

Forrest V. Morgeson III, Ph.D.

Director of Research and Global CSI Manager, American Customer Satisfaction Index LLC

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BIOGRAPHY

Forrest V. Morgeson III is Director of Research at the American Customer Satisfaction Index (ACSI) in Ann Arbor, Michigan. Founded in 1994 at the University of Michigan's Stephen M. Ross School of Business, the ACSI is a world-leading model and methodology for cross-industry customer satisfaction measurement and management. As Director of Research, Dr. Morgeson is responsible for managing ACSI's academic research and team of researchers, advanced statistical modeling and analysis, and managing the company's international projects and licensee program (Global CSI™). Dr. Morgeson also holds the position of Assistant Professor in the Department of Marketing at Michigan State University (eff. 08-2020), where he teaches marketing research methods and marketing management courses to graduate and MBA students.

Dr. Morgeson's research focuses on customer satisfaction, customer experience measurement and management, and cross-cultural and international marketing. His work also explores the relationship between marketing and firm financial performance, and the impact of information technology on customer service delivery (e-government and e-commerce). His highly-cited research (2460 citations) has been published in the leading journals in marketing, including Journal of Marketing (three papers), Journal of Marketing Research, Marketing Science, Journal of Service Research, Journal of the Academy of Marketing Science (two papers), Journal of Retailing, and the International Journal of Research in Marketing.. Dr. Morgeson's first book, *Citizen Satisfaction: Improving Government Performance, Efficiency, and Citizen Trust* (Palgrave Macmillan), was released in 2014, and he is currently completing a second book on the evolution of consumer experiences over the past 25 years. In addition, over the past 20 years Dr. Morgeson has served as an expert consultant with dozens of corporations and government agencies on consumer and citizen satisfaction topics and has delivered lectures and presentations in about 50 countries around the world. Morgeson is regularly quoted and featured in print and radio media, including NBC News, CBS News, CNN, the Washington Post, The Hill, and Forbes, among many others.

PROFESSIONAL & ACADEMIC EXPERIENCE

American Customer Satisfaction Index, LLC

2009-Present: Director of Research and Global Project Manager

Michigan State University, Department of Marketing

2020-Present: Assistant Professor of Marketing (Eff. 08-2020)

Michigan State University, Department of Marketing

2016-2020: Adjunct Professor of Marketing

University of Michigan, Stephen M. Ross School of Business

2002-2009: Research Scientist & Lead Statistician, National Quality Research Center

EDUCATION

Ph.D. University of Pittsburgh, 2005

RESEARCH INTERESTS

Customer Satisfaction

Customer Experience Measurement and Management

Services Marketing

Marketing-Finance Interface

Cross-Cultural and International Marketing

Service Failure and Recovery

Structural Equation Modeling (both PLS-SEM and CB-SEM)

Social Media and Marketing Research

E-Commerce

E-Government

PUBLICATIONS

<https://scholar.google.com/citations?hl=en&user=EQtirXgAAAAJ>

(2642 Citations; H-Index 16)

I. Journal Articles

1. Whitaker, Jonathan, M.S. Krishnan, Claes Fornell and Forrest V. Morgeson III. "How Does Customer Service Offshoring Impact Customer Satisfaction?" Forthcoming in ***Journal of Computer Information Systems***.

