



**COLLEEN M. HARMELING**  
Gatton College of Business and Economics • University of Kentucky  
Lexington, KY • Email: [charmeling@uky.edu](mailto:charmeling@uky.edu)

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## ACADEMIC APPOINTMENTS

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<b>Professor of Marketing</b> University of Kentucky, Lexington, KY	2026 - Present
<b>Dr. Persis E. Rockwood Professor of Marketing</b> Florida State University, Tallahassee, FL	2025–2026
<b>PhD Program Coordinator – Marketing</b> Florida State University, Tallahassee, FL	2023-2026
<b>Dr. Persis E. Rockwood Associate Professor of Marketing</b> Florida State University, Tallahassee, FL	2020–2025
<b>Assistant Professor of Marketing and Dean’s Emerging Scholar</b> Florida State University, Tallahassee, FL	2015–2020

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## HONORARY APPOINTMENTS

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<b>Director of Research Partnerships and Membership Programs</b> Center for Sales and Marketing Strategy, University of Washington, Seattle, WA	2015–2017
<b>Affiliated Researcher</b> Center for Sales and Marketing Strategy, University of Washington, Seattle, WA	2014–Present
<b>Affiliated Researcher</b> Reynolds and Reynolds Sales Leadership Institute, Texas A&M University, TX	2019–Present
<b>Affiliated Researcher</b> Center for Service Leadership, Arizona State University, Phoenix, AZ	2022–Present

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## RESEARCH

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**Research Interests:** Stakeholder engagement theory and strategy with an emphasis on healthcare decision making, relationship dynamics, customer experience design, relationship recovery, and morality in business-to-business, service, and retail markets.

**Publications (\*junior faculty or doctoral student):**

- 1) Jung, Hyeyoon,\* Peter Magnusson, **Colleen M. Harmeling**, Valerie Taylor (2025), “Reexamining Consumer Foreign Bias toward Service Providers: How International Conflicts Shape Consumer Healthcare Decision-Making,” *Journal of Service Research*.
- 2) Moffett, Jordan W., Patrick B. Fennell, Colleen M. Harmeling, Daniel E. Sheehan, Alexander Bleier (2025), “A Taguchi Approach to Large-Scale Experimental Designs: A Powerful and Efficient Tool for Marketing Research,” *Journal of Academy of Marketing Science* (FT50).
- 3) Hochstein, Rachel\*, Ela Veresiu, **Colleen M. Harmeling** (2025). “Moralization of Everyday Consumption Practices: The Case of Self-Care,” *Journal of Consumer Research* (UTD, FT50).
  - **3,200+ views (Springer), Altimeter score of 36 top 25% of all research output scores**
  - Winner of a 2020 Association for Consumer Research Grant on Transformational Consumer Research
  - Nominated for best paper at Consumer Culture Theory Conference, 2022
  - Finalist for Colorado State University’s Business for a Better World Dissertation Award, 2022
  - Featured in [Mirage News](#)

