

Curriculum Vitae
(Current November 2020)

ALEXIS M. ALLEN
Assistant Professor of Marketing

Gatton College of Business & Economics
Department of Marketing and Supply Chain
University of Kentucky
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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 REFEREED JOURNAL ARTICLES

- Ye, Christine, Charles Hofacker, John Peloza, and Alexis M. Allen (2020), "How Online Trust Evolves Over Time," *Psychology & Marketing*, 37 (11), 1539-53.
- 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.
- 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.
- Bolander, Willy, Cinthia B. Satornino, Alexis M. Allen, Bryan Hochstein, and Riley Dugan (2019), "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.
- 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

- Teaching Award, Department of Marketing and Supply Chain, 2018
- Invited Participant to Marketing EDGE Professor’s Institute, January 2016
- Best Research Paper Award, Direct/Interactive Marketing Research Summit, 2014
- Marketing Science Institute Grant Recipient, 2012
- Sheth Foundation Doctoral Symposium Fellow, 2012
- O. C. and Linda Ferrell Doctoral Collegiality Award, 2012, 2013
- Liam Glynn Scholarship Recipient, 2011
- Florida State University Outstanding Teaching Assistant Award Nominee, 2011
- FSU College of Business Dean’s Scholarship Recipient, 2009

PROFESSIONAL SERVICE

ACTIVITIES AND AFFILIATIONS

Journal of Marketing Research
Ad Hoc Reviewer

Journal of the Academy of Marketing Science
Ad Hoc Reviewer

Journal of Business Research
Ad Hoc Reviewer

Journal of Services Research
Ad Hoc Reviewer

Society for Consumer Psychology
Reviewer- 2017 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

UNIVERSITY SERVICE

2018 Gatton College of Business and Economics Strategic Planning & Quality
Improvement Committee, member
2015-2018 UK Department of Marketing CEDAR Co-Chair
2009 FSU President's Retreat, College of Business representative