

# CORINNE M. K. HASSLER

Gatton College of Business and Economics | Department of Marketing and Supply Chain  
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## ACADEMIC POSITIONS

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*Assistant Professor of Marketing*  
University of Kentucky  
Gatton College of Business and Economics  
Department of Marketing and Supply Chain  
July 2019 - Present

## EDUCATION

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*Ph.D. in Business Administration (Marketing)*  
Florida State University (2019)  
Co-Advisors: Maura L. Scott and Martin Mende

*Bachelor of Arts in Communication (Advertising); Minor in Business*  
Florida State University (2012)  
Major GPA: 4.0; Cumulative GPA: 3.94; Summa Cum Laude

## RESEARCH INTERESTS

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Services, Retailing, and Organizational Frontlines  
Social Influence  
Prosocial Behavior and Public Policy  
Sensory Marketing  
Digital marketing and technology  
Consumer Perceptions of Status

## PUBLICATIONS

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*(Name changed from Corinne M. Kelley to Corinne M. K. Hassler in 2020)*

\*Scott, Maura L., \***Corinne M. K. Hassler**, and \*Kelly D. Martin (2022), "Here Comes the Sun: Present and Future Impact in Marketing and Public Policy Research," *Journal of Public Policy & Marketing*, 41(1), 1-9.

- Author contribution equal
- Lead article

Heß, Nicole J., **Corinne M. Kelley**, Maura L. Scott, Martin Mende, and Jan H. Schumann (2020), "Getting Personal in Public!?: How Consumers Respond to Public Personalized Advertising in Retail Stores," *Journal of Retailing*, 96(3), 344-61.

## MANUSCRIPTS UNDER REVIEW/REVISING

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**Hassler, Corinne M. K.,** Martin Mende, Maura L. Scott, and Lisa E. Bolton, “The Ambassador Effect: How Inducing an Ambassador Role Increases Ambassadors’ Prosocial Marketplace Behavior.”

- Revising for re-submission to *Journal of Marketing* (Revise and Resubmit)
- Data collection completed: two field and six lab studies
- 2017 ACR Transformative Consumer Research Grant
- 2017 ACR/Sheth Foundation Dissertation Award
- 2017 Organizational Frontlines Research Symposium: Young Scholar Research Award
- 2017 Emerald/EFMD Outstanding Doctoral Research Award
- 2018 Brenda Derby Memorial Award: Best Conference Student Paper
- 2018 William O. Bearden Doctoral Student Research Award
- 2018 Marketing Science Institute Research Grant

**Hassler, Corinne M. K.,** Poja Shams, Anders Gustafsson, Maura L. Scott, Martin Mende, and Nicole J. Heß, “From the Nose to the Wallet: How Feminine Ambient Scents Affect Male Consumers’ Spending on Status-Signaling Products.”

- Revising for re-submission to *Journal of Retailing* (Reject and Resubmit)
- Data collection completed: one retail-based field study and two lab studies (eye-tracking data included)
- 2020 Research and Creative Activities Support Program Grant, Office of the Vice President of Research and the Gatton College, *University of Kentucky*

## RESEARCH IN PROGRESS

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**Hassler, Corinne M. K.,** Anders Gustafsson, Poja Shams, Martin Mende, and Maura L. Scott, “The Effect of (Non-)appetizing Ambient Scents on Consumers’ Affinity Toward Vices and Virtues.”

- Preparing manuscript for submission to *Journal of Marketing Research*
- Data collection completed: three large-scale, retail-based field studies and one lab study (eye-tracking data included)

**Hassler, Corinne M. K.,** Martin Mende, Maura L. Scott, and Lisa E. Bolton, “The Ambassador Effect and Prosocial Consciousness.”

- Preparing manuscript for submission to *Journal of Consumer Psychology*
- Data collection completed: one field-like study and two lab studies

**Hassler, Corinne M. K.,** Martin Mende, Maura L. Scott, and Lisa E. Bolton, “The Ambassador Effect and Firm Policy Incentives.”