- Featured on [Phsy.org](https://Phsy.org)
  - Featured on [YFile](https://YFile)
  - Featured by [Shulich School of Business Podcast, York University](https://Shulich School of Business Podcast, York University)
- 4) Almaguer, Jacob\*, Reto Felix, and **Colleen M. Harmeling** (2025). "[Emoji Marketing: Toward a Theory of Brand Paralinguistics](#)," *International Journal of Research in Marketing*.
    - [Chosen as favorite paper by the editor](#), Dr. David Schweidel
    - Featured on [UpNext with Gabriella Mirabelli](#)
  - 5) Rachel Hochstein\*, **Colleen M. Harmeling**, Taylor Perko\*(2024). "[Toward a Theory of Consumer Digital Trust: Meta Analytic Evidence of its Role in the Effectiveness of User-Generated Content](#)," *Journal of Academy of Marketing Science*, (FT50; [accessed 2256 times, Nov 2024](#)).
    - **1,900+ reads (Researchgate)**
    - Featured in AMS SPARKS
    - Featured in [Mirage News](#)
    - Featured on [Phsy.org](#)
  - 6) Mende, Martin; Maura Scott, Valentina Ubal,\* Corinne Hassler,\* **Colleen M. Harmeling**, Robert Palmatier (2024). "[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.
  - 7) Bettencourt, Lance A., **Colleen M. Harmeling**, Yashoda Bhagwat, Mark Houston (2022). "[Consumer Job Journey](#)," *Journal of Service Research*, 25(3), 347-370.
    - Lead article
  - 8) Aksoy, Lerzan, Sandhya Banda\*, **Colleen M. Harmeling**, Timothy L. Keiningham, Anita Pansari (2021). "[Marketing's Role in Multi-Stakeholder Engagement](#)," *International Journal of Research in Marketing*, 39(2), 445-461.
  - 9) **Harmeling, Colleen M.**, Martin Mende, Maura Scott, Robert W. Palmatier (2021). "[Marketing Through the Eyes of the Stigmatized](#)," *Journal of Marketing Research* (UTD; FT50), 58(2), 223-45.
    - Lead article
    - Finalist for the 2022 Paul E. Green Award
    - Finalist for the [AMA-EBSCO-RRBM Award for Responsible Research in Marketing](#)
    - Featured in the [American Marketing Association's Exploring New Research on Marketing in the Healthcare Sector](#)
  - 10) Krafft, Manfred, V. Kumar, **Colleen M. Harmeling**, Siddharth Singh, Ting Zhu, Jialie Chen, Tom Duncan, Whitney Fortin, Erin Rosa (2021). "[Insight is Power: Understanding the Terms of the Consumer-Firm Data Exchange](#)," *Journal of Retailing*, 97(1), 133-49.
  - 11) Henderson, Conor, Lena Steinhoff, **Colleen M. Harmeling**, and Robert W. Palmatier (2020). "[Customer Inertia Marketing](#)," *Journal of Academy of Marketing Science* (FT50).
    - Winner of the 2015 Robert D. Buzzel MSI Best Paper Award
  - 12) **Harmeling, Colleen M.**, Alexander Bleier, and Robert W. Palmatier (2019). "[How to Design Product Pages that Increase Online Sales](#)," *Harvard Business Review* (FT50), HBR.com, November 14, 2019.
    - Feature article on HBR.com November 14<sup>th</sup>, 2019
    - Featured in *Harvard Business Review Special Issue, "Best of HBR.com 2022," February 2023*
    - Featured on Harvard Business Review LinkedIn
