



# JORDAN W. MOFFETT

(February 2024)

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

## ACADEMIC APPOINTMENTS

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

## HONORARY APPOINTMENTS

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**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

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**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

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**Research Interests:** Relationship marketing theory and strategy with an emphasis in customer-firm communication, social media experience design, and customer privacy in business-to-consumer and business-to-business markets.

**Citations:** 1,252 from [Google Scholar](#)

### Journal Publications:

1. **Jordan W. Moffett**, Judith Anne Garretson Folse, and Robert W. Palmatier (2021). A Theory of Multiformat Communication: Mechanisms, Dynamics, and Strategies, *Journal of the Academy of Marketing Science*, 49(3), 441-461. <https://doi.org/10.1007/s11747-020-00750-2>; FT-50  
\*Lead article
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>; FT-50
3. Wei Shao, **Jordan W. Moffett**, Sara Quach, Jiraporn Surachartkumtonkun, Park Thaichon, Scott Weaven, and Robert W. Palmatier (2022). Toward a Theory of Corporate Apology: Mechanisms, Contingencies, and Strategies, *European Journal of Marketing*, 56(12), 3418-3452. <https://doi.org/10.1108/EJM-02-2021-0069>.

### Published MSI Working Papers and Book Chapters:

4. Natalie Chisam, **Jordan W. Moffett**, Kelly D. Martin, and Robert W. Palmatier (2023). “Leading on Privacy: How Firms Can Build Trust and Enhance Performance Across Authenticity Indicators,” [\*Marketing Science Working Paper Series\*](#).
  - Featured in MSI Source Newsletter (May 19, 2023), How Should Companies Implement “Privacy as Strategy”?
5. **Jordan W. Moffett**, Daniel Sheehan, Colleen M. Harmeling, Patrick Fennell, and Robert W. Palmatier (2023). “Calibrating Online Influencer Marketing Posts for Enhanced Brand Performance,” [\*Marketing Science Working Paper Series\*](#).
  - Featured in MSI Source Newsletter (April 7, 2023), What Drives Social Media Influence Across Different Brands?
  - Invited to present as part of the [\*MSI Online Webinar Series\*](#) (March 13, 2024)
6. Stephen Samaha, Irina Kozlenkova, **Jordan W. Moffett**, and Robert W. Palmatier (2019). “Multichannel Customer Onboarding,” [\*Marketing Science Institute Working Paper Series\*](#).
7. 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. Citations=21

### Papers Under Review or Revisions: (\*=equal authorship)

1. **Jordan W. Moffett\***, Natalie Chisam\*, Kelly D. Martin, and Robert W. Palmatier. “Customer Data Stewardship,” revising for 2<sup>nd</sup> round review, *Journal of Marketing*.
  - Research Excellence Team Support Program Recipient (University of Kentucky; \$10,000)
  - Featured in MSI Working Paper Series and MSI Source Newsletter
2. **Jordan W. Moffett**, Daniel Sheehan, Colleen M. Harmeling, Patrick Fennell, and Robert W. Palmatier. “Consumer–Influencer Touchpoint Experiences: Designing Influencer Marketing Content for Enhanced Brand Performance,” revising for second resubmission, *Journal of Marketing*.
  - Research Excellence Team Support Program Recipient (University of Kentucky; \$5,000)
  - Featured in MSI Working Paper Series and MSI Source Newsletter
  - Invited to present as part of the MSI Online Webinar series (2024)
3. Stephen Samaha, Irina Kozlenkova, **Jordan W. Moffett**, and Robert W. Palmatier, “Dynamic Customer Onboarding,” under review, *Journal of Marketing*.
  - Featured in MSI Working Paper Series
4. **Jordan W. Moffett\***, Patrick Fennell\*, Colleen M. Harmeling, Daniel Sheehan, and Alexander Bleier, “The Taguchi Approach to Large-Scale Experimental Design: A Powerful and Efficient Tool for Marketing Research,” revising for 2<sup>nd</sup> round review, *Journal of the Academy of Marketing Science*.

### Select Works in Progress: (\*=equal authorship)

5. Natalie Chisam, **Jordan W. Moffett**, Frank Germann, and Robert W. Palmatier. “Data Privacy Regulations: Consumer and Stakeholder Trade-Offs,” currently crafting manuscript, target: *Journal of International Business Studies*, June 2024.
6. **Jordan W. Moffett\***, Natalie Chisam\*, and Kelly D. Martin\*. “Customer Privacy Journey,” currently crafting manuscript (conceptual paper), target: *Journal of Marketing*, August 2024.
  - Research Excellence Team Support Program Recipient (University of Kentucky; \$13,500)
7. **Jordan W. Moffett\***, Carlos Bauer\*, Danny Pimentel Claro, Alexis Allen, and Robert W. Palmatier. “Relationship Targets Across Political, Voice and Governance Contingencies: A Meta-Analysis,” currently finalizing results and beginning to outline manuscript, target: *Journal of Marketing*, August 2024

8. **Jordan W. Moffett**, Judith Anne Garretson Folse, and Robert W. Palmatier. “Product Video Effectiveness,” four online experiments and one field experiment complete, target: *Journal of Marketing Research*, December 2024.

