

# NICOLE DAVIS, PH.D.

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Assistant Professor of Marketing  
Gatton College of Business  
University of Kentucky

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## ACADEMIC POSITIONS

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2024 – present                      Gatton College of Business, University of Kentucky  
Assistant Professor of Marketing

## EDUCATION

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Ph.D.                                      2024, Terry College of Business, University of Georgia  
*Marketing – Consumer Behavior*

M.S.                                      2020, Muma College of Business, University of South Florida  
*Marketing*

B.A.                                      2012, College of Humanities and Social Sciences, George Mason University  
*Major in Communications, Minor in Film (cum laude)*

## RESEARCH INTERESTS

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Consumer Bias, Identity, Gender, Race, Stereotyping, and Branding.

## PUBLICATIONS & MANUSCRIPTS UNDER PEER-REVIEW (\*equal authorship)

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**Davis**, Nicole, Nils Olsen, Vanessa G. Perry, Marcus M. Stewart, and Tiffany B. White (2023), “I’m Only Human? The Role of Racial Stereotypes, Humanness and Satisfaction in Transactions with Anthropomorphic Sales Bot Agents,” *Journal of the Association for Consumer Research*, 8(1), 47-58.

**Davis\***, Nicole and Jianna Jin (2024), “Beyond Code: Consumer Response to Chatbots”, *Current Opinion in Psychology*, 58, 101841.

Peña, Priscilla., Jennifer Riley, and Nicole **Davis** (2024), “Increasing Student Engagement & Contributions: Introducing the Semester-Long Participation Competition,” *Marketing Education Review*, 1–8. <https://doi.org/10.1080/10528008.2024.2337345>

❖ Winner of the Teaching Innovation Award, 2023 Society for Marketing Advances Annual Conference

**Davis**, Nicole and Tami Kim (in press), “Woman-Owned Business’ Label Enhances Perceived Competence,” *Journal of Consumer Research*, <https://doi.org/10.1093/jcr/ucae050>.

❖ Best Paper in CB Track Award, 2022 AMA Summer Academic Conference

**Davis**, Nicole, Rosanna K. Smith, and Julio Sevilla (*dissertation essay 1*) (in press), “Interracial Couples in Marketing Appeals Influence Brand Outcomes,” *Journal of Consumer Research*, <https://doi.org/10.1093/jcr/ucae047>.

- ❖ Best Paper in Track Award, 2023 AMA Winter Academic Conference
- ❖ Best Talk in Track Award, 2022 SCP Academic Conference

**Davis\***, Nicole, Esther Uduehi, André Martin, and Broderick Turner, “Signal of Safety: Consumer Response to Marketing Anti-Bias Training,” **under 2<sup>nd</sup> round review** at the *Journal of Marketing*.

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## SELECTED RESEARCH IN PROGRESS

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**Davis**, Nicole and Julio Sevilla, “Racial Diversity in Marketing Promotions Improves Preferences for Stigmatized Products,” (*dissertation essay 2*), **target journal (Dec 2024):** *Journal of Marketing*.

- ❖ Best Paper in Track for the Social Justice, Purpose Driven Marketing and DEI, 2024 AMA Summer Academic Conference

**Davis**, Nicole, Elham Yazdani, Anindita Chakravarty, and Julio Sevilla, “The Effect of Recipient’s Gender on Donation Behavior,” **target journal (Dec 2024):** *Journal of Marketing*.

**Davis**, Nicole, Tracy Rank-Christman, and Jessica Farace, “Shared Reality Making Between Consumers and Brands”.

Wayne, Taylor, Dionne Nickerson, and Nicole **Davis**, “Examining the Role of Advertising in Mismatched Health Related Behaviors”.

Saint Clair, Julian, Nicole **Davis**, and Tari Dagogo-Jack, “Countering Stereotypes with Additive Cues of Counter-Stereotypical Information”.