  - 13) Bleier, Alex, Harmeling, Colleen M., and Palmatier, Robert W. (2019). "Creating Effective Online Customer Experiences," *Journal of Marketing* (UTD; FT50), 83(2), 98-118.
    - **19,000+ reads (Researchgate) and 780+ citations (Google Scholar)**
    - Nominated for the 2023 Sheth Foundation/*Journal of Marketing* Award
    - Nominated for the 2019 Marketing Science Institute/H. Paul Root Award
    - MSI Grant Recipient \$16,500
    - Featured in Marketing Science Working Paper Series
    - Featured as a [Keller Center Research Report](#)
    - Featured in Florida State University Newsletter

- Featured on SiriusXM Radio's Marketing Matters powered by the Wharton School
  - Featured in [Academy of Marketing Science Scholarly Insights](#)
  - Featured in *Marketing News*, American Marketing Association, September 2019, p. 22-23
  - Featured on *Journal of Marketing* Twitter and LinkedIn
  - Part of the *Journal of Marketing* in the Classroom Series
- 14) **Harmeling, Colleen M.**, Eric Fang, Robert W. Palmatier, and Dianwen Wang (2017). "Group Marketing: Theory, Mechanisms and Dynamics," *Journal of Marketing* (UTD; FT50), (July), pp. 1-24.
- Nominated for the 2022 Sheth Foundation/*Journal of Marketing* Award
  - Winner of the 2017 *Journal of Marketing* Shelby D. Hunt/Harold H. Maynard Award
  - Nominated for the 2017 Marketing Science Institute/H. Paul Root Award
  - Lead article for July issue
  - Featured in Marketing Science Institute Working Paper Series
  - Selected as part of the AMA Scholarly Insights Series
  - Selected as a featured article in Blast from the Past-Editor Pick
- 15) **Harmeling, Colleen M.**, Jordan W. Moffett\*, Mark J. Arnold, Brad D. Carlson (2017). "Toward a Theory of Customer Engagement Marketing," *Journal of Academy of Marketing Science* (FT50), 45 (April), 312-35.
- **44,600+ reads (Researchgate) and 1,500+ citations (Google Scholar)**
- 16) **Harmeling, Colleen M.**, Robert W. Palmatier, Mark B. Houston, Mark J. Arnold, and Stephen A. Samaha (2015). "[Transformational Relationship Events](#)," *Journal of Marketing* (UTD; FT50), 79 (September), pp. 39-62.
- Winner of the Center for Service Leadership Leading Edge Service Research Award
  - Featured in [Adweek](#), one of only three COVID-19 articles made free to the public;
  - Selected as part of Marketing Science Institute's Journal Selection Series
  - Featured on CustomerThink, Center for Service Leadership, and Business2Community blogs
  - Finalist for Institute for the Study of Business Markets Dissertation Award
  - Selected as part of the AMA Scholarly Insights Series
  - Featured as a Keller Center Research Report, September 2016
  - Featured in Marketing Science Working Papers Series
- 17) **Harmeling, Colleen M.**, Peter Magnusson, and Nitish Singh. "[Beyond Anger: A Deeper Look at Customer Animosity](#)," (2015). *Journal of International Business Studies* (UTD; FT50), 46 (7), 676-93.

