

Forrest V. Morgeson III, Ph.D.

Assistant Professor, Department of Marketing
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BIOGRAPHY

Forrest V. Morgeson III is Assistant Professor in the Department of Marketing, Eli Broad College of Business, Michigan State University. Dr. Morgeson teaches marketing research 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. 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 also explores the impact of political identity on consumer attitudes and behaviors, cross-cultural and international marketing, the marketing-finance interface, and the impact of information technology on customer service delivery (e-commerce and e-government). His highly cited research 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*, *International Journal of Research in Marketing*, and *Journal of International Marketing*, along with several publications in the leading journals in public management. Dr. Morgeson has recently 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 to dozens of corporations and government agencies on consumer and citizen satisfaction topics and has delivered lectures and presentations in more than 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 others.

PROFESSIONAL POSITIONS

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: Fixed-Term Faculty 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
Political Identity and Marketing
Service Failure and Recovery
Marketing-Finance Interface
Services Marketing
Structural Equation Modeling (PLS-PM and CB-SEM)
Cross-Cultural and International Marketing
Social Media and Marketing Research
E-Commerce
E-Government

PUBLICATIONS

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

(3,232 Citations; H-Index 19)

I. Refereed Journal Articles

1. Morgeson III, Forrest V., Pratyush Sharma, Udit Sharma and Tomas Hult (2021). "Partisan Bias and Citizen Satisfaction, Confidence and Trust in the U.S. Federal Government." *Public Management Review*, Forthcoming.
2. Hult, G. Tomas M. and Forrest V. Morgeson III (2020). "Marketing's Value Propositions: A Focus on Exit, Voice and Loyalty." *AMS Review*, 10(3/4), 185-188.

3. 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*, 84(5), 79-99.
4. Whitaker, Jonathan, M.S. Krishnan, Claes Fornell and Forrest V. Morgeson III (2020). "How Does Customer Service Offshoring Impact Customer Satisfaction?" *Journal of Computer Information Systems*, 60(6), 569-582.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.

13. 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.
14. 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.
15. 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.
16. 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.
17. 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.
18. 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.
19. 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.
20. 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.
21. 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 Under Review

1. Morgeson III, Forrest V., Udit Sharma, Tomas Hult, Ayalla Ruvio, Yuyuan Pan and Shana Redd (2021). "Customer Political Partisanship Strength and Customer-Firm Relationships: A Novel Theoretical Perspective with Strategic Implications." [Revise & Resubmit]

2. Tomas Hult, Forrest V. Morgeson III, Udit Sharma and Claes Fornell (2021). "Customer Satisfaction and International Business: A Multidisciplinary Review and Avenues for Research." [Revise & Resubmit]
3. Chabowski, Brian, Peter Gabrielsson, G. Tomas M. Hult and Forrest V. Morgeson III (2021). "Sustainability and International Marketing: A Review of the Intellectual Knowledge Structure and Development of a Research Framework." [Revise & Resubmit]
4. Morgeson III, Forrest V., Udit Sharma, Xiaoxu Wu, Anita Pansari and Ayalla Ruvio (2021). "Do Customer-Company Relationships Insulate Firm Stock Market Performance during a Market Crash?" [Under Review]

III. Journal Articles in Progress

1. Pansari, Anita, Forrest V. Morgeson III, Udit Sharma and Xiaoxu Wu (2021). "Political Identity and Customer Engagement."
2. Morgeson III, Forrest V., Clay Voorhees, Xiaojing Sheng and Yuyuan Pan (2021). "Firm Reactions to COVID-19 and their Effect on Customer Relationships."
3. Voorhees, Clay, Pratyush Sharma, Carlos Bauer and Forrest V. Morgeson III (2021). "Digital Technology Performance and Firm Financial Success."
4. Morgeson III, Forrest V. and Michael Wu (2021). "A Multinational, Cross-Sectoral Examination of the Effect of Aggregate Customer Satisfaction on Unemployment."
5. Hult, Tomas, Forrest V. Morgeson III, Udit Sharma, Pratyush Sharma and Shana Redd (2021). "A Multi-Level Examination of Customer Satisfaction Performance at the Customer, Firm, Industry, and Sector Levels."
6. Hult, Tomas, Forrest V. Morgeson III, Sunil Mithas and Yufei Zhang (2021). "Layers and Complexities of Social Media across Entities and Platforms."
7. Hult, G. Tomas M., Maria Alejandra Gonzalez-Perez, Forrest V. Morgeson III, and Daniel T. Hult (2021), "A Theory of Market-Based Sustainability for the International Business Ecosystem: Institutional, Market, and Organizational Focus."
8. Morgeson III, Forrest V., Tomas Hult, Ahmet Kirca and Udit Sharma (2021). "Customer Satisfaction as a Leading Indicator of Financial Performance Over Time and across Sectors."

IV. Books

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. 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.

V. Book Chapters

1. 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.
2. 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.
3. Bryant, Barbara, Claes Fornell and Forrest V. Morgeson III (2008). ***American Customer Satisfaction Index Methodology Report***. Milwaukee, WI: American Society for Quality.

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

"Summer Research Grant Award," Broad College of Business, Michigan State University, 2021. \$10,000.