- Targeting *Journal of Public Policy and Marketing*
- Data collection in progress: one lab study completed

## ACADEMIC HONORS AND AWARDS

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### *Research Awards*

- Winner, Research and Creative Activities Support Program Grant, Office of the Vice President of Research and the Gatton College, *University of Kentucky*, 2020
- Winner, Marketing Science Institute Research Grant, 2018
- Runner-Up, William O. Bearden Doctoral Student Research Award, 2018
- Winner, Brenda Derby Memorial Award: Best Conference Student Paper, 2018
- Winner, Organizational Frontlines Research Symposium: Young Scholar Research Award, 2017
- Highly Commended Winner, Emerald/EFMD Outstanding Doctoral Research Award, 2017
- Winner, ACR/Sheth Foundation Dissertation Award, 2017
- Winner, ACR/Sheth Foundation Transformative Consumer Research Grant, 2017

### *Research Honors*

- Participant, Meta-Analysis Workshop with Dhruv Grewal and Carl-Philip Ahlbom, *Virtual*, 2021
- Fellow, AMA/Sheth Foundation Doctoral Consortium, 2018
- Participant, Hayes PROCESS Workshop, *Starkville, MS*, 2018
- Participant, Marketing and Public Policy Workshop/Doctoral Seminar, *Columbus, OH*, 2018 (competitive application process)
- Visiting Scholar (funded), Karlstad University, *Karlstad, Sweden*, 2017
- Participant, Marketing and Public Policy Workshop/Doctoral Seminar, *San Luis Obispo, CA*, 2016 (competitive application process)

### *Teaching Awards*

- Winner, FSU, College of Business Outstanding Teaching Assistant Award, 2018
- Winner, FSU, College of Business PhD Student Teaching Award, 2017
- Winner, FSU, College of Business Outstanding Teaching Assistant Award, 2015

### *Teaching Honors*

- Nominee, UKY, Gatton College Teaching Excellence Award, *College-wide Nomination*, 2021
- Nominee, FSU, Outstanding Teaching Assistant Award, *University-wide Nomination*, 2018
- Nominee, FSU, Outstanding Teaching Assistant Award, *University-wide Nomination*, 2015

### *Service Awards*

- Winner, FSU, Graduate Student Leadership Award, *University-wide Nomination*, 2018

### *Service Honors*

- Participant, Faculty Conversation with President Capilouto, *University of Kentucky*, 2021
- Nominee, FSU Student Star, 2018
- Participant and Nominee, FSU, GradWorld, 2018