**Books, Book Chapters, and Published Marketing Science Institute Working Papers:**

- 18) Jung, Hyeyoon, Peter Magnusson, Colleen M. Harmeling, and Valerie A. Taylor, (2024). "[The Role of International Conflict in Foreign Bias Toward Healthcare Service Providers](#)," *Marketing Science Institute Working Paper Series*.
- 19) Moffett\*, Jordan W., Daniel Sheehan, **Colleen M. Harmeling**, Patrick Fennell\*, and Robert W. Palmatier. (2023). "[Calibrating Online Influencer Marketing Posts for Enhanced Brand Performance](#)," *Marketing Science Institute Working Paper Series*.
- Featured as a MSI Webinar (2024), "Designing Influencer Marketing Content for Enhanced Consumer Experience and Brand Performance"
- 20) Palmatier, Robert W., V. Kumar, and **Colleen M. Harmeling**, eds (2017). *Customer Engagement Marketing*. London, England: Palgrave Macmillan, 9783319619842.
- Over 120,000+ chapter downloads
- 21) **Harmeling, Colleen M.**, Jordan W. Moffett\*, and Robert W. Palmatier. (2017). "Future Research Directions in Customer Engagement Marketing," In *Customer Engagement Marketing*, V. Kumar, Robert W. Palmatier, and Colleen M. Harmeling, Eds. London, England: Palgrave MacMillan, 9783319619842.
- 22) **Harmeling, Colleen M.** and Robert W. Palmatier (2019). "Relationship Dynamics: Understanding Continuous and Discontinuous Relationship Change," In *Handbook of Research on Distribution Channels*, Charles A. Ingene, and Rajiv P. Dant, Eds. Northampton, Massachusetts: Edward Elgar Publishing, <https://www.e-elgar.com/shop/handbook-of-research-on-distribution-channels>.

- 23) Mende, Martin, **Colleen M. Harmeling**, Maura Scott, and Robert W. Palmatier (2017). “Effective Customer Engagement Strategies in Healthcare: The Role of Stigma,” *Marketing Science Institute Working Paper Series*, <http://www.msi.org/reports/effective-customer-engagement-strategies-in-health-care-the-role-of-stigma/>
- 24) Bleier, Alexander, **Colleen M. Harmeling**, and Robert W. Palmatier (2017). “[How Firms can Shape the Customer Experience for Greater Success in Online Retailing](#),” *Marketing Science Institute Working Paper Series*.
- 25) **Harmeling, Colleen M.**, Eric Fang, Robert W. Palmatier, and Dianwen Wang (2016). “Group Marketing,” *Marketing Science Institute Working Paper Series*, <http://www.msi.org/reports/group-marketing/>
- 26) Beck, Joshua T., **Colleen M. Harmeling**, Conor M. Henderson, and Yashoda Bhagwat. “Economic Inequality, Trust, and Brand Leadership,” (2016) *Marketing Science Institute Working Paper Series*, <http://www.msi.org/reports/economic-inequality-trust-and-brand-leadership/>
- 27) **Harmeling, Colleen M.**, Robert W. Palmatier, Mark B. Houston, and Mark J. Arnold (2015). “Effect of Transformational Relationship Events on Exchange Performance,” *Marketing Science Institute Working Papers Series*, <http://www.msi.org/reports/effect-of-transformational-relationship-events-on-exchange-performance/>

