



JORDAN W. MOFFETT

(February 2021)

Department of Marketing, Gatton College of Business and Economics,
University of Kentucky, Lexington, KY 40506, Email: jwmoffett@uky.edu

ACADEMIC APPOINTMENTS

Assistant Professor of Marketing 2019-Present
University of Kentucky, Lexington, KY

HONORARY APPOINTMENTS

Research Fellow 2021-Present
Sales and Marketing Strategy ([SAMS](#)) Institute

Affiliated Researcher 2019-Present
[Center for Sales and Marketing Strategy](#), University of Washington, Seattle, WA

ACADEMIC BACKGROUND

PhD. Louisiana State University, Baton Rouge, LA 2014-2019
Business Administration (Marketing)

Pre-doctoral University of Washington, Seattle, WA 2017-2019
Research fellow at the Center for Sales and Marketing Strategy

M.A. Regent's University, London, UK 2013-2014
Media Communications; Honors

M.B.A. Regent's University, London, UK 2010-2012
Concentration: Marketing; Honors

B.S. Louisiana State University, Baton Rouge, LA 2005-2009
Major: Marketing, Minor: Fashion Merchandising
Summa Cum Laude

RESEARCH

Research Interests: Relationship marketing theory and strategy with an emphasis in customer-firm communication in business relationships, facilitating customer engagement, and social media and video marketing practices in both B2B and B2C contexts.

Citations: 449 from [Google Scholar](#)

Publications:

1. **Jordan W. Moffett**, Judith Anne Garretson Folse, and Robert W. Palmatier (forthcoming, 2021). "A Theory of Multiformat Communication: Mechanisms, Dynamics, and Strategies," *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-020-00750-2>
2. Colleen M. Harmeling, **Jordan W. Moffett**, Mark J. Arnold, and Bradley Carlson (2017). "Toward a Theory of Customer Engagement Marketing," *Journal of the Academy of Marketing Science*, 45(3), 312-335. <https://doi.org/10.1007/s11747-016-0509-2>

Published MSI Working Papers and Book Chapters:

3. Stephen Samaha, Irina Kozlenkova, **Jordan W. Moffett**, and Robert W. Palmatier (2019). "Multichannel Customer Onboarding," *Marketing Science Institute Working Paper Series*, <https://www.msi.org/reports/multichannel-customer-onboarding/>.

4. Colleen M. Harmeling, **Jordan W. Moffett**, and Robert W. Palmatier (2017). “Future Research Directions in Customer Engagement,” In *Customer Engagement Marketing*, V. Kumar, Robert W. Palmatier, and Colleen M. Harmeling, Eds. London, England: Palgrave MacMillan.

Under Review or Revisions:

1. Stephen Samaha, Irina Kozlenkova, **Jordan W. Moffett**, and Robert W. Palmatier. Title withheld, revising for resubmission, reject and resubmit at *Journal of Marketing*.
2. Wei Shao, Sara Quach, **Jordan W. Moffett**, Jiraporn Surachartkumtonkun, Park Thaichon, Scott Weaven, and Robert W. Palmatier. “Corporate Apology: Mechanisms, Contingencies, and Strategies,” under review, *European Journal of Marketing*.

Work in Progress:

3. Carlos Bauer, Li Xiaoling, **Jordan W. Moffett**, and Robert W. Palmatier. “Relationship Targets, Mechanisms, and Contingencies: A Meta-Analysis,” preparing manuscript for submission, target: *Journal of Marketing*.
4. **Jordan W. Moffett**, Daniel Sheehan, Colleen M. Harmeling, and Robert W. Palmatier. “Influencer Marketing: Content Strategies and Mechanisms,” currently finalizing Study 1 (social media dataset of 20,000 branded influencer posts) and designing lab experiments using Taguchi Method (Study 2); target: *Journal of Marketing*.
 - Research Excellence Team Support Program Recipient (University of Kentucky; \$5,000)
5. Judith Anne Garretson Folse, Dora Bock, **Jordan W. Moffett**, Kris Lindsey Hall, and Stephanie M. Mangus. Online Diadic Interaction Effect on Satisfaction, 5 out of 6 lab studies complete, currently designing Study 6 using Mouselab, target: *Journal of the Academy of Marketing Science*.
6. **Jordan W. Moffett**, Judith Anne Garretson Folse, and Robert W. Palmatier. “Video Marketing Strategies,” 5 out of 6 lab studies complete, currently designing Study 6 and field experiments; target: *Journal of Marketing*.

