

Sample Publications – For full list see C.V.

Wood, Natalie T., Lyle R. Wetsch, Michael R. Solomon and Ken Hudson (2009) “From Interactive to Immersive: Advertising Education takes a Virtual Leap of Faith.” *Journal of Advertising Education*, 13 (1) (In Press)

Wood, Natalie T, Michael R. Solomon and David Allan (2008), “Welcome to the Matrix: e-learning Gets a Second Life.” *Marketing Education Review*, 18 (2) (In Press)

Wood, Natalie T., Solomon, Michael R. and Basil G. Englis (2008). “Personalization of the Web Interface: The Impact of Web Avatars on Users’ Response to E-Commerce Sites,” *Journal of Website Promotion*, 2 (1/2)53-69.

Munoz, Caroline K. and Wood, Natalie T. “A Recipe for Success: Understanding and Influencing Regional Perceptions of Authenticity in Themed Restaurants.” *The International Journal of Culture, Tourism and Hospitality* (In Press).

Wood, Natalie T. and Kenneth C. Herbst (2007). “Political Star Power and Political Parties: Does Celebrity Endorsement Win First-Time Votes? *Journal of Political Marketing, Special Issue on Theory and Concept Development*, 6 (2/3) 141-158.

Wood, Natalie T. and Caroline Munoz. (2007) “No Rules, Just Right or is it? The Role of Themed Restaurants as Cultural Ambassadors.” *Tourism and Hospitality Research* 7(3/4) 242-255.

Munoz, Caroline K., Wood, Natalie T. and Helene Cherrier (2006) “It’s a Small World After All: Cross Cultural Teaching Methodologies” *Marketing Education Review, Special Issue on Teaching Innovation*, 16 (1) 53-57.

Munoz, Caroline K, Natalie T. Wood and Michael R. Solomon (2006) “Real or Blarney?: A Cross-Cultural Study of Perceived Authenticity in Irish Pubs” *Journal of Consumer Behaviour*, 5 (3), 222-234.

Wood, Natalie T, Michael R. Solomon and Basil G. Englis (2005) “Personalization of Online Avatars: Is the Messenger as Important as the Message?” *International Journal of Internet Marketing and Advertising*, 2 (1/2), 143-161.

Lego, Caroline K, Natalie T. Wood, Michael R Solomon and Stephanie McFee (2002), "A Thirst for the Real Thing in Themed Retail Environments: Consumer Authenticity in Irish Pubs," *The Journal of Foodservice Business Research*, 5 (2), 61-74.