#### Under Review or Revisions (\*junior faculty or doctoral student):

- 28) Hochstein, Rachel, **Colleen M. Harmeling**, Ela Veresiu, “Enhancing Theory Building through Filmography: Consumer Privacy Revisited,” (revision requested at *Journal of Marketing Research*).
- 29) Pugh, Harrison B.\*, **Colleen M. Harmeling**, Michael K. Brady, Justin M. Lawrence, and Andrew Crecelius, “Consumer Moral Sensemaking,” (preparing for resubmission to *Journal of Marketing Research*).
  - Winner of the 2018 William O. Bearden Doctoral Research Award
- 30) Jordan W. Moffett\*, Daniel Sheehan, **Colleen M. Harmeling**, Patrick Fennell\*, and Robert W. Palmatier. “Consumer-Influencer Touchpoint Experience,” (under review at *Management Information Science - Quarterly*).
  - Featured in Marketing Science Working Papers Series
  - Featured in Marketing Science Institute Webinar Series
  - Featured by WARC
- 31) Almashayekhi, Abdullah\*, **Colleen M. Harmeling** and Ruby Lee. “Borrowing Benevolence: How Partner Character Determines Interfirm Reputation Spillovers,” (preparing for submission to *Journal of Business Ethics*).
- 32) Hochstein, Rachel\*, Abdullah Almashayekhi\*, **Colleen M. Harmeling** and Ruby Lee. “Gauging Generosity: When do Philanthropic Sponsorships Increase Firm Value,” (preparing for resubmission to *Journal of Academy of Marketing Science*).
- 33) Beck, Joshua T., **Colleen M. Harmeling**, Connor M. Henderson, and Yashoda Bhagwat. “Economic Inequality and the Erosion of Trust in Brand Leaders,” (preparing for resubmission to *Marketing Science*).
- 34) Anlamlier, Eda\*, **Colleen M. Harmeling**, Mengtain (Montina) Jiang.\* “Consumer Vulnerability Narratives as Identity-Based Edgework,” (preparing for submission to *Journal of Consumer Research*).
  - Winner of a 2021 Center for Positive Marketing and ANA Foundation Research Grant

#### Work in Progress:

- 35) Vevera, Matilda,\* Colleen M. Harmeling, Cammy Crolic, “It’s Covered! How Insurance Coverage Increases Riskier Medical Decision-Making,” targeted *Journal of Marketing*.
  - Winner of a Transformational Consumer Research Grant, 2025 (\$3,000)
  - Winner of a Marketing Science Institute Grant, 2025 (\$1,500)

- Finalist for the Organizational Frontline Research Symposium Young Scholar Award, 2026
- 36) Mujica, Samantha, Eunho Park, Tatiana Fajardo, **Colleen M. Harmeling**, “Cultural Movements and Brand Chatter,” targeted *Journal of Marketing Research*.
- 37) Lord-Ferguson, Sarah, \* **Colleen M. Harmeling**, “Physical Pain and Consumption,” targeted for *Journal of Consumer Research* (manuscript complete, copyediting).
- Winner of the Organizational Frontline Research Symposium Young Scholar Award
- 38) **Harmeling, Colleen M.**, Nooshin Warren, and Joshua T. Beck. “Fit, Fame, and Folly: Effect of Endorser’s Negative Behavior on Brand Performance,” targeted for *Journal of Marketing* (event study complete and currently crafting manuscript).
- 39) Hofacker, Charles, Alec Pappas, Colleen M. Harmeling, “Demystifying Distributions and Understanding their Role in Science,” targeted for *Journal of Consumer Research* (data collected and analyzed, crafting manuscript).
- Winner of a 2024 [JARx MediaProbe Data Access Grant](#)
- 40) Anlamlier, Eda\*, **Colleen M. Harmeling**, Mengtain (Montina) Jiang\*. “Understanding Moralistic Tensions in Positive Marketing,” targeted for *Journal of Consumer Research* (analyzing data).
- Winner of a 2021 Center for Positive Marketing and ANA Foundation Research Grant