## **RESEARCH PRESENTATIONS** (\*denotes presenting author)

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- \*Hassler, Corinne M. K., Martin Mende, Maura L. Scott, and Lisa E. Bolton, “The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers’ Prosocial Marketplace Behavior,” *Pennsylvania State Consumer Behavior Research Group*, Virtual, 12/2021.
- Hassler, Corinne M. K., Martin Mende, \*Maura L. Scott, and Lisa E. Bolton “The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers’ Prosocial Behavior,” *West Virginia University*, Morgantown, WV, 11/2020.
- Hassler, Corinne M. K., Martin Mende, \*Maura L. Scott, and Lisa E. Bolton “The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers’ Prosocial Behavior,” *University of Illinois*, Champaign, IL, 10/2020.
- \*Kelley, Corinne M., Maura L. Scott, Martin Mende, and Lisa E. Bolton, “The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers’ Prosocial Marketplace Behavior,” *Winter American Marketing Association Conference*, San Diego, CA, 02/2020.
- \*Heß, Nicole J., \*Corinne M. Kelley, Maura L. Scott, Martin Mende, and Jan H. Schumann, “Getting Personal in Public!? How Consumers Respond to Public Personalized Advertising in Retail Stores,” *Organizational Frontlines Research Symposium*, San Diego, CA, 02/2020.
- Kelley, Corinne, Martin Mende, \*Maura L. Scott, and Lisa E. Bolton “The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers’ Prosocial Behavior,” *American University*, Washington, D.C, 02/2020.
- Kelley, Corinne, Martin Mende, \*Maura L. Scott, and Lisa E. Bolton “The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers’ Prosocial Behavior,” *Colorado State University*, Ft. Collins, CO, 02/2020.
- \*Heß, Nicole J., \*Corinne M. Kelley, Maura L. Scott, Martin Mende, and Jan H. Schumann, “Getting Personal in Public!? How Consumers Respond to Public Personalized Advertising in Retail Stores,” *Association for Consumer Research Conference*, Atlanta, GA, 10/2019.
- Kelley, Corinne, Martin Mende, \*Maura L. Scott, and Lisa E. Bolton “The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers’ Prosocial Behavior,” *University of California*, Irvine, CA, 11/2019.
- \*Kelley, Corinne M., Anders Gustafsson, Poja Shams, Martin Mende, and Maura L. Scott, “The Effect of (Non-)appetizing Ambient Scents on Consumers’ Affinity Toward Vices and Virtues in the Retail Environment,” *Association for Consumer Research Conference*, Dallas, TX, 10/2018.
- \*Kelley, Corinne M., Maura L. Scott, and Martin Mende, “The Ambassador Effect: How Inducing an Ambassador Role Increases Customers’ Prosocial Behavior and Loyalty Intentions,” *Marketing and Public Policy Conference*, Columbus, OH, 06/2018.
- \*Kelley, Corinne M., Maura L. Scott, and Martin Mende, “The Ambassador Effect: How Inducing an Ambassador Role Increases Customer Prosocial Behavioral Intentions and Customer Loyalty Intentions,” *Winter American Marketing Association Conference*, NOLA, 02/2018.

- \*Kelley, Corinne M., Maura L. Scott, and Martin Mende, “The Ambassador Effect: How Inducing an Ambassador Role on the Frontline Increases Customers’ Prosocial Marketplace Behavior and Patronage Intentions,” *Organizational Frontlines Research Symposium*, NOLA, 02/2018.
- \*Kelley, Corinne M., Maura L. Scott, and Martin Mende, “The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers’ Prosocial Marketplace Behavior and Patronage Intentions,” *Southeast Marketing Symposium*, Tuscaloosa, AL, 02/2018.
- \*Kelley, Corinne M., Maura L. Scott, and Martin Mende, “The Ambassador Effect: A Pre-Commitment Technique to Increase Consumer Prosocial Behavior and Loyalty,” *Association for Consumer Research Conference*, San Diego, CA, 10/2017.
- \*Kelley, Corinne M., Maura L. Scott, and Martin Mende, “Priming the Social Role Model: The Positive Impact on Subsequent Prosocial Behavior,” *Marketing and Public Policy Conference*, Washington, D.C., 06/2017.
- Gustafsson, Anders, Poja Shams, \*Corinne M. Kelley, Martin Mende, and Maura L. Scott, “Scent in the Retail Space,” *Karlstad University*, Karlstad, Sweden, 05/2017.
- \*Kelley, Corinne M., Maura L. Scott, and Martin Mende, “The Ambassador Effect: A Frontline Approach to Increasing Customer Prosocial Behavior and Loyalty,” *Organizational Frontlines Research Symposium*, Orlando, FL, 02/2017.
- \*Kelley, Corinne M., Martin Mende, and Maura L. Scott, “Do We Truly Like Those Who Work for It? The Effects of Consumption on Evaluations of Others Spending Earned Wealth,” *Association for Consumer Research Conference*, Berlin, Germany, 10/2016.
- \*Kelley, Corinne M., Martin Mende, and Maura L. Scott, “Involving Others in Sustainable Consumption: The Positive Impact of Exemplary Behavior,” *Association for Consumer Research Conference*, Berlin, Germany, 10/2016.
- \*Kelley, Corinne M., Martin Mende, Andrew Merwin, and Maura Scott “Involving Others in Sustainable Consumption: The Positive Impact of Exemplary Behavior,” *Marketing & Public Policy Conference*, San Luis Obispo, CA, 06/2016.
- \*Kelley, Corinne M., Martin Mende, and Maura L. Scott, “Do We Truly Like Those Who Work for It? The Effects of Consumption on Evaluations of Others Spending Earned Wealth,” *Florida State University, Consumer Behavior Research Brown Bag*, Tallahassee, FL, 02/2016.
- \*Kelley, Corinne M., Martin Mende, Andrew Merwin, and Maura Scott “Initial Insights: Consumer Response to Free Reusable Bags at the Grocery Store,” *Plastic Bag Reduction Committee of Transition Tallahassee*, Tallahassee FL, 10/2015.