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## PRESS AND MEDIA MENTIONS

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- ❖ The Society for Personality and Social Psychology Blog, “Woman-Owned Business” Labels Are Good for Business,” <https://spsp.org/news/character-and-context-blog/davis-kim-woman-owned-business-label-benefits?zs=E7Jcf&zl=cwTI4>
- ❖ Boston Sunday Globe, “Labels Matter,” September 1, 2024, in print.
- ❖ Psych.org, “Ads featuring interracial couples produce mixed results for brands,” <https://phys.org/news/2024-09-ads-featuring-interracial-couples-results.html>.

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## AWARDS & GRANTS

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- ❖ 2024 Best Paper in Track for the Social Justice, Purpose Driven Marketing and DEI, Award at AMA Summer Conference
- ❖ 2024 AACSB Emerging Fellow and Seed Grant (\$2,500)
- ❖ 2023 Teaching Innovation Award, Society for Marketing Advances 2023 Annual Conference
- ❖ 2023 Three-Minute Thesis Dissertation Winner
- ❖ 2023 Geraldine Rosa Henderson Excellence in Research on Race and Inclusion (G.E.R.R.I.)

Mentor / Mentee Research Award

- ❖ 2023 UGA Summer Research Grant (\$1,500)
- ❖ 2023 Best Paper in Track Award at AMA Winter Conference
- ❖ 2023 AMA-Sheth Foundation Doctorial Consortium Fellow
- ❖ 2022 Gies Research Grant (\$12,000)
- ❖ 2022 Colorado State University's Business for a Better World Dissertation Proposal Competition Winner (one of three winners)
- ❖ 2022 Eli Jones Promising Young Scholar Research Excellence Award
- ❖ 2022 Terry College Sustainability Seed Initiative Grant (\$9,000)
- ❖ 2022 Best Paper in Track Award at AMA Summer Conference
- ❖ 2022 Best Talk in Track Award at the Society for Consumer Psychology Conference
- ❖ 2021-2022 Lieutenant Joel Hirsch Goldberg Scholarship Award Winner
- ❖ 2021 AMA Valuing Diversity Ph.D. Scholarship (<https://www.ama.org/valuing-diversity-phd-scholarship/>)
- ❖ 2020-2021 Diversity Research and Scholarship Grant (DRSG) Program (<https://news.uga.edu/new-research-grant-program-fosters-diversity-inclusion/>)

## PROFESSIONAL SERVICE

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- ❖ 2024 - present University representative for The PhD Project
- ❖ 2024 Reviewer for *Journal of Marketing*
- ❖ 2024 Reviewer for *Journal of Marketing Theory*
- ❖ 2024 Ad-hoc reviewer for Society of Consumer Psychology Conference
- ❖ 2024 Ad-hoc reviewer for Marketing and Public Policy Conference
- ❖ 2024 Ad-hoc reviewer for Association for Consumer Research Conference
- ❖ 2024-2025 Immediate Past President of the PhD Project-Marketing DSA Chapter
- ❖ 2023 Trainee reviewer for *Journal of Consumer Research*
- ❖ 2023-2024 President of the PhD Project-Marketing DSA Chapter
- ❖ 2023 Ad-hoc reviewer for Association for Consumer Research Conference
- ❖ 2022-2023 Vice President of the PhD Project-Marketing DSA Chapter
- ❖ 2023 Ad-hoc reviewer for Society of Consumer Psychology Conference
- ❖ 2023 Ad-hoc reviewer for AMA Marketing & Public Policy Conference
- ❖ 2022 Ad-hoc reviewer for Association for Consumer Research Conference
- ❖ 2021 Session conference host, Association for Consumer Research (Virtual) Conference

## CONFERENCE PRESENTATIONS (\*presenter, † track chair)

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### *Competitive Papers*

#### **2024 AMA Summer Annual Conference**

- ❖ Davis, Nicole\*† and Julio Sevilla, “Racial Diversity in Marketing Promotions Improves Preferences for Stigmatized Products”.