### Media Appearances:

Spectrum News, “[Multi-Sensory Storytelling of the Pumpkin Spice Latte](#),” 2025  
 Culinary Characters Unlocked, “[Multi-Sensory Storytelling of the Pumpkin Spice Latte](#),” 2025  
 WFSU News, “[Pumpkin Spice Latte: Natural Popularity or Manufactured Love?](#),” 2025  
 NPR, “[Return of the Pumpkin Spice Latte](#),” 2025  
 Marketing Science Institute, “[MSI Webinar: Designing Influencer Marketing Content for Enhanced Consumer Experiences and Brand Performance](#),” 2024  
 American Marketing Association, “[The Impact of CX: Exploring Customer Experience](#),” AMA Members Only Webinar Series, 2024  
 National Public Radio, “[Halloween is a Big Party. But if it Stresses You Out, You're Not Alone](#),” (discussing the role of morality in consumers decision-making), 2023  
 Adweek, [Shine through Harrowing Times](#), one of only three COVID-19 articles made free to the public, 2021

### Conference Presentations and Invited Presentations:

“Managing Customer Relationships through Consumption Breaks: Evidence from Dry January from Alcohol Retail,” American Marketing Association Winter Conference, Madrid, Spain, 2025  
 “Contradictions in Consumer Behavior Research Practice,” American Marketing Association Winter Conference, Madrid, Spain, 2025  
 “Disrupted Identities: How Social Movements Reshape Consumer Behavior,” American Marketing Association Winter Conference, Madrid, Spain, 2025  
 “Marketing and the Storytelling of Reality,” University of Nebraska, Renowned Scholar Series, Lincoln, NE, 2025  
 “Surviving and Thriving in the Academic Jungle: A Workshop on Thinking,” University of Nebraska, Invited Presentation, Lincoln, NE, 2025  
 “Mastering Compelling Literature Reviews,” University of Nebraska, Invited Presentation, Lincoln, NE, 2025  
 “Consumer Heuristics in Medical Decision-Making: Non-Economic Cues from Insurance,” American Marketing Association Winter Academic Conference, Phoenix, AZ, 2025  
 “Value of Mixed Method Approaches in Marketing Strategy Research,” American Marketing Association Winter Academic Conference, Phoenix, AZ, 2025  
 “OFR: Frontlines of Marketing Action: New Technologies and Emerging Challenge -Academic Perspective,” American Marketing Association Winter Academic Conference, Phoenix, AZ, 2025  
 “OFR: Frontlines of Marketing Action: New Technologies and Emerging Challenge -Practitioner Perspective,” American Marketing Association Winter Academic Conference, Phoenix, AZ, 2025  
 “Marketing and the Storytelling of Reality,” Marketing Science Institute - Scholars Thought Leader Conference, Park City, UT, 2025



“The Future of Inclusive Marketing,” American Marketing Association Winter Academic Conference, Phoenix, AZ, 2025

“Unraveling Consumer Stigma: Bridging Micro, Meso, and Macro Realms,” Academy of Consumer Research, Paris, France, 2024

“The Effect of Insurance on Consumer Healthcare Decision-Making,” Frontiers in Service, Amelia Island, FL 2024

“Market Mediate Intimate Self Extensions,” Consumer Culture Theory, San Diego, CA, 2024

“Role of Generative Artificial Intelligence for Marketing in Government and Healthcare,” AMA Winter Academic Conference, St. Petersburg, FL 2024

“Retail in the Age of Global Uncertainty: The Impact of the Macro-Environment on the Retailspace and Vice Versa,” AMA-Sheth Doctoral Consortium, Manchester, UK, 2024

“The Cultural Negotiation of Practice Categories: The Case of Self-Care Consumption,” Chicago Consumer Culture Community – C4, Chicago, IL 2024

“Moral Hazards in Medical Decision-Making: The Role of Insurance in Shaping Consumers’ Medical Decisions,” AMA Winter Academic Conference, St. Petersburg, FL 2024

“Consumers’ Self-Extension Strategies in Online Dating Marketplaces,” AMA Winter Academic Conference, St. Petersburg, FL 2024

“Designing Influencer Marketing Content for Enhanced Consumer Experiences and Brand Performance,” Marketing Science Institute Webinar Series, 2024

“Consumption Conflict in Health and Wellness Markets,” AMA Winter Academic Conference, St. Petersburg, FL 2024

“Customer Experience,” Invited Presentation, American Marketing Association, AMA Members Only Webinar Series, 2024

“Lessons on Thinking: The Three Horsemen that Rob our Best Minds,” Joshua T. Beck Research Symposium, Portland, OR 2024

“Moralization of Everyday Consumption Practices,” Invited Presentation, University of Texas Arlington, TX 2023