2. Hult, G. Tomas M., Pratyush Sharma, Forrest V. Morgeson III and Yufei Zhang (2019). "Antecedents and Consequences of Customer Satisfaction: Do They Differ Across Online and Offline Purchases." ***Journal of Retailing***, 95(1), 10-23.
3. Sharma, Pratyush, Forrest V. Morgeson III, Sunil Mithas and Salman Aljazzaf (2018). "An Empirical and Comparative Analysis of E-Government Performance Measurement Models: Model Selection via Explanation, Prediction, and Parsimony." ***Government Information Quarterly***, 35 (4), 515-535.
4. Fornell, Claes, Forrest V. Morgeson III and Tomas Hult (2016). "Stock Returns on Customer Satisfaction Do Beat the Market: Gauging the Effect of a Marketing Intangible." ***Journal of Marketing***, 80(5), 92-107.
5. Fornell, Claes, Forrest V. Morgeson III and Tomas Hult (2016). "An Abnormally Abnormal Intangible: Stock Returns on Customer Satisfaction." ***Journal of Marketing***, 80(5), 122-125.
6. Hult, G. Tomas M., Forrest V. Morgeson III, Neil A. Morgan, Sunil Mithas and Claes Fornell (2016). "Do Managers Know What Their Customers Think and Why?" ***Journal of the Academy of Marketing Science***, 45(1), 37-54.
7. Lariviere, Bart, Timothy L. Keiningham, Lerzan Aksoy, Atakan Yalcin, Forrest V. Morgeson III and Sunil Mithas, (2016). "Modeling Heterogeneity in The Satisfaction, Loyalty Intention and Shareholder Value Linkage: A Cross-Industry Analysis at the Customer and Firm Level." ***Journal of Marketing Research***, 53(1), 91-109.
8. Morgeson III, Forrest V., Tomas Hult and Pratyush Nidhi Sharma (2015). "Cross-National Differences in Consumer Satisfaction: Mobile Services in Emerging and Developed Markets." ***Journal of International Marketing***, 23(2), 1-24.
9. Keiningham, Timothy L., Forrest V. Morgeson III, Lerzan Aksoy and Luke Williams (2014). "Service Failure Severity, Customer Satisfaction, and Market Share: An Examination of the Airline Industry." ***Journal of Service Research***, 17(4), 415-431.
10. Morgeson III, Forrest V. (2013). "Expectations, Disconfirmation and Citizen Satisfaction with the U.S. Federal Government: Testing and Expanding the Model." ***Journal of Public Administration Research & Theory***, 23(2), 289-305.
11. Morgeson III, Forrest V., David VanAmburg and Sunil Mithas (2011). "Misplaced Trust? Exploring the Structure of the E-Government-Citizen Trust Relationship." ***Journal of Public Administration Research & Theory***, 21(2), 257-283.

12. Morgeson III, Forrest V., Sunil Mithas, Timothy L. Keiningham and Lerzan Aksoy (2011). "An Investigation of the Cross-National Determinants of Customer Satisfaction." ***Journal of the Academy of Marketing Science***, 39(2), 198-215.
13. Morgeson III, Forrest V. (2011). "Comparing Determinants of Website Satisfaction and Loyalty across the e-Government and e-Business Domains." ***Electronic Government: An International Journal***. 8(2/3), 164-184.
14. Morgeson III, Forrest V. and Claudia Petrescu (2011). "Do They All Perform Alike? An Examination of Perceived Performance, Citizen Satisfaction and Trust with U.S. Federal Agencies." ***International Review of Administrative Sciences***, 77(3), 451-479.
15. Morgeson III, Forrest V. and Sunil Mithas (2009). "Does E-Government Measure up to E-Business? Comparing End-User Perceptions of U.S. Federal Government and E-Business Websites." ***Public Administration Review***, 69(4), 740-752.
16. Fornell, Claes, Sunil Mithas and Forrest V. Morgeson III (2009). "The Statistical Significance of Portfolio Returns." ***International Journal of Research in Marketing***, 26(2), 162-163.
17. Fornell, Claes, Sunil Mithas and Forrest V. Morgeson III (2009). "The Economic and Statistical Significance of Stock Returns on Customer Satisfaction." ***Marketing Science***, 28(5), 820-825.
18. Fornell, Claes, Sunil Mithas, Forrest V. Morgeson III and M.S. Krishnan (2006). "Customer Satisfaction and Stock Prices: High Returns, Low Risk." ***Journal of Marketing***, 70(1), 3-14.

II. Journal Articles in Progress or Under Review

1. Morgeson III, Forrest V., Tomas Hult, Timothy L. Keiningham, Sunil Mithas and Claes Fornell (2020). "Can They Hear Us Now? A Large-Sample Longitudinal and Cross-Sectoral Examination of Customer Complaint Management and Loyalty." [Revise and Resubmit at ***Journal of Marketing***]
2. Hult, Tomas, Forrest V. Morgeson III, Sunil Mithas and Yufei Zhang (2020). "Layers and Complexities of Social Media across Entities and Platforms." [Work in Progress, Targeted for ***Journal of Marketing***]
3. Morgeson III, Forrest V., Tomas Hult, Ahmet Kirca and Udit Sharma (2020). "Customer Satisfaction as a Leading Indicator of Financial Performance Over Time and across Sectors." [Work in Progress, Targeted for ***Journal of Marketing Research***]

4. Morgeson III, Forrest V. and Udit Sharma (2020). "Partisan Motivated Reasoning in Federal Government Performance Reviews: A Cross-Agency Examination." [Work in Progress, Targeted for **Public Administration Review**]
5. Hult, Tomas, Forrest V. Morgeson III, Udit Sharma and Shana Redd (2020). "A Multi-Level Examination of Customer Satisfaction Performance at the Customer, Firm, Industry, and Sector Levels." [Work in Progress]

