

# Meike Eilert

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## **EMPLOYMENT**

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University of Kentucky, Gatton College of Business and Economics

- Assistant Professor of Marketing, 2017-present

University of Nebraska-Lincoln, College of Business

- Assistant Professor of Marketing, 2013-2017

## **EDUCATION**

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Ph.D., Business Administration (Marketing), Moore School of Business, University of South Carolina, May 2013

M.Sc., International Business (Strategic Marketing), Maastricht University, Netherlands, August 2007

B.A., Business (Marketing and Corporate Management), Berufsakademie Emsland, Germany, August 2006

## **PUBLICATIONS**

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Kahn, Imran, and **Meike Eilert**, “The Varying Impact of Buyer and Supplier Expected Relationship-Specific Investments on Relationship Governance,” forthcoming in *Journal of Business & Industrial Marketing*. [Note: Both authors contributed equally.]

**Eilert, Meike**, and Abigail Nappier Cherup, “[The Activist Company: Examining a Company’s Pursuit of Societal Change Through Corporate Activism Using an Institutional Theoretical Lens](#),” forthcoming in *Journal of Public Policy and Marketing* [Special Issue: Political Activity and Marketing].

**Eilert, Meike**, Aditya Gupta, and Chance McCullough, “Service Lessons During COVID-19: The Case of Food Trucks,” forthcoming in “COVID-19 and the Future of the Service Industry Post-Pandemic: Insights and Resources.”

Bublitz, Melissa, Laura Peracchio, Lan Chaplin, Ashley Deutsch Cermin, Mentor Dida, Jennifer Escalas, **Meike Eilert**, Alexei Gloukhovtsev, and Elizabeth Miller, “[Youth Changemakers and Their Ecosystems](#),” forthcoming in *Journal of Public Policy & Marketing* [Special Issue: TCR].

Yeh, Marie A., **Meike Eilert**, Aphrodite Vlahos, Stacey Menzel Baker, and Tony Stovall, “Toward a ‘Human Being to Commodity Model’,” forthcoming in *Journal of Consumer Affairs*.

Frey-Cordes, Regina V., **Meike Eilert**, Denise Demisch, and Tomas Bayon, “Replication and Extension of the Cause-Brand Fit – Consumer Outcomes Relationship in Cause-Related Marketing,” forthcoming at *Journal of Marketing Behavior*.

**Eilert, Meike**, and Stefanie Robinson (2020), “[The Impact of Cause Portfolio Focus and Contribution Amount on Stakeholder Evaluations](#),” *Business & Society*, 59 (7), 1483-1514. [Note: All authors contributed equally.]

Frey-Cordes, Regina V., **Meike Eilert**, and Marion Büttgen (2020) “[Eye for an Eye? Frontline Service Employee Reactions to Customer Incivility](#),” forthcoming at *Journal of Services Marketing*. [Note: First two authors contributed equally.]

Matthews, A. Lynn, **Meike Eilert**, Les Carlson, and James Gentry (2020), “[When and How Frontline Service Employee Authenticity Influences Purchase Intentions](#),” *Journal of Business Research*, 114, 111-123.

Gupta, Aditya, **Meike Eilert**, and James W. Gentry (2020), “[Can I Surprise Myself? A Conceptual Framework of Surprise Self-Gifting among Consumers](#),” *Journal of Retailing and Consumer Services*, 54. [Special Issue: Retailing and Consumer Services at a Tipping Point- Conceptual Frameworks and Theoretical Models]

Robinson, Stefanie, and **Meike Eilert** (2018), “[The Role of Message Specificity in Corporate Social Responsibility Communication](#),” *Journal of Business Research*, 90, 260–268. [Note: All authors contributed equally.]

Allen, Alexis, **Meike Eilert**, and John Pelozo (2018), “[How Deviations from Norms Impact Charitable Donations](#),” *Journal of Marketing Research*. 55(2), 277-290. [Note: All authors contributed equally.]

**Eilert, Meike**, Satish Jayachandran, Kartik Kalaiganam, and Tracey Swartz (2017), “[Does it Pay to Recall Your Product Early? An Empirical Investigation in the Automobile Industry](#),” *Journal of Marketing*, 81(3), 111-129. [Note: First three authors contributed equally.]

**Eilert, Meike**, Kristen Walker, and Jenny Dogan (2017), “[Can Ivory Towers Be Green? Size and Organizational Social Performance](#),” *Journal of Business Ethics*, 140(3), 537-49.

Jayachandran, Satish, Kartik Kalaiganam, and **Meike Eilert** (2013), “[Product and Environmental Social Performance: Varying Effect on Firm Performance](#)” *Strategic Management Journal*, 34, 1255-1264.

Kalaiganam, Kartik, Tarun Kushwaha, and **Meike Eilert** (2013), “[The Impact of Product Recalls on Future Product Reliability and Future Accidents: Evidence from the Automobile Industry](#)” *Journal of Marketing*, 77 (2), 41-57. [Note: All authors contributed equally.]