“Digital Realities and Consumption,” Invited Presentation, Texas Christian University, Fort Worth, TX 2023

“Theory of Consumer Digital Trust,” Invited Presentation, University of Texas Rio Grande Valley, TX 2023

“The Modern Customer Experience: Morality and Our Digital Reality,” AMA/Sheth Foundation Consortium, BI Norwegian Business School, Oslo, Norway, 2023

“Morality and Consumption: New Paradigms for a New World,” Journal of Marketing Special Session, Winter AMA, Nashville, TN, 2023

“Influencers and Virtual Consumers,” Special Session, Winter AMA, Nashville, TN, 2023

“Self-Centered Care Consumption: How Consumers Care for Themselves” Consumer Culture Theory, University of Oregon, Corvallis, OR 2022

“Moralistic Tensions in Taboo-based Marketing: The Case of OkCupid's DTF Campaign,” NA - Advances in Consumer Research, Denver, CO 2022

“Moralistic Tensions in Taboo-based Marketing: The Case of OkCupid's DTF Campaign,” American Marketing Association Summer Conference, Chicago, IL 2022

“Targeting Through Taboo: Understanding Moralistic Tensions in Positive Marketing,” Joint Conference for Positive Marketing and the ANA Education Foundation (AEF), Virtual 2022

“Self-Centered Care Consumption: How Consumers Care for Themselves,” Southeastern Marketing Symposium, University of Georgia, Athens, GA 2022

“Market-Mediated Wellness: How Markets Enable and Inhibit Consumer Wellness,” AMA Winter Academic Conference, Las Vegas, NV 2022

“Caregiving: Navigating Tensions of Caring for Self and Others,” Association for Consumer Research Conference, Virtual 2021

“Generating Ideas: Stories of Manuscript Origins,” Invited Presentation, University of Pittsburgh, PA, 2022

“Morality and Consumption: Theory, Moral Sensemaking, and Managing Moral Disruptions,” Invited Presentation, George Mason University, Washington, DC, 2022

“Morality and Consumption: Theory, Mechanisms, and Managing Moral Disruptions,” Invited Presentation, University of Kentucky, Lexington, KY, 2022

- “Morality and Consumption: Theory, Mechanisms, and Managing Moral Disruptions,” Invited Presentation, University of Missouri, Columbia, MO, 2022
- “Morality and Consumption: How Moral Considerations Affect Donor Decision-Making,” Invited Presentation, Vienna University of Economics and Business, Vienna, Austria, 2022
- “Time Related Dynamics in Marketing,” Winter American Marketing Association, Las Vegas, NV, 2022
- “Solidarity in the Marketplace: A Unifying Concept to Address Social Divide,” Winter American Marketing Association, Las Vegas, NV, 2022
- “Market-Mediated Wellness: How Markets Enable and Inhibit Consumer Wellness,” Winter American Marketing Association, Las Vegas, NV, 2022
- “Targeting Through Taboo: Exploring Moralistic Tensions in Positive Marketing,” Winter American Marketing Association, Las Vegas, NV, 2022
- “Managing Moral Misalignments and their Effect on Firm Performance,” Invited Presentation, Texas Tech University, Lubbock, TX, 2021
- “Consumers as Brand Managers: Exclusion and Status in Communities,” Academy of Marketing Science Annual Conference, 2020
- “Effective Winback Window Strategies,” Summer American Marketing Association, San Francisco, CA, 2020
- “Marketing Through the Eyes of the Stigmatized: Evidence from Online Healthcare Programs,” Invited Presentation, JAMS Thought Leader Conference on Creating Customer, Firm, and Social Value through Cutting-Edge Digital Technologies, London, England, 2020
- “Relative Generosity: When do Philanthropic Sponsorships Increase Firm Value,” Invited Presentation, Contemporary Developments in Global Marketing Research, Winter Academy of Marketing Association, San Diego, CA, 2020
- “Marketing, Through the Eyes of the Stigmatized,” Cole Seminar Series, Kennesaw State University, 2020
- “Marketing, Through the Eyes of the Stigmatized,” Invited Talk at Arizona State University, 2019
- “The Age of Big Data: Using Unstructured Data to Inform Marketing Theory and Practice,” Special Session with Dhruv Grewal, Ashlee Humphreys, Hope Schau, Gerald Tellis, Summer AMA, Chicago, 2019
- “Understanding Worldviews and Metaphors to Improve Theory Building,” Invited Talk at Oklahoma State University, Executive Ph.D. Program, 2019
- “Marketing, Through the Eyes of the Stigmatized,” State of Florida, Marketing Research Camp, University of Central Florida, Orlando, FL, 2019
- “Relative Generosity: Factors Altering the Effectiveness of Cause Sponsorship,” AMA Global Marketing SIG Conference, Buenos Aires, Argentina, 2019
- “Identity-Based Defections: Unique Psychological States and Reacquisition Strategies,” Organizational Frontline Research Symposium, Austin, TX, 2019
- “Relationship Marketing to Customer Engagement: Panel Discussing the Evolution of the Customer Relationship,” Special Session with Katherine Lemon, Roland Rust, Peter Verhoef, Winter AMA, Austin, 2019
- “Managing the Shopping Experience for Greater Success in Online Retailing,” Winter AMA, New Orleans, LA, 2018
- “Investigating the Winback Window: Effective Strategies for Reacquiring Passive and Active Defectors,” Winter AMA, New Orleans, LA, 2018
- “Effective Selling On The Web: How Content Factors Influence The Performance Of Online Product Listings,” INFORMS Marketing Science Conference, Los Angeles, CA, 2017
- “The Sanctuary Effect of Engagement Marketing for Stigmatized Customer,” JAMS Thought Leaders in Consumer-Based Strategy Conference, Amsterdam, 2017
- “How Firms Can Shape the Shopping Experience for Greater Success in Online Retailing,” Theory + Practice in Marketing Conference, Charlottesville, May 2017.
- “Group Marketing: Theory, Mechanisms, and Dynamics,” Global Marketing Conference, Havana, Cuba, 2017
- “Economic Inequality, Trust, and Brand Leadership,” AMA, Atlanta, GA, 2016
- “The Unintended Consequences of Customer Engagement on Intrinsic Loyalty,” Thought Leaders in Service Marketing Strategy Conference, Paris, France, 2016
- “A Cross-Firm, -Channel, and Product Analysis of the Effects of Online Content Factors on Business Performance,” INFORMS Marketing Science Conference, Shanghai, China 2016