#### **2024 Society for Consumer Psychology (SCP) Annual Conference**

- ❖ Davis, Nicole and Julio Sevilla\*, “Racial Diversity in Marketing Promotions Improves Preferences for Stigmatized Products” (*special session*).

### **2024 AMA Winter Annual Conference**

- ❖ Davis, Nicole\*† and Tami Kim, “Owner Attribute Labels Increase Perceptions of Competence for Marginalized Populations”.
- ❖ Davis, Nicole and Julio Sevilla\*, “Racial Diversity in Marketing Promotions Improves Preferences for Stigmatized Products” (*special session*).

### **2023 Association of Consumer Research (ACR) Annual Conference**

- ❖ Davis, Nicole, Rosanna K. Smith\*, and Julio Sevilla, “Mixed Couples, Mixed Attitudes: How Interracial Relationships in Marketing Appeals Influence Brand Outcomes”.
- ❖ Davis, Nicole\*†, Broderick Turner, Esther Uduehi, and Andre Martin, “Signaling Safety: Evidence That Anti-Bias Training Alters Physician Selection”.
- ❖ Davis, Nicole\* and Julio Sevilla, “Racial Diversity in Marketing Promotions Improves Preferences for Stigmatized Products”.

### **2023 AMA Winter Annual Conference**

- ❖ Davis, Nicole\*, Rosanna K. Smith, and Julio Sevilla, “Mixed Couples, Mixed Attitudes: How Interracial Relationships in Marketing Appeals Influence Brand Outcomes”.
- ❖ Davis, Nicole\* and Tami Kim, “Owner Attribute Labels Increase Perceptions of Competence for Marginalized Populations”.

### **2023 Marketing Science Conference on Diversity, Equity and Inclusion**

- ❖ Davis, Nicole\*, Broderick Turner, Esther Uduehi, and Andre Martin, “Signaling Safety: Evidence That Anti-Bias Training Alters Physician Selection”.

### **2023 JACR Webinar: Racism and Discrimination in the Marketplace, hosted by the Samantha Cross (Iowa State University Ivy College of Business) and Stephanie Dellande (Menlo College) JACR Special Session Editors**

- ❖ Davis, Nicole\*, Nils Olsen, Vanessa G. Perry, Marcus M. Stewart, and Tiffany B. White, “I’m Only Human? The Role of Racial Stereotypes, Humanness and Satisfaction in Transactions with Anthropomorphic Sales Bot Agents”

### **2022 American Marketing Association (AMA) Summer Conference**

- ❖ Davis, Nicole\*† and Tami Kim, “Owner Attribute Labels Increase Perceptions of Competence for Marginalized Populations”.
- ❖ Davis, Nicole\*, Rosanna K. Smith, and Julio Sevilla, “Mixed Couples, Mixed Attitudes: How Interracial Relationships in Marketing Appeals Influence Brand Outcomes”.

### **2022 Society for Consumer Psychology (SCP) Annual Conference**

- ❖ Davis, Nicole\*, Rosanna K. Smith, and Julio Sevilla, “Mixed Couples, Mixed Attitudes: How Interracial Relationships in Marketing Appeals Influence Brand Outcomes”.

### **2022 Southeastern Marketing Symposium & 2022 Marketing Symposium hosted by Clemson University**

- ❖ Davis, Nicole\*, Rosanna K. Smith, and Julio Sevilla, “Mixed Couples, Mixed Attitudes: How Interracial Relationships in Marketing Appeals Influence Brand Outcomes”.

