

CORINNE M. K. HASSLER

Assistant Professor of Marketing | University of Kentucky | Gatton College of Business and Economics |
Department of Marketing and Supply Chain | 550 South Limestone | Lexington, KY 40506 |
Phone: (907) 748-6705 | Email: Corinne.M.K.Hassler@uky.edu

EDUCATION

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

Services, Retailing, and Organizational Frontlines

Digital Marketing and Technology

Social Influence

Prosocial Behavior, Public Policy, and Consumer Well-being

Sensory Marketing

Consumer Perceptions of Status

PUBLICATIONS

(* author contribution equal; name changed from Corinne M. Kelley to Corinne M. K. Hassler in 2020)

Journal Articles

Hassler, Corinne M. K., Martin Mende, Maura L. Scott, and Lisa E. Bolton (2024), "The Prosocial Ambassador Effect: Adopting an Ambassador Role Increases Sustainable Behavior," *Journal of Marketing*, forthcoming.

- 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
- 2023 University of Kentucky CURATE Grant

Mende, Martin, Maura L. Scott, Valentina O. Ubal, **Corinne M. K. Hassler**, Colleen Harmeling, and Robert Palmatier (2023), "Personalized Communication as a Platform for Service Inclusion? Initial Insights into Interpersonal and AI-Based Personalization for Stigmatized Consumers," *Journal of Service Research*, 27(1), 28-48.

*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.

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.

Published MSI Working Papers

Hassler, Corinne M. K., Martin Mende, Maura L. Scott, and Lisa E. Bolton (2023), “The Ambassador Effect: How Inducing an Ambassador Role and Environmental Consciousness Impact Prosocial Marketplace Behavior,” *Marketing Science Institute Working Paper Series*, <https://www.msi.org/working-paper/the-ambassador-effect-how-inducing-an-ambassador-role-and-environmental-consciousness-impact-prosocial-marketplace-behavior>.

MANUSCRIPTS UNDER REVIEW/REVISING

Hassler, Corinne M. K., Poja Shams, Anders Gustafsson, Maura L. Scott, Martin Mende, and Nicole J. Hess, “The Effects of Gendered Servicescape Cues and Customer Gender in Service and Retail Settings.”

- Invited for second round review (R&R) at the *Journal of the Academy of Marketing Science*
- Data collection in progress: one retail-based field study and two lab studies completed

RESEARCH IN PROGRESS

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 the *Journal of Marketing Research*
- Data collection completed: three large-scale, retail-based field studies and one lab study

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

- Preparing manuscript for submission to the *Journal of Consumer Psychology*
- Data collection in progress: two lab studies completed

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

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

ACADEMIC HONORS AND AWARDS

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

(*) *presenting author; name changed from Corinne M. Kelley to Corinne M. K. Hassler in 2020*

*Hassler, Corinne M. K., Martin Mende, Maura L. Scott, and Lisa E. Bolton, "OFR Young Scholars Special Session: Where Are They Now? The Prosocial Ambassador Effect: Adopting an Ambassador Role Increases Sustainable Behavior," *Frontiers in Service*, 06/2024.

*Hassler, Corinne M. K., Poja Shams, Anders Gustafsson, Maura L. Scott, Martin Mende, and Nicole J. Hess, "The Effects of Gendered Servicescape Cues and Customer Gender in Service and Retail Settings," *Frontiers in Service*, 06/2024.

- *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

- 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

Ad Hoc Reviewing

- Reviewer, *Journal of the Academy of Marketing Science*, 2023
- 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

- Co-Chair, CEDAR Distinguished Speaker Series, 2020 – present
- Member, Dissertation Committee: Josh Lundberg, 2020 – 2023
- Reviewer, William O. Bearden Doctoral Student Research Award, 2020 – 2023
- Member, Marketing Department Doctoral Program Committee, 2021 – 2022
- UKNow Featured Faculty, Holiday Shopping Tips, 2021
- Participant, Faculty Conversation with President Capilouto, 2021
- Participant, Tenure Track Recruitment, 2021
- Participant, AACSB Untenured Tenure-Track Faculty Continuous Improvement Review, 2021
- Doctoral Student Mentor, Michael Jenkins, 2021
- Doctoral Student Mentor, Jessica Wu, 2020 – 2021
- Participant, Gatton Graduation Video, 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 – 2023
- 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 – 2023
- Winter AMA Working Paper Reviewer, 2015 – 2020
- Summer AMA Competitive Paper Reviewer, 2018, 2020 – 2023
- Summer AMA Working Paper Reviewer, 2016 – 2017, 2020, 2023