III. Books and Book Chapters

1. Fornell, Claes, Forrest V. Morgeson III, G. Tomas M. Hult, and David VanAmburg (2020). ***The Reign of the Customer: Customer-Centric Approaches to Improving Satisfaction***. (Manuscript in Progress; Under Contract with Palgrave MacMillan)
2. Morgeson III, Forrest V. (2014). ***Citizen Satisfaction: Improving Government Performance, Efficiency, and Citizen Trust***. N.Y., N.Y.: Palgrave MacMillan.
3. Morgeson III, Forrest V. (2011). "E-Government Performance Measurement: A Citizen-Centric Approach in Theory and Practice." In ***E-Governance and Cross-boundary Collaboration: Innovations and Advancing Tools***, Chen, Y.C. and P.Y. Chu (Eds.). Hershey, PA: IGI Global, 150-165.
4. Barcellos, Paulo and Forrest V. Morgeson III (2009). "O Valor Financeiro da Satisfação do Cliente: Reflexões em Nivel Macro e Microeconômico." In ***Administracao Mercadologica: Teoria e Pesquisas – Volume 3***. Universidade de Caxias do Sul: Brasil.
5. Bryant, Barbara, Claes Fornell and Forrest V. Morgeson III (2008). ***American Customer Satisfaction Index Methodology Report***. Milwaukee, WI: American Society for Quality.
6. Fornell, Claes, David VanAmburg, Forrest V. Morgeson III, et al. (2005). ***The American Customer Satisfaction Index at 10 Years***. Ann Arbor, MI: Stephen M. Ross School of Business.

INVITED LECTURES AND CONFERENCE PARTICIPATION (RECENT)

Hult, Tomas, Forrest V. Morgeson III, and Yufei Zhang (2019). "Layers and Complexities of Social Media across Entities and Platforms: A Large-Scale Examination Embedded in ACSI Customer-Mindset Data." Presented at the *AMA Theory + Practice in Marketing Conference*, Columbia University Business School, N.Y., N.Y. [Conference Presentation]

"An Introduction to Customer Personas." Presented to the *CXM@MSU Colloquium*, Michigan State University, East Lansing, MI. April, 2019. [Invited Lecture]

“The American Customer Satisfaction Index: Methods and Findings.” Presented to the *Faculty of Marketing at the University of Texas (Rio Grande)*, Edinburg, TX. April, 2019. [Invited Lecture]

“The American Customer Satisfaction Index and its Global Partners: Improving Customer Relationships and the Bottom Line.” Presented to the *Institute for Service Excellence at Singapore Management University*, Singapore. April, 2018. [Invited Lecture]

“The Launch of the Australian Customer Satisfaction Index: Improving Customer Relationships and the Bottom Line.” Presented at the *Australian Customer Satisfaction Index Launch Event*, Melbourne, Australia. April, 2018. [Invited Lecture]

“Using Customer Satisfaction and Brand Loyalty Big Data Metrics for Beating the Markets and Index Creation.” Presented at *Quantitative Work Alliance for Applied Finance, Education and Wisdom (QWAFEFW)*, New York, New York. November, 2017. [Invited Lecture]

“Customer Satisfaction.” Presented at the *Lansing Regional HUG Event*, Lansing, Michigan. November, 2017 [Invited Lecture, with Tomas Hult]

“The American Customer Satisfaction Index: History, Lessons, and Benefits.” Presented at the *Honduras CSI Launch Event*, Tegucigalpa, Honduras. May, 2017. [Invited Lecture]

Sharma, Pratyush, Forrest V. Morgeson III, Sunil Mithas and S. Aljazzaf (2015). “In Which Model Do We Trust, and When? Comparing the Explanatory and Predictive Abilities of E- Government User Satisfaction and Citizen Trust Models,” Presented at the *24th Annual IBM Frontiers in Service Conference*, San Jose, CA. [Conference Presentation]

Bryant, Barbara, Forrest V. Morgeson III and Reg Baker (2011). “Does Interview Mode Matter? Comparing Satisfaction Results across Internet and RDD Samples.” *66th Annual American Association for Public Opinion Research Conference*. [Conference Presentation]

Bryant, Barbara E., Forrest V. Morgeson III, Reg Baker, and David VanAmburg (2008). “Does Including Cell Phone Respondents in a RDD Sample Survey Affect the Dependent Variable? The Case of the American Customer Satisfaction Index.” Paper presented to the *American Association of Public Opinion Research*. [Conference Presentation]

PRIMARY TEACHING INTERESTS

Marketing Strategy

Marketing Management

Marketing Research

Quantitative Research Methods

Structural Equation Modeling (both PLS-SEM and CB-SEM)

