

THE UNIVERSITY OF MICHIGAN

*Regents Communication*

**ACTION REQUEST**

**Subject: Report of Faculty Retirement**

**Action Requested: Adoption of Retirement Memoir**

**Richard P. Bagozzi, Ph.D.**, Dwight F. Benton Professor of Marketing and professor of marketing in the Stephen M. Ross School of Business, retired from active faculty status on May 31, 2023.

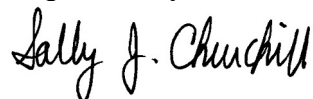
Professor Bagozzi received his Ph.D. degree from Northwestern University in 1976. He received his B.S.E.E. degree in electrical engineering from Kettering University in 1970, his M.S. degree in electrical engineering from the University of Colorado in 1969, his M.B.A. degree in general business from Wayne State University in 1972, and his M.A. degree in theology from the University of St. Thomas in 2005. Professor Bagozzi joined the University of Michigan as the Dwight F. Benton Professor of Marketing and professor of behavioral science in management in 1986 and has served for 33 years at the University of Michigan.

Professor Bagozzi has received honorary doctorates from the University of Lausanne, Switzerland (2001), University of Antwerp, Belgium (2008), and the Norwegian School of Economics (2011). He also was awarded the Medal of Science from the University of Bologna, Italy (2013), and was a Senior Fulbright Hays Research Scholar in Germany (1981-1982). Professor Bagozzi has been recognized by Thomson Reuters for ranking among the top 1% most cited researchers in economics and business between 2002 and 2012 and is expecting the same honor between 2012 and 2022. He has been recognized by Scopus for being the most cited researcher in his sub-field, marketing, as well as the in larger field of business and economics. Professor Bagozzi is a fellow of the American Marketing Association, the Association for Consumer Research, the Association for Psychological Science, the Society of Multivariate Experimental Psychology, and the Michigan Society of Fellows.

Professor Bagozzi studies human action, focusing on individual, interpersonal, and group behavior of people. Some of this work explores government, organizations, and people doing good and doing bad in their lives and its implications for their own wellbeing and the wellbeing of the environment, institutions, and people they influence. Social psychology, emotion research, and other sources from the social and behavioral sciences undergird these studies. Surveys, qualitative research, and field and laboratory experimentation serve as the methods of inquiry, which often draw upon structural equation models and related statistical procedures. In addition to traditional investigations of people using classic questionnaire designs and related approaches, this research draws upon and does neuroscience, using fMRI and EEG, as well as hormonal and genetic research.

The Regents now salute this distinguished teacher and scholar for his dedicated service by naming **Richard P. Bagozzi, Dwight F. Benton Professor Emeritus of Marketing and professor emeritus of marketing**.

**Requested by:**



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**Sally J. Churchill, J.D.**  
**Vice President and Secretary of the University**

**June 2023**