INVITED LECTURES AND CONFERENCE PARTICIPATION (RECENT)

"Customer Feedback and Continuous Improvement." Presented to the *FPT School of Business & Technology*, Hanoi, Vietnam. October 3, 2021. [Invited Lecture]

"Customer Feedback and Continuous Improvement." Presented to the *FPT School of Business & Technology*, Hanoi, Vietnam. July 9, 2021. [Invited Lecture]

"Regulatory Challenges to Promote the Development of the Digital Economy: A Consumer Empowerment Perspective." Presented to the *APECTEL Workshop for OSIPTEL*, Lima, Peru. May 27, 2021. [Invited Lecture]

“Transforming Brand Experiences to Maintain and Build Brand Equity in the Age of Covid-19 and Beyond,” Branding and Brand Management Track, *Winter AMA Academic Conference*, February 19, 2021. [Discussant]

“Consumer Behavior During the Crisis.” Presented to the “*Managing Through Crisis*” Summer Series, Broad College of Business, Michigan State University, East Lansing, MI. September, 2020. [Invited Lecture]

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 an 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
Marketing and Business Metrics
Quantitative Research Methods
Marketing Survey and Sampling Design
Consumer Behavior and Consumer Insights

TEACHING EXPERIENCE

(Average "Overall Instructor Quality" Rating of 4.6/5.0 from ~900 student evaluations)

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)
Exec. Ed. Business and Marketing Metrics (MBA; SPJIMR-India)

PROFESSIONAL SERVICE

Committee Participation

Doctoral Program Committee, Department of Marketing, Michigan State University (2020-Present)

Faculty Search Committee (Tenure-Track Position), Departments of Marketing and Management, Michigan State University (2021-Present)

Faculty Search Committee (Tenure-Track Position), Department of Marketing, Michigan State University (2020)

Promotion Review Committee (Chair), Department of Marketing, Michigan State University (2020)

Faculty Search Committee (Fixed-Term Position), Department of Marketing, Michigan State University (2020)

Steering Committee Member, CXM@MSU Program, Michigan State University (2019-Present)

Journal Reviewer

Journal of the Academy of Marketing Science (Editorial Review Board, 2009-2015)

Journal of International Business Studies

International Journal of Research in Marketing

Journal of International Marketing

Journal of Business Research

Journal of Retailing and Consumer Services

Journal of Asia Business Studies

The Services Industries Journal

Public Administration Review

Journal of Public Administration Research & Theory (Outstanding Reviewer Award, 2013)

Public Management Review

Public Administration

International Review of Administrative Sciences

Local Government Studies

Public Performance and Management Review

Social Science Computer Review

STUDENT SUPERVISION

Ph.D. Dissertation

Travis Walkowiak, Michigan State University, 2020 (with T. Hult (Chair), A. Ruvio and W. Schrock)

Zoila Zambrano, University of Texas (RGV), 2020 (External Committee Member, with X. Sheng (Chair), M. Minor and D. Uy)

Master's Students

Supervised 15+ students' Capstone Projects for MSMR Degree, Michigan State University, 2019-Present

POPULAR PRESS PUBLICATIONS & MEDIA INTERVIEWS (RECENT)

1. Milligan, Susan. "Biden Looks to Improve 'Customer Experience' in Dealing with Federal Government," *USNews.com*. December 13, 2021. [Interview]
2. Clark, Scott. "5 Ways to Optimize Your Surveys for Better Customer Experience," *CMSWire.com*. June 9, 2021. [Interview]
3. 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]
4. Morgeson III, Forrest V. "Low unemployment could hurt the holiday shopping season," *RetailDive.com*. October 26, 2018. [Op-Ed]
5. 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]
6. Myers, Kristin. "American satisfaction in government slips, but still remains strong," *Yahoo! Finance*. January 31, 2019. [Interview]
7. Mitchell, Billy. "Federal customer satisfaction drops in 2018, likely to continue after shutdown," *FedScoop.com*. January 30, 2019. [Interview]
8. Konkel, Frank. "Customer Satisfaction Drops Across Federal Government," *NextGov.com*. January 29, 2019. [Interview]
9. "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]
10. "U.S. Heading Toward an Economy with Unsatisfied Customers — And Voters," *Michigan Business Network*, Lansing, Michigan. October 12, 2018. [Radio Interview]
11. Kline, Daniel. "Will Low Unemployment Lead to Lousy Customer Service?" *The Motley Fool*. September 27, 2018. [Interview]
12. Morgeson III, Forrest V. and Tomas Hult. "US heading toward an economy with unsatisfied customers — and voters," *The Hill*. September 18, 2018. [Op-Ed]
13. Paquette, Danielle. "How do you know the economy is great? Customer service is terrible," *Washingtonpost.com*. September 4, 2018. [Interview]
14. Morgeson III, Forrest V. and A.J. Singh. "Benchmarking Hotel Guest Satisfaction and Experiences," *Hotel News Now*. August 7, 2018. [Article]

15. Elliott, Christopher. "These Companies Have the Best Customer Service," *Forbes.com*. July 11, 2018. [Interview]
16. Thomas, Steff. "Federal agencies score all-time high on customer satisfaction survey," *Federalnewsradio.com*. February 2, 2018. [Radio Interview]
17. Konkel, Frank. "Citizen Satisfaction with Government Reaches 11-Year High," *NextGov.com*. February 1, 2018. [Interview]
18. Atiyeh, Clifford. "Can't Get No—What? Appliances Are More Satisfying Than Cars?" *Caranddriver.com*. September 4, 2017. [Interview]
19. "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]
20. Rogoway, Mike. "Comcast says customer service overhaul is showing results," *OregonLive.com*. April 23, 2017. [Interview]
21. Fornell, Claes, Forrest V. Morgeson III and Tomas Hult. "Companies that do better by their customers also do better in the stock market," *London School of Economics*. February 22, 2017. [Blog Post]

Updated: 1-29-2022