Marketing Survey and Sampling Design

Consumer Behavior and Consumer Insights

TEACHING EXPERIENCE

(Average "Overall Instructor Quality" Student Rating of 4.6/5.0)

MSMR Courses Michigan State University

MKT 806	Marketing Research Decision Making
MKT 819	Predictive Analytics
MKT 856	Consulting Practicum Marketing
MKT 861	Research Strategy Analysis
MKT 864	Data Mining

MBA Courses, Michigan State University

MKT 807	Consumer Insights (MBA)
PIM 862	Customer and Competitor Analysis (EMBA)

PROFESSIONAL SERVICE

Supervision of Student Research Projects

Jiani Chen (Capstone for MSMR Degree, MSU, 2019)
Chuping Lin (Capstone for MSMR Degree, MSU, 2019)

Committee Participation

Steering Committee Member, CXM@MSU Program, Michigan State University

Editorial Review Board

Journal of the Academy of Marketing Science (2009-2015)

Ad Hoc Journal Reviewer

Journal of International Marketing
Journal of Business Research
The Services Industries Journal
Public Administration Review
Public Administration
Journal of Public Administration Research & Theory (Outstanding Reviewer Award, 2013)
International Review of Administrative Sciences
Local Government Studies
Public Performance and Management Review
Public Management Review
Social Science Computer Review

HONORS & AWARDS

"Instructor Excellence Award for the Executive MBA Program," Broad College of Business, Michigan State University, 2018

"Instructor Excellence Award for the Full-Time MBA Program," Broad College of Business, Michigan State University, 2018

POPULAR PRESS PUBLICATIONS & MEDIA INTERVIEWS (RECENT)

1. Morgeson III, Forrest V. "Low unemployment could hurt the holiday shopping season," *RetailDive.com*. October 26, 2018. [Invited Op-Ed]
2. Morgeson III, Forrest V. and David VanAmburg. "Low levels of citizen satisfaction point to a blue-wave midterm," *The Hill*. October 25, 2018. [Invited Op-Ed]
3. Myers, Kristin. "American satisfaction in government slips, but still remains strong," *Yahoo! Finance*. January 31st, 2019. [Interview]
4. Mitchell, Billy. "Federal customer satisfaction drops in 2018, likely to continue after shutdown," *FedScoop.com*. January 30, 2019. [Interview]
5. Konkell, Frank. "Customer Satisfaction Drops Across Federal Government," *NextGov.com*. January 29, 2019. [Interview]
6. "How Satisfied Are Customers Around The World, And What Do We Expect For The Near Future?," *Michigan Business Network*, Lansing, Michigan. October 12, 2018. [Radio Interview]
7. "U.S. Heading Toward an Economy with Unsatisfied Customers— And Voters," *Michigan Business Network*, Lansing, Michigan. October 12, 2018. [Radio Interview]
8. Kline, Daniel. "Will Low Unemployment Lead to Lousy Customer Service?" *The Motley Fool*. September 27, 2018. [Interview]
9. Morgeson III, Forrest V. and Tomas Hult. "US heading toward an economy with unsatisfied customers — and voters," *The Hill*. September 18, 2018. [Invited Op-Ed]
10. Paquette, Danielle. "How do you know the economy is great? Customer service is terrible," *Washingtonpost.com*. September 4, 2018. [Interview]
11. Morgeson III, Forrest V. and A.J. Singh. "Benchmarking Hotel Guest Satisfaction and Experiences," *Hotel News Now*. August 7, 2018. [Article]
12. Elliott, Christopher. "These Companies Have the Best Customer Service," *Forbes.com*. July 11, 2018. [Interview]

13. Thomas, Steff. "Federal agencies score all-time high on customer satisfaction survey," *Federalnewsradio.com*. February 2, 2018. [Radio Interview]
14. Konkel, Frank. "Citizen Satisfaction with Government Reaches 11-Year High," *NextGov.com*. February 1, 2018. [Interview]
15. Atiyeh, Clifford. "Can't Get No—What? Appliances Are More Satisfying Than Cars?" *Caranddriver.com*. September 4, 2017. [Interview]
16. "Consumidor Hondureno No Es Leal a Los Marcos," *LaPrensa.hn*. May 22, 2017. "UNITEC y AMCHAM lanzan importante estudio de satisfacción del consumidor," *blog.UNITEC.edu*. May 22, 2017. [Interview]
17. Rogoway, Mike. "Comcast says customer service overhaul is showing results," *OregonLive.com*. April 23, 2017. [Interview]

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