**Conference Participation, Presentations and Special Sessions:** (\*Co-author Presented)

- Session Chair, Southeastern Marketing Symposium (2024)
- “Consumer–Influencer Touchpoint Experiences: Designing Influencer Marketing Content for Enhanced Brand Performance,” Special Session, AMA (Summer 2024)\*
- “Privacy as Strategy,” Special Session, AMA (Summer) 2023\*
- “Influencers and Virtual Consumer Relationships,” Special Session Panel, with Colleen Harmeling, Ronny Behrens, Thorsten Hennig-Thurau, Kelly Hewett, Christian Hughes, and Hope Schau AMA (Winter) 2023
- “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**

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- Gatton College Student-Nominated Faculty of the Year Award Winner, 2023 (University of Kentucky)
- Gatton College Research Trivia Team Winner, 2022 (University of Kentucky; \$500)
- Gatton College Teaching Excellence Award Winner, 2022 (University of Kentucky)
- Marketing Department Teaching Excellence Award Winner, 2021 (University of Kentucky)
- Gatton College Teaching Excellence Award Nominee, 2021 (University of Kentucky)
- 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

**RESEARCH FUNDING AND GRANTS**

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- YouGov Data Yearly Subscription, 2023 (University of Kentucky; \$25,000)
- Research Excellence Team Support Program Recipient, 2023 (University of Kentucky; \$13,500)
- Research Excellence Team Support Program Recipient, 2022 (University of Kentucky; \$10,000)
- Research Excellence Team Support Program Recipient, 2020 (University of Kentucky; \$5,000)

**TEACHING AND PROFESSIONAL EXPERIENCE**

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**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 2023* (3 sections; In Person)
    - Instructor Score Average: 4.93/5.00
    - Course Score Average: 4.83/5.00
    - Student Voices and Opinions Heard, Valued and Mattered: 4.93/5.00
  - *Fall 2022* (2 sections; In Person)
    - Instructor Score Average: 4.95/5.00
    - Course Score Average: 4.85/5.00
    - Student Voices and Opinions Heard, Valued and Mattered: 4.86/5.00
  - *Fall 2021* (3 sections; In Person)
    - Instructor Score Average: 4.75/5.00
    - Course Score Average: 4.66/5.00
    - New 2021 Evaluation Measure - Student Voices and Opinions Heard, Valued and Mattered: 4.80/5.00
  - *Fall 2020* (3 sections, 1 honors capstone; Online/Zoom)
    - Instructor Score Average: 4.88/5.00
    - Course Score Average: 4.63/5.00
  - *Fall 2019* (3 sections; In Person)
    - Instructor Score Average: 4.85/5.00
    - Course Score Average: 4.85/5.00
- Honors Thesis Project Supervisor (Kate Hail, Spring 2024)
- Honors Capstone Proposal and Project Supervisor (Sarah Begley, Zachary Gaubert, Fall 2020; Tom Daugherty, Fall 2021)
- Undergraduate Research Assistant Advisor (Christian Alvarez), Spring 2020
- Graduate Research Assistant Advisor (Christian Alvarez, Fall 2020-Fall 2021)

### **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**

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- Ad Hoc Journal Reviewer
  - Journal of the Academy of Marketing Science (2020-present)
  - European Journal of Marketing (2022-present)
- Editorial Review Board
  - Reviewer, Journal of the Association for Consumer Research, Special Issue on Consumer Privacy (2023-2024)
- Conference Track or Award Reviewer

- Frontiers in Service Conference (2024)
- DocSIG Mentorship Award Judge (2024)
- American Marketing Association Marketing Strategy Track Reviewer (2024)
- American Marketing Association Marketing Strategy and Branding and Marketing Communications Tracks Reviewer (2023)
- American Marketing Association Marketing Strategy, Retail and Service Management, and Digital and Social Media Marketing Tracks Reviewer (2022)
- American Marketing Association, Marketing Strategy Track Reviewer (2021)
- American Marketing Association, Digital and Social Media Track Reviewer (2021)
- American Marketing Association, Platform and Sharing Economies Track Reviewer (2020)
- William O. Bearden Doctoral Student Research Award Reviewer (2020, 2021, 2022, 2023)
- American Marketing Association Social Media, AI, and Digital Marketing Track Reviewer (2019)
- American Marketing Association, Marketing Strategy Track Reviewer (2018)
- Academy of Marketing Science, Marketing Strategy Track Reviewer (2018)
- Academy of Marketing Science, Relationship Marketing Track Reviewer (2016)
- Marketing EDGE Research Summit, Direct/Interactive Marketing Reviewer (2015)
- Professional Associations
  - American Marketing Association
  - Marketing Science Institute
  - Designing a Career in the Marketing Academy (DCMA) Network (invited, for women in academia, 2021-)
- Internal Service
  - University of Kentucky, Marketing Speaker Series CEDAR Co-Chair (2020-)
  - University of Kentucky, Doctoral First Year Paper Advisory Committee, Tianjiao Liu (2024)
  - University of Kentucky, Doctoral Qualifying Exam Committee, Michael Jenkins (2022)
  - University of Kentucky, Recruitment Committee (2021)
  - University of Kentucky, Doctoral Second Year Paper Advisory Committee, Michael Jenkins (2021)
- Other Service
  - Research Excellence Undergraduate Research Advisor, Sumaiya Majumder and Lauren Lewis (2023)
  - Research Excellence Undergraduate Research Advisor, Destin Hardesty (2022)
  - Invited Guest Lecturer (PhD Seminar), Louisiana State University, Dr. Judith Anne Garretson Folse, MKT 4750 - Topics in Advanced Marketing Management (Fall 2020), focal paper “A Theory of Multifformat Communication: Mechanisms, Dynamics, and Strategies”
  - Louisiana State University, Dept. of Marketing Undergraduate Core Curriculum Committee (2018)