

## ***Curriculum Vitae***

(Current August 2022)

### **ALEXIS M. ALLEN**

Assistant Professor of Marketing

Gatton College of Business & Economics  
Department of Marketing and Supply Chain  
University of Kentucky  
Lexington, KY 40506  
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### **EDUCATION**

Ph.D. Marketing, Florida State University, 2014  
Support Area: Quantitative Methods  
M.B.A. Business Administration, Southern Illinois University, 2008  
B.S. Management, Southern Illinois University, 2006

### **RESEARCH**

#### **PUBLISHED OR ACCEPTED REFEREED JOURNAL ARTICLES**

Satornino, Cinthia B., Alexis M. Allen, Huanhuan Shi and Willy Bolander,  
“Understanding the Performance Effects of “Dark” Salesperson Traits:  
Machiavellianism, Narcissism, and Psychopathy,” forthcoming with *Journal of  
Marketing*.  
**\*Featured in *Big Think, Fast Company, and Fox News***

Bolander, Willy, Cinthia B. Satornino, Alexis M. Allen, Bryan Hochstein, and Riley  
Dugan (2020), “Whom to Hire and How to Coach Them: A Longitudinal  
Analysis of Newly Hired Salesperson Performance,” *Journal of Personal  
Selling and Sales Management*, 40 (2), 78-94.  
**\*Winner of 2020 JPSSM Marvin Jolson Award for Best Contribution to  
Selling and Sales Management Practice**

Ye, Christine, Charles Hofacker, John Peloza, and Alexis M. Allen (2020), “How Online  
Trust Evolves Over Time: The Role of Social Perception,” *Psychology &  
Marketing*, 37 (11), 1539-1553.

Norris, Ian, Alexis M. Allen, and John Peloza (2020), “C2B: Motivating Consumer-to-  
Business Transactions through Environmental Appeals,” *Journal of the  
Association for Consumer Research*, 5 (1), 56-69.

- Allen, Alexis M., Todd Green, Michael Brady, and John Peloza (2020), "Can Corporate Social Responsibility Deter Dysfunctional Customer Behavior?," *Journal of Consumer Marketing*, 37 (7), 729-738.
- Allen, Alexis M., Meike Eilert, and John Peloza (2018), "How Deviations from Performance Norms Impact Charitable Donations," *Journal of Marketing Research*, 55 (2), 277-290.
- Bacile, Todd J., Alexis M. Allen, Jeremy Wolter, and Pei Xu (2018), "How Rude! The Impact of Online Incivility on Perceptions of Justice in Social Media Customer Service Encounters," *Journal of Interactive Marketing*, 44, 60-81.
- Green, Todd, Alexis M. Allen, and John Peloza (2018), "The Influence of Retailer Size on Consumer Responses to Social Responsibility Initiatives," *Journal of Consumer Behaviour*, 17 (4), 439-446.
- Satornino, Cinthia B., Patrick Doreian, and Alexis M. Allen (2017), "The Case for Adopting Blockmodeling in Human Resource Management Research: Examples in Analyzing Social Networks and HRM Systems," *Research in Personnel and Human Resources Management*, 35.
- Andrews, Demetra and Alexis M. Allen (2016), "Information Form and Level-of-Analysis as Moderators of the Influence of Information Diagnosticity on Consumer Choice Confidence and Purchase Readiness," *Academy of Marketing Studies Journal*, 20 (2), 61-84.
- Allen, Alexis M., Michael K. Brady, Stacey G. Robinson, and Clay M. Voorhees (2015), "One Firm's Loss is Another's Gain: Capitalizing on Other Firms' Service Failures." *Journal of the Academy of Marketing Science*, 43 (5), 648-662.  
**\*Winner of 2015 SERVSIG Best Paper Award, Finalist for Sheth Foundation Best Paper Award**
- Allen, Alexis M., and John Peloza (2015), "Someone to Watch Over Me: The Integration of Privacy and Corporate Social Responsibility," *Business Horizons*, 58 (6), 635-642.

## CONFERENCE PAPERS, SYMPOSIA, AND PROCEEDINGS

### REFEREED ABSTRACTS

- Peloza, John, Alexis M. Allen, and Ian Norris (2018), "Customer-Firm Symbiosis," presented at ACR Research Boutique Conference on Prosocial Consumer Behavior, Whistler, British Columbia.

