

Forrest V. Morgeson III, Ph.D.

Assistant Professor, Department of Marketing, Broad College of Business
Michigan State University
Email: morgeso3@msu.edu

BIOGRAPHY

Forrest V. Morgeson III is Assistant Professor in the Department of Marketing, Broad College of Business, Michigan State University. Dr. Morgeson teaches marketing research methods and marketing management courses to graduate and MBA students. Dr. Morgeson's past position was Director of Research at the American Customer Satisfaction Index (ACSI) in Ann Arbor, Michigan. Founded in 1994 at the University of Michigan, the ACSI is a world-leading methodology for cross-industry customer satisfaction measurement. As Director of Research, Dr. Morgeson managed ACSI's academic research and team of researchers, advanced statistical modeling and analysis, and the company's international projects and licensing program (Global CSI™).

Dr. Morgeson's research focuses on customer satisfaction and customer experience measurement and management. His work has also explored cross-cultural and international marketing, 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 (2404 citations) has been published in the leading journals in marketing, including Journal of Marketing, Journal of Marketing Research, Marketing Science, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Service Research, and the International Journal of Research in Marketing, along with several publications in the leading journals in public management and administration. Dr. Morgeson has published two books: *Citizen Satisfaction: Improving Government Performance, Efficiency, and Citizen Trust* (Palgrave Macmillan, 2014), and *The Reign of the Customer: Customer-Centric Approaches to Improving Satisfaction* (Palgrave Macmillan, 2020). In addition, over the past 20 years Dr. Morgeson has served as a 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

Michigan State University, Department of Marketing

2020-Present: Assistant Professor of Marketing

American Customer Satisfaction Index, LLC

2009-2020: Director of Research and Global CSI™ Manager

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

Service Failure and Recovery

Political Identity and Consumer Behavior

Services Marketing

Marketing-Finance Interface

Cross-Cultural and International Marketing

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

Social Media and Marketing Research

E-Commerce

E-Government

PUBLICATIONS

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

(2404 Citations; H-Index 17)

I. Refereed Journal Articles

1. Morgeson III, Forrest V., Tomas Hult, Sunil Mithas, Timothy L. Keiningham and Claes Fornell (2020). "Turning Complaining Customers into Loyal Customers: Moderators of the Complaint Handling – Customer Loyalty Relationship." *Journal of Marketing*, In Press.

2. Whitaker, Jonathan, M.S. Krishnan, Claes Fornell and Forrest V. Morgeson III (2019). "How Does Customer Service Offshoring Impact Customer Satisfaction?" ***Journal of Computer Information Systems***, In Press.
3. 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.
4. 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.
5. Hult, G. Tomas M., Forrest V. Morgeson III, Neil A. Morgan, Sunil Mithas and Claes Fornell (2017). "Do Managers Know What Their Customers Think and Why?" ***Journal of the Academy of Marketing Science***, 45(1), 37-54.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.

12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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.
18. 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.
19. 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., Pratyush Sharma and Udit Sharma (2020). "Partisan Motivated Reasoning and Satisfaction, Confidence and Trust with the U.S. Federal Government." [Under Review]
2. Hult, G. Tomas M., Maria Alejandra Gonzalez-Perez, Forrest V. Morgeson III, and Daniel T. Hult (2020), "A Theory of Market-Based Sustainability for the International Business Ecosystem: Institutional, Market, and Organizational Focus." [Under Review]

3. 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." [Under Review]
4. 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]
5. 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]
6. Morgeson III, Forrest V., Tomas Hult, Ayalla Ruvio, Udit Sharma and Yuyuan Pan (2020). "Are Political Partisans Brand Zealots? An Examination of Political Partisanship and Customer-Firm Relationships." [Work in Progress]
7. Morgeson III, Forrest V., Ayalla Ruvio, and G. Tomas M. Hult (2020). "Does FOMO Marketing Matter?" [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***. N.Y., N.Y.: 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
Marketing Survey and Sampling Design
Consumer Behavior and Consumer Insights

TEACHING EXPERIENCE

(Average "Overall Instructor Quality" Student Rating of 4.7/5.0)

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)
PIM 863	Marketing Systems (EMBA)

PROFESSIONAL SERVICE

Supervision of Student Research Projects

Supervised 10+ students' Capstone Projects for MSMR Degree
Michigan State University, 2019-2020

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 the Academy of Marketing Science
Journal of International Business Studies
Journal of International Marketing
Journal of Business Research
Journal of Retailing and Consumer Services
The Services Industries Journal
Public Administration Review
Journal of Public Administration Research & Theory (Outstanding Reviewer Award, 2013)

Public Administration
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. Ruvio, Ayalla, Forrest V. Morgeson III, and Tomas Hult. "As the Economy Recovers, Republicans and Democrats will Play Different Roles," *The Hill*. June 6, 2020. [Op-Ed]
2. Morgeson III, Forrest V. "Low unemployment could hurt the holiday shopping season," *RetailDive.com*. October 26, 2018. [Op-Ed]
3. Morgeson III, Forrest V. and David VanAmburg. "Low levels of citizen satisfaction point to a blue-wave midterm," *The Hill*. October 25, 2018. [Op-Ed]
4. Myers, Kristin. "American satisfaction in government slips, but still remains strong," *Yahoo! Finance*. January 31st, 2019. [Interview]
5. Mitchell, Billy. "Federal customer satisfaction drops in 2018, likely to continue after shutdown," *FedScoop.com*. January 30, 2019. [Interview]
6. Konkel, Frank. "Customer Satisfaction Drops Across Federal Government," *NextGov.com*. January 29, 2019. [Interview]
7. "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]
8. "U.S. Heading Toward an Economy with Unsatisfied Customers— And Voters," *Michigan Business Network*, Lansing, Michigan. October 12, 2018. [Radio Interview]
9. Kline, Daniel. "Will Low Unemployment Lead to Lousy Customer Service?" *The Motley Fool*. September 27, 2018. [Interview]

10. Morgeson III, Forrest V. and Tomas Hult. "US heading toward an economy with unsatisfied customers — and voters," *The Hill*. September 18, 2018. [Op-Ed]
11. Paquette, Danielle. "How do you know the economy is great? Customer service is terrible," *Washingtonpost.com*. September 4, 2018. [Interview]
12. Morgeson III, Forrest V. and A.J. Singh. "Benchmarking Hotel Guest Satisfaction and Experiences," *Hotel News Now*. August 7, 2018. [Article]
13. Elliott, Christopher. "These Companies Have the Best Customer Service," *Forbes.com*. July 11, 2018. [Interview]
14. Thomas, Steff. "Federal agencies score all-time high on customer satisfaction survey," *Federalnewsradio.com*. February 2, 2018. [Radio Interview]
15. Konkel, Frank. "Citizen Satisfaction with Government Reaches 11-Year High," *NextGov.com*. February 1, 2018. [Interview]
16. Atiyeh, Clifford. "Can't Get No—What? Appliances Are More Satisfying Than Cars?" *Caranddriver.com*. September 4, 2017. [Interview]
17. "Consumidor Hondureño 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]
18. Rogoway, Mike. "Comcast says customer service overhaul is showing results," *OregonLive.com*. April 23, 2017. [Interview]

Updated: 7-1-2020