### **2021 Society for the Advancement of Socio-Economics (SASE) International Conference**

- ❖ Davis, Nicole\*, Nils Olsen, Vanessa G. Perry, Marcus M. Stewart, and Tiffany B. White, “I’m Only Human? The Role of Racial Stereotypes, Humanness and Satisfaction in Transactions with Anthropomorphic Sales Bot Agents”

**INVITED SPEAKER / PANEL DISCUSSANT**

- ❖ ~~2021 Summer AMA Academic conference panel discussant on Diversity, Equity, and Inclusion in Marketing Academia.~~
- ❖ 2022 Invited to present research on interracial couples to the PepsiCo. Marketing Team and discuss their diversity initiatives.
- ❖ 2023 Invited as a panelist for “The Evolution of DEI in Marketing” for the American Marketing Association thought series for AMA members.
- ❖ 2024 Invited as a panelist for “Charting Success Beyond Luck and Networks: Strategies for PhD Students” at Winter AMA.
- ❖ 2024 Invited as a panelist for “Inclusive Marketing: Challenges and Opportunities” at Summer AMA.
- ❖ 2025 Invited as a panelist for “Consumer Inclusion” at Winter AMA.

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## TEACHING EXPERIENCE

Instructor, University of Georgia

*Services Marketing* (undergraduate)

Fall 2022 (31 students), Ratings: course (4.48/5.00) instructor (4.79/5.00)

Fall 2022 (49 students), Ratings: course (4.43/5.00) instructor (4.62/5.00)

Fall 2023 (52 students), Ratings: course (4.61/5.00) instructor (4.88/5.00)

Instructor, University of Kentucky

*Consumer Behavior* (undergraduate)

Fall 2024 (40 students), Ratings: **TBD**

Fall 2024 (40 students), Ratings: **TBD**

Fall 2024 (40 students), Ratings: **TBD**

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## PROFESSIONAL AFFILIATIONS

**The PhD Project, The Tenure Project**, American Marketing Association (AMA), Association of Consumer Research (ACR), and Society for Consumer Psychology (SCP).

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## PROFESSIONAL EXPERIENCE

JANUARY 2019 – MAY 2020 | TAMPA, FL

**Graduate Assistant**, Employer of Office Relations / Muma College of Business

- Coordinated networking and recruiting events which successfully attracted hundreds of students and recruiters throughout each semester
- Designed marketing materials to promote events and utilized Qualtrics to track RSVPs, perform surveys and collect information to improve programs
- Oversaw resume reviews by meeting with students weekly to advise and recommend improvements on their resume, perform mock interviews and strengthen cover letters
- Moderated communication with employers to confirm information sessions hosted by employers at the USF Tampa campus, including room set up and concierge service

MARCH 2018 – DECEMBER 2018 | TAMPA, FL

**Associate Digital Marketing Manager**, SeaWorld / Busch Gardens Tampa Bay

- Strategically planned for and successfully launched a new website design for Adventure Island Tampa Bay which increased online sales conversion rate by over 50%
- Created and implemented an SEO strategy which increased organic search by 16% YoY
- Managed all content creation and strategies for Busch Gardens Tampa Bay and Adventure Island websites, including promotional marketing messages

SEPTEMBER 2014 – JANUARY 2019 | TAMPA, FL

**Founder & Chief Marketing Consultant**, Nixx Media LLC

- Performed market research and used data to build accurate target demographics and marketing strategies, which increased clients and/or sales for small to medium sized businesses
- Analyzed and measured campaign effectiveness, results, and ROI using Google Analytics and a variety of data reporting tools
- Identified patterns and gaps in marketing campaigns and created solutions which improved conversion rates by a minimum of 25% for each client (as much as 600% for some clients)
- Cultivated and facilitated an internship program to successfully train students on Nixx Media's programs and strategies, many of which moved on to higher positions as a result

NOVEMBER 2013 – SEPTEMBER 2014 | TAMPA, FL

**Marketing Director**, Wetherington Hamilton P.A.

- Developed and implemented a marketing strategy to increase annual profit for the firm
- Established a social media strategy that increased brand recognition and search engine rankings, which also increased organic website traffic
- Decreased marketing and advertising costs by 12% by negotiating with vendors on marketing materials and services
- Coordinated all print and digital promotional materials
- Originated and implemented a website redesign project while also saving the firm money by learning website development and doing the work myself