

Barry Allan Sabol, Ph.D.

President
Strategic Consumer Research, Inc.
Cleveland, Ohio

Professional Experience

<i>President – Strategic Consumer Research, Inc.</i>	<i>1982 – Present</i>
<i>Research Director – Fox and Associates, Inc.</i>	<i>1978 – 1982</i>
<i>Research Specialist – Psychological Research Services</i>	<i>1975 – 1978</i>

Professional Organizations/Activities

1995 – Present	Member of the Thiel College Board of Trustees, Greenville, Pennsylvania Vice Chairman 2001-2002
1979 – Present	Member of the American Marketing Association Cleveland Chapter President in 1989-1990
1983 – 1990	Board Officer for the Cuyahoga County Drug Abuse Services Chairman in 1990
1991 – 2000	Board Officer for The Cleveland Treatment Center, a Cleveland area heroin-addiction treatment center

Publications

Sirdeshmukh, Deepak, Singh, Jagdip and Sabol, Barry (2002), “Consumer Trust, Value and Loyalty in Relational Service Exchanges” *Journal of Marketing*, 66 (January): 15-37. (Also published by the Marketing Science Institute as working paper and Report No: 01-116 for distribution worldwide to managers, researchers and companies affiliated with the MSI.)

Wilcott, R.C., Sabol, B.A. and Yurchesen, R.P., “Frontal Cortex and Response Suppression in the Rat” *Brain, Behavior and Evolution*, 1976, 13, 116-124.

Wilcott, R.C. & Sabol, B.A., “Response Suppression Produced by Electrical Stimulation in the Neocortex of the Cat” *Neuropsychologia*, May 1976.

Teaching Experience

<i>Guest Lecturer – MBA Marketing Research</i>	<i>1996 – 2001</i>
Weatherhead School of Management Case Western Reserve University, Cleveland, Ohio	

Academic History

<i>Ph.D. Quantitative Design and Research Analysis</i>	<i>1979</i>
Case Western Reserve University, Cleveland, Ohio	
<i>Masters, Psychology</i>	<i>1976</i>
Case Western Reserve University, Cleveland, Ohio	
<i>Bachelors, Psychology</i>	<i>1974</i>
Thiel College, Greenville, Pennsylvania	