Conference Presentations:

- “Understanding Communication and Message Features in Omni-Channel Communication Strategies,” Southeast Marketing Symposium, University of Kentucky (2017)
- “Understanding Communication and Message Features in Omni-Channel Communication Strategies,” AMA (Winter) Special Session, Orlando, FL (2017)
- “Understanding the Effectiveness of Multi-Channel Communication: Channel, Timing, and Intensity,” AMA Special Session (Winter), Las Vegas, NV (2016)
- “Understanding the Effectiveness of Multi-Channel Communication: Channel, Timing, and Intensity,” Southeast Marketing Symposium, Mississippi State University (2016)

HONORS AND AWARDS

- Research Excellence Team Support Program Recipient, 2020 (University of Kentucky; \$5,000)
- AMA Sheth Foundation Doctoral Consortium Nominee, 2018 (Leeds, UK)
- AMS Doctoral Consortium Nominee, 2018 (New Orleans, LA)
- Daryl McKee Memorial PhD Award, 2017 (Louisiana State University; \$500)
- Center for Sales and Marketing Strategy Research Award, 2017 (University of Washington)
- ISBM PhD Seminar Series Scholarship Recipient, 2016 (Atlanta, GA)
- Graduate Program Performance-Based Scholarship, 2013-2014 (Regent’s University; \$5,500)
- National Marketing Honor Society, 2007-2009 (Louisiana State University)
- Dean’s List and Chancellor’s Honor Roll, 2005-2009 (Louisiana State University)
- Louisiana TOPS Honors Award (full tuition, partial fees, \$800 annual stipend), 2005-2009

TEACHING AND PROFESSIONAL EXPERIENCE

Teaching Interests: Managerially-focused courses, including Marketing Strategy, Marketing Management, Digital Marketing, Social Media Marketing

Teaching Experience, University of Kentucky, Assistant Professor:

- Marketing Strategy and Planning, Undergraduate
 - Fall 2020 (3 sections, 1 honors capstone; Online/Zoom)
 - Instructor Score Average: 4.88/5.00 (range: 4.75 to 5.00)
 - Course Score Average: 4.63/5.00 (range: 4.25 to 5.00)
 - Fall 2019 (3 sections; In Person)
 - Instructor Score Average: 4.85/5.00 (range: 4.75 to 4.96)
 - Course Score Average: 4.85/5.00 (range: 4.79 to 4.92)
- Honors Capstone Proposal and Project Supervisor (Sarah Begley, Zachary Gaubert), Fall 2021
- Undergraduate Research Assistant Advisor (Christian Alvarez), Spring 2020

Teaching Experience, Louisiana State University, PhD Student:

- Retailing Management, Undergraduate
 - Fall 2019 (1 section), Overall Course/ Instructor Average: 3.80/4.00
 - Fall 2017 (1 section), Overall Course/ Instructor Average: 3.82/4.00
- Marketing Management (co-taught), Undergraduate
 - Spring 2017 (1 section), Overall Course/Instructor Average: 3.73/4.00
 - Fall 2016 (1 section), Overall Course/Instructor Average: 3.75/4.00

Professional Experience:

- Financial Management Associate, Deloitte Consulting, LLP, New Orleans, LA (2012-2013)
- Marketing Assistant, ERA Moffett Realty, Inc., Lake Charles, LA (2012)
- Assistant Manager, Stella Boutique, Baton Rouge, LA (2007-2010)
- Sales and Marketing Intern, What Comes Around Goes Around Headquarters, NY, NY (2008)
- Sales and Marketing Intern, Mint Jodi Arnold Designer Headquarters, NY, NY (2007)

ACADEMIC SERVICE AND PROFESSIONAL ASSOCIATIONS

- Ad Hoc Reviewer
 - Journal of the Academy of Marketing Science
 - American Marketing Association, Digital and Social Media Track (2021)
 - American Marketing Association, Platform and Sharing Economies Track (2020)
 - American Marketing Association, Social Media, AI, and Digital Marketing Track (2019)
 - American Marketing Association, Marketing Strategy Track (2018)
 - Academy of Marketing Science, Marketing Strategy Track (2018)
 - Marketing EDGE Research Summit, Direct/Interactive Marketing (2015)
 - Academy of Marketing Science, Relationship Marketing Track (2016)
- American Marketing Association
- Invited Guest Lecturer (Marketing PhD Seminar), Louisiana State University, Dr. Judith Anne Garretson Folse, MKT 4750 - Topics in Advanced Marketing Management (Fall 2020)
- University of Kentucky, Marketing Speaker Series CEDAR Co-Chair (2020-2021)
- Louisiana State University, Dept. of Marketing Undergraduate Core Curriculum Committee (2018)