- Norris, Ian, Alexis M. Allen, and John Peloza (2017), "Good for the Planet, Good for Me," presented at SCP Annual Conference, San Francisco, CA.
- Satornino, Cinthia B., John Peloza, Alexis M. Allen, and Rebecca Perren (2017), "A New Perspective on Value Creation and Marketing's Dominant Logic," presented at AMS Annual Conference, Coronado, CA.
- Andrews, Demetra, and Alexis M. Allen (2016), "Influence of Product Rating Characteristics on Choice Confidence and Purchase Readiness," presented at AMA Summer Marketing Educators' Conference, Atlanta, GA.
- Peloza, John, Alexis M. Allen, and Meike Eilert (2016), "How Descriptive Norms Impact Donation Behavior," presented at AMA Winter Educators' Conference, Las Vegas, NV.
- Andrews, Demetra and Alexis M. Allen (2016), "Influence of Product Information on Consumer Choice Confidence and Purchase Readiness," presented at SMA Annual Conference, Atlanta, GA.
- Ziegler, Alex, John Peloza, and Alexis Allen (2016), "How Embarrassing for You (And Me): The Nature of Observer Embarrassment," presented at ACR North American Conference, Berlin, Germany.
- Fombelle, Paul W., Clay M. Voorhees, Sterling A. Bone, and Alexis M. Allen (2013), "Acknowledging Consumer Gratitude: Leveraging the Voice of the Consumer to Increase Loyalty," presented at ACR North American Conference, Chicago, IL.
- Bacile, Todd J., Charles Hofacker, and Alexis M. Allen (2013), "Emerging Challenges in Social Media: Social Complaints, Service Recovery, and Dysfunctional Consumers," presented at Marketing EDGE Direct/Interactive Marketing Research Summit, Chicago, IL.
- Allen, Alexis M., Paul W. Fombelle, Sterling A. Bone, and Clay M. Voorhees (2013), "Managing Post-Purchase Moments of Truth: Leveraging Customer Feedback to Increase Loyalty," presented at AMA Winter Educators' Conference, Las Vegas, NV.
- Andrews, Demetra, Alexis M. Allen, and Edward Blair (2012), "Interplay of Confidence, Information Diagnosticity, and Outcome Quality in Consumption Satisfaction," presented at AMA Summer Marketing Educators' Conference, Chicago, IL.
- Allen, Alexis M., Stacey G. Robinson, Clay M. Voorhees, and Michael K. Brady (2011), "One Firm's Loss is Another's Gain: Capitalizing on the Failures of Unrelated Firms," presented at Frontiers in Service Conference, Columbus, OH.

### **INVITED PRESENTATIONS**

Invited speaker for the Southeastern Marketing Symposium (2011), University of Mississippi, Oxford, MS, “One Firm’s Loss is Another’s Gain: Capitalizing on the Failures of Unrelated Firms.”

Invited speaker for the Southeastern Marketing Symposium (2013), Louisiana State University, LA, “Managing Post-Purchase Moments of Truth: Leveraging Customer Feedback to Increase Loyalty.”

### **PROFESSIONAL AWARDS AND DISTINCTIONS**

- Invited Participant to Marketing EDGE Professor’s Institute, 2022, 2016
- Teaching Award, Department of Marketing and Supply Chain, 2018
- Best Research Paper Award, Direct/Interactive Marketing Research Summit, 2015
- Marketing Science Institute Grant Recipient, 2013
  - -Awarded \$6,500 for project entitled, “Managing Post-Purchase Moments of Truth: Leveraging Customer Feedback to Increase Loyalty”
- Sheth Foundation Doctoral Symposium Fellow, 2012
- O. C. and Linda Ferrell Doctoral Collegiality Award, 2012, 2013
- Liam Glynn Scholarship Recipient, 2011
  - -Awarded scholarship for attendance and presentation at Frontiers in Service Conference in Columbus, Ohio
- Florida State University Outstanding Teaching Assistant Award Nominee, 2011
- FSU College of Business Dean’s Scholarship Recipient, 2009

### **PROFESSIONAL SERVICE**

### **ACTIVITIES AND AFFILIATIONS**

Retail and Service Track Co-Chair, AMA Summer Academic Conference, 2022

Ad Hoc Reviewer

*Journal of Marketing Research*  
*Journal of the Academy of Marketing Science*  
*Journal of Business Research*  
*Journal of Services Research*  
*Psychology & Marketing*  
*Nonprofit and Voluntary Sector Quarterly*

Society for Consumer Psychology

*Reviewer- 2017,2019 Conference*

American Marketing Association

*Services Track Reviewer- 2012, 2013, 2016 Conference*  
*Education Track Reviewer- 2013 Conference*

Marketing EDGE

*Reviewer- 2013 Conference*

Academy of Marketing Science

*Services Track Reviewer- 2011 Conference*

Association for Consumer Research

*Reviewer- 2016, 2017, 2018 Conference*

## **DEPARTMENT AND UNIVERSITY SERVICE**

Service to the Department

*Department Committees*

- Sales Competition Committee  
-Member, 2022
- Marketing Doctoral Program Committee  
-Member, 2022
- Department of Marketing and Supply Chain Hiring Committee,  
-Member, 2022, 2016
- UK Department of Marketing CEDAR  
-Co-chair, 2015-2018

*Other*

- Dissertation Committee Member  
-Molly Burchett, 2020

Service to the College/University

- Strategic Planning & Quality Improvement Committee

- Member, 2019- 2022
- “BE Hive” speaker for Gatton Living Learning Community
  - Guest speaker in 2021, 2022
- Gatton Open House Speaker
  - Marketing Session speaker at recruitment event, 2022
- Internship Sponsor for 5+ students
  - 2016-2020
- Dissertation Committee Outside Examiner
  - Department of Agriculture Economics, 2021
  - College of Communication and Information, 2022
- FSU President’s Retreat, College of Business representative, 2009