **Other Professional Development**

2019: Completed GIMP Lynda.com workshop online.

2019: Podcast workshop offered by COCIS.

### **Honors-Awards-Grants**

#### **Award**

2017: The Albert Nelson Marquis Lifetime Achievement Award, Albert Nelson Marquis. Twenty year professional achievement award.

2005: Faculty Service Award, Faculty Service Award, American Intercontinental University (2005). In appreciation of quality instruction, mentorship, and steadfast encouragement shared with students.. Faculty Service Award, American Intercontinental University (2005). In appreciation of quality instruction, mentorship, and steadfast encouragement shared with students..

2002: Honorary Bench Coach Award, Honorary Bench Coach Award, University of Hartford (2002). Given for making a significant impact on basketball players' academic life.. Honorary Bench Coach Award, University of Hartford (2002). Given for making a significant impact on basketball players' academic life..

#### **Honor**

2019: Beta Gamma Sigma Honor Society, The International Business Honor Society.

2019: Induction into the American Marketing Association Alpha Mu Alpha Honor Society, American Marketing Association.

2019: Recognized as exceptional healthcare business faculty member by MHA Online, MHA.

### **Other Activities**

2019 - SPSS, AMOS, Excel, GIMP Competencies

2019 - Languages : Bilingual: Italian/English

2011 - Expertise interviews : SELECT MEDIA -Interviewed by radio talk show host Jessica Samuel of CKFR, AM 1150, British Columbia, Canada INTERVIEWS: about the effects of violent video gaming on children. (June, 2011).  
-Interviewed & quoted by CBS Interactive about the effects of violent video gaming on children (April, 2011).  
-Interviewed & quoted by Boston Globe about the effects of violent video gaming on children (January, 2011).  
-Interviewed & quoted by Boston Globe on structure of flower industry in the USA (July, 2010).

2001 - Social : Vieira, E. T., Jr. (2001). The Truth About Vouchers. Minorities and Communication News. Spring. Minorities and Communication Division of the Association for Education in Journalism and Mass Communication. Columbia, S.C.: AEJMC Publications.

2001 - Social : Vieira, E. T., Jr. (2001). Let's Get the Facts Straight Please. Minorities and Communication News. Winter. Minorities and Communication Division of the Association for Education in Journalism and Mass Communication. Columbia, S.C.: AEJMC Publications.

2001 - Social : Vieira, E. T., Jr. (2000). How Real are Opportunities for Quality Education? Minorities and Communication News. Fall. Minorities and Communication Division of the Association for Education in Journalism and Mass Communication. Columbia, S.C.: AEJMC Publications.

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**Last updated by member on 25-Apr-22 (02:55 PM)**