

THE UNIVERSITY OF MICHIGAN

Regents Communication

ACTION REQUEST

Subject: Report of Faculty Retirement

Action Requested: Adoption of Retirement Memoir

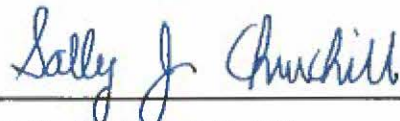
David J. Moore, Ph.D., associate professor of kinesiology in the School of Kinesiology, retired from active faculty status on May 31, 2018.

Professor Moore received his B.A. degree from the University of the West Indies St. Augustine, Trinidad in 1970, his M.B.A. degree from Middle Tennessee State University in 1975, and his Ph.D. degree from Indiana University in 1984. He joined the University of Michigan faculty as a visiting assistant professor in 1988, and was promoted to assistant professor in 1990, and associate professor in 1996.

Professor Moore's research focused on consumer behavior and the psychological processes behind consumers' decision making within the marketing domain. His work made significant contributions to the field of sport consumer behavior. Professor Moore served as an editorial board member of the *Journal of Advertising* and the *Journal of Marketing Theory and Practice*. His undergraduate courses explored a number of topics, including marketing management, brand strategy and advertising campaigns, sales force management, professional selling strategy, consumer behavior, marketing research, sport marketing, and international marketing. Professor Moore was a member of the American Marketing Association, the Association for Consumer Research, the Society for Consumer Psychology, and the Sport Marketing Association. He received the Best Reviewer Award from the *Journal of Marketing Theory and Practice* in 2014.

The Regents now salute this distinguished faculty member for his dedicated service by naming **David J. Moore, associate professor emeritus of kinesiology**.

Requested by:



Sally J. Churchill, J.D.

Vice President and Secretary of the University

May 2018