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
- Reviewer, Competitive Papers, 2023

Organizational Frontlines Research Symposium

- Reviewer, Young Scholar Research Competition, 2023
- 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 – 2023

- Special Session Co-Chair, 2017
- Session Chair and Doctoral Student Volunteer, 2017
- Working Paper Reviewer, 2017, 2023
- 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

University of Kentucky (2019 – Present)

<i>Marketing Research</i>	<i>Grade Ave.</i>	<i>Instructor Ave.</i>
Fall 2023, Section 3 (Face-to-face instruction)	3.02	4.9
Fall 2023, Section 5 (Face-to-face instruction)	3.09	4.5
Fall 2022, Section 4 (Face-to-face instruction)	2.55	4.8
Fall 2022, Section 2 (Face-to-face instruction)	2.95	4.4
Fall 2021, Section 5 (Returned to face-to-face instruction during COVID-19 pandemic)	2.88	4.9
Fall 2021, Section 3 (Returned to face-to-face instruction during COVID-19 pandemic)	2.98	4.8
Fall 2021, Section 1 (Returned to face-to-face instruction during COVID-19 pandemic)	2.74	4.5
Fall 2020, Section 5 (First-time online instruction during COVID-19 pandemic)	2.95	4.6
Fall 2020, Section 3 (First-time online instruction during COVID-19 pandemic)	2.85	4.7
Fall 2020, Section 1 (First-time online instruction during COVID-19 pandemic)	2.77	4.1
Fall 2019, Section 5 (Face-to-face instruction)	2.86	4.5
Fall 2019, Section 3 (Face-to-face instruction)	2.83	4.7
Fall 2019, Section 1, 31 Students (Face-to-face instruction)	2.97	*

(*) did not meet minimum student participation; 1 = strongly disagree, 5 = strongly agree

Florida State University (2015 – 2019)

<i>Course</i>	<i>Position</i>	<i>Date</i>	<i>Instructor Ave.</i>
Marketing	Principal Instructor	Fall 2016 – Summer 2019	4.5

Research		(8 sections: face to face instruction)	
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

1 = poor, 5 = excellent

DOCTORAL AND UNDERGRADUATE STUDENT ADVISING

- Mentor, Gatton Undergraduate Research Program, 2023
- Member, Dissertation Committee: Josh Lundberg, *University of Kentucky*, 2020 – 2023
- Mentor, Michael Jenkins, *University of Kentucky*, 2021
- Mentor, Jessica Wu, *University of Kentucky*, 2020 – 2021

ACADEMIC AFFILIATIONS

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

PROFESSIONAL WORK EXPERIENCE

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

Dr. Maura L. Scott

Dr. Persis E. and Dr. Charles E. Rockwood Eminent
Scholar in Marketing
Florida State University
College of Business
The Persis E. Rockwood School of Marketing
Phone: (850) 644-6554
E-mail: mlscott@fsu.edu

Dr. Lisa E. Bolton

Professor of Marketing and
Anchel Professor of Business Administration
Pennsylvania State University
Smeal College of Business
Department of Marketing
Phone: (814) 865-4175
E-mail: boltonle@psu.edu

Dr. Michael D. Hartline

Dean and Charles A. Bruning Professor of
Business Administration
Florida State University
College of Business
Phone: (850) 644-4405
E-mail: mhartline@business.fsu.edu

Dr. Charles Hofacker

Dr. Persis E. Rockwood Professor of Marketing
Florida State University
College of Business
The Persis E. Rockwood School of Marketing
Phone: (850) 644-7864
E-mail: chofack@cob.fsu.edu

Dr. Martin Mende

Professor of Marketing and
Jim Moran Professor of Business Administration
Florida State University
College of Business
The Persis E. Rockwood School of Marketing
Phone: (850) 644-7897
E-mail: mmende@fsu.edu

Dr. Michael K. Brady

Director and Bob Sasser Professor of Marketing
Florida State University
College of Business
The Persis E. Rockwood School of Marketing
Phone: (850) 644-7853
E-mail: mbrady@business.fsu.edu

Dr. Anders Gustafsson

Research Professor
Norwegian Business School
Department of Marketing
Phone: +4746410191
E-mail: anders.gustafsson@bi.no