## **ADDITIONAL RESEARCH EXPERIENCE**

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- Co-chair, CEDAR Distinguished Speaker Series, *University of Kentucky*, 2020 – Present
- Manager, Live/Online Behavioral Lab and Subject Pool, *Florida State University*, 2016 – 2019
- Organizer, Doctoral Student Job Market Workshop, *Florida State University*, 2019

## **SERVICE TO THE DISCIPLINE**

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### *Ad Hoc Reviewing*

- Reviewer, *Journal of Retailing*, 2020 - 2021
- Reviewer, *International Journal of Research in Marketing*, 2020 - 2021
- Reviewer, *Journal of Marketing and Public Policy*, 2019 and 2021
- Reviewer, *Journal of Service Research*, 2019
- Trainee Reviewer, *Journal of Consumer Research*, 2018

### *University of Kentucky*

- Member, Marketing Department Doctoral Program Committee, 2021 – present
- Co-Chair, CEDAR Distinguished Speaker Series, 2020 – present
- Member, Dissertation Committee: Josh Lundberg, 2020 – present
- UKNow Featured Faculty, Holiday Shopping Tips, 2021
- Participant, Faculty Conversation with President Capilouto, 2021
- Tenure Track Recruitment (dinners, individual meetings, presentation attendance), 2021
- Participant, AACSB Untenured Tenure-Track Faculty Continuous Improvement Review, 2021
- Doctoral Student Mentor, Michael Jenkins, 2021
- Reviewer, William O. Bearden Doctoral Student Research Award, 2020 – 2021
- Doctoral Student Mentor, Jessica Wu, 2020 – 2021
- Virtual Congratulations Video, Gatton Graduation, 2020
- Presenter, Ted Style Talk for Gatton College of Business Website and Homecoming, 2019

### *Association for Consumer Research Conference*

- Competitive Paper Reviewer, main conference, 2018 - 2022
- Reviewer, ACR/Sheth Foundation Dissertation Competition, 2021
- Working Paper Reviewer, main conference, 2016 – 2017, 2021
- Working and Competitive Paper Reviewer, European conference, 2018
- Special Session Co-Chair, 2017

### *American Marketing Association Conference*

- Winter AMA Competitive Paper Reviewer, 2019 and 2021
- Winter AMA Working Paper Reviewer, 2015 - 2020
- Summer AMA Competitive Paper Reviewer, 2018, 2020 - 2021
- Summer AMA Working Paper Reviewer, 2016 - 2017 and 2020

### *Society for Consumer Psychology Conference*

- Competitive and Working Paper Reviewer, 2020
- Working Paper Reviewer, 2018

### *Academy of Marketing Science Conference*

- Reviewer, Sheth Foundation Doctoral Competition, 2018

### *Organizational Frontlines Research Symposium*

- Reviewer, Frontlines in Crisis Competition, 2021
- Reviewer, Young Scholar Research Competition, 2021
- Developer and Participant, Breakout Session for Young Scholar Research Community, 2020

*Marketing and Public Policy Conference*

- Competitive Paper Reviewer, 2018 - 2022
- Special Session Co-Chair, 2017
- Session Chair and Doctoral Student Volunteer, 2017
- Working Paper Reviewer, 2017
- Note-taker, Marketing and Public Policy Conference Planning Committee, 2016

*Transformative Consumer Research Conference*

- Social Committee Member and Organizer (more than 220 attendees), 2019

*Southeast Marketing Symposium*

- Session Chair, Program Developer, and Point of Contact, 2015

**TEACHING EXPERIENCE**

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**University of Kentucky (2019 – Present)**

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<i>Course</i>	<i>Date</i>	<i>Student GPA</i>	<i>Instructor Ave.</i>
Marketing Research	Fall 2021, Section 5 (Returned to face-to-face instruction during COVID-19 pandemic)	2.88	4.9
Marketing Research	Fall 2021, Section 3 (Returned to face-to-face instruction during COVID-19 pandemic)	2.98	4.8
Marketing Research	Fall 2021, Section 1 (Returned to face-to-face instruction during COVID-19 pandemic)	2.74	4.5
Marketing Research	Fall 2020, Section 5 (First-time online instruction during COVID-19 pandemic)	2.95	4.6
Marketing Research	Fall 2020, Section 3 (First-time online instruction during COVID-19 pandemic)	2.85	4.7
Marketing Research	Fall 2020, Section 1 (First-time online instruction during COVID-19 pandemic)	2.77	4.1
Marketing Research	Fall 2019, Section 5 (Face-to-face instruction)	2.86	4.5
Marketing Research	Fall 2019, Section 3 (Face-to-face instruction)	2.83	4.7

*1 = strongly disagree, 5 = strongly agree*

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**Florida State University (2015 – 2019)**

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<i>Course</i>	<i>Position</i>	<i>Date</i>	<i>Instructor Ave.</i>
Marketing Research	Principal Instructor	Fall 2016 – Summer 2019 (8 sections: face to face instruction)	4.5
Basic Marketing	Principal Instructor	Summer 2015 – Summer 2016 (2 sections: face-to-face instruction)	4.6
Basic Marketing	Teaching Assistant	Fall 2014 – Spring 2019 (16 sections: face-to-face and online instruction)	N/A

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*1 = poor, 5 = excellent*

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**DOCTORAL STUDENT ADVISING**

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- Member, Dissertation Committee: Josh Lundberg, *University of Kentucky*, planned: 2023
- Mentor, Michael Jenkins, *University of Kentucky*, 2021
- Mentor, Jessica Wu, *University of Kentucky*, 2020 - 2021

**ACADEMIC AFFILIATIONS**

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- Association for Consumer Research
- American Marketing Association
- Society for Consumer Psychology
- Beta Gamma Sigma Honor Society, Florida State University Chapter

**PROFESSIONAL WORK EXPERIENCE**

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*FSU University Business Administrator Staff Services Associate (2012-2014)*

- Human Resource Representative for the department of Admissions and Records at FSU
- Completed all hiring paperwork for A&P, USPS, and OPS employees
- Updated and monitored all position descriptions for the department
- Coordinated with supervisors to complete all USPS and A&P evaluations
- I-9 departmental administrator and internal auditor
- Approved and audited all travel reimbursements
- Finalized all invoice payments for department expenses
- Proxied all purchasing card transactions
- Assisted in catering Admissions Committee Meetings



## REFERENCES

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*Dr. Maura L. Scott*

Co-Editor-in-Chief *Journal of Public Policy & Marketing*  
Persis E. Rockwood and Charles E. Rockwood  
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The Rockwood School of Marketing  
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*Dr. Lisa E. Bolton*

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*Dr. Michael D. Hartline*

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