“Economic Inequality, Trust and Brand Leadership,” Theory and Practice in Marketing, Houston, TX, 2016  
 “Transformational Relationship Events” Center for Service Leadership Annual Meeting, Pheonix, AZ, 2016  
 “Group Marketing: The Development of Relationships Between Groups,” BBR, Boston, MA, 2015  
 “Disruptive Change: Transformational Relationships Events in B2B Relationships,” ISBM, San Francisco, CA, 2014  
 “Turning Points: Transformational Relationship Events and Firm Performance,” AMA, San Francisco, CA, 2014  
 “Transformational Relationships Events and Channel Relationships,” AMS, Indianapolis, IN, 2014  
 “Sport Sponsorship Effectiveness: The Impact of Transformational Consumption Experiences,” AMS, Indianapolis, IN, Recipient of the *Excellence in Sports Marketing Research Award*, 2014  
 “The Pursuit of Extraordinary Experiences: Seeking and Creating Triggers,” CCT, Tucson, AZ, 2013  
 “The Pursuit of Extraordinary Experiences: An Exploration of Triggers,” AMA, Chicago, IL, 2012

## HONORS AND AWARDS

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- Selected as Faculty Mentor, AMA-Sheth Mid Career Consortium, Madrid, Spain, 2026
- Selected as Faculty Mentor, Institute for the Study of Business Markets, Atlanta, GA, 2026
- Selected for Faculty Mentor, Marketing Strategy Consortium, Atlanta, GA, 2026
- Invited Participant, Better Marketing for a Better World Preconference, Winter AMA, Madrid, Spain, 2026
- Transformational Consumer Research Grant, 2025 (awarded \$3,000)
- Marketing Science Institute Research Grant, 2025 (awarded \$1,500)
- One of 30 in the field selected as [MSI Scholar, 2025](#)
- Selected as Faculty Mentor, AMA-Sheth Mid Career Consortium, Pheonix, AZ, 2025
- Selected for Faculty Mentor, AIM-AMA Doctoral Consortium, Gurgaon, India, 2025
- Selected for Faculty Mentor, AMA-Sheth Foundation Doctoral Consortium, Ohio State University, 2025
- Invited Participant, Better Marketing for a Better World, Oxfordshire, England, 2024
- Selected for Faculty Mentor, Tenure Project, Los Angeles, CA, 2024
- Selected as Institute for the Study of Business Markets Scholar, 2024
- Selected for Faculty Mentor, Marketing Strategy Consortium, Cologne, Germany, 2024
- Selected for Faculty Mentor, AMA-Sheth Foundation Doctoral Consortium, Manchester, UK, 2024
- Invited Participant, Journal of Retailing Thought Leadership, Paris, France, 2024
- Selected Faculty Mentor, AMA-Sheth Foundation Doctoral Consortium, Oslo, Norway, 2023
- [Erin Anderson Award Winner](#) (one person in academy selected for research excellence and mentorship), American Marketing Association, 2023
- Finalist, Erin Anderson Award, American Marketing Association, 2022
- Selected for Faculty Mentor, Marketing Strategy Consortium, Texas A&M University, 2022
- Invited Participant, Journal of Academy of Marketing Science Thought Leadership, London, England, 2022
- Center for Positive Marketing and the ANA Educational Foundation Research Grant, 2021 (awarded \$1,500)
- Association of Consumer Research, Transformational Consumer Research Grant, 2020 (awarded \$500)
- Outstanding Reviewer Award, *Journal of Marketing*, 2020
- Selected as Faculty Mentor, AMA Sheth Foundation Doctoral Consortium, Indiana University, 2020
- Invited Participant, JAMS Thought Leader Conference on Creating Customer, Firm, and Social Value through Cutting-Edge Digital Technologies, London, England, 2020
- Invited Participant, Retailing Thought Leadership Conference, University of Arkansas, 2019
- Relationship Marketing SIG, Vice Chair, Conference Planning, 2018-Present
- Selected as Faculty Mentor, Marketing Strategy Consortium, Indiana University, 2019
- Selected as Faculty Mentor, Global Marketing Consortium, Buenos Ares, Argentina, 2019
- Winner of the Journal of Marketing Shelby D. Hunt/Harold H. Maynard Award, 2017



- Selected as Faculty Mentor, Academy of Marketing Science Conference, New Orleans, LA, 2018
- Selected as Faculty Mentor, National Sales Education Conference, San Diego, CA, 2018
- Selected as Faculty Mentor, Institute for the Study of Business Markets, Boston, MA, 2018
- Selected as Faculty Mentor, Marketing Strategy Consortium, University of Missouri, 2018
- Dean's Emerging Scholar, Florida State University College of Business, 2016-2018
- Marketing Science Institute Research Grant, 2015 (awarded \$17,000)
- Center for Service Leadership Leading Edge Service Research Award, 2015 (awarded \$3,500)
- 2013 Boeing Research Fellowship (awarded \$2,000)
- 2013 AMA-Sheth Doctoral Consortium Fellow
- 2013 John Cook School of Business Research Development Award (awarded \$3,000)
- ISBM Doctoral Dissertation Award Finalist, 2013
- Boeing Institute Summer Research Award, 2012 (awarded \$1,800)
- Graduate Honors Award, University of Tampa, 2006
- John H. Sykes Graduate Assistant of the Year, 2006
- Krusen Fellowship Award, 2006 (awarded \$4,500)
- Fast Start Graduate Fellow, 2005 (awarded \$6,000)
- Addy Citation of Excellence, Tri-State Regional American Marketing Association, 2005
- Dean's Scholar, Southeast Missouri State University, 2001-2005
- Magna Cum Laude, Southeast Missouri State University, 2005
- Scholar Athlete Award, Southeast Missouri State University, 2001-2005
- Presidential Scholarship, Southeast Missouri State University, 2001-2005
- Beta Gamma Sigma, National Business Administration Honor Society, Lifetime Membership 2005

## TEACHING & PROFESSIONAL EXPERIENCE

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### Teaching Interests:

- Marketing Analytics, Marketing Research, Marketing Strategy, Sales Management, Branding, Marketing Management, Theory Building, Customer Engagement Marketing
- Managerially-focused courses at undergraduate, MBA, and PhD levels

### Teaching Experience:

*Certificate in University Teaching Skills*, Saint Louis University

PhD:

- **Theory Building from Data:** (2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026)
- **Customer Engagement Marketing:** (2019, 2022)

MBA:

- **Marketing Analytics:** (2020, 2021, 2022, 2023, 2024, 2025)
- **Marketing Management:** 4.66/5.00 (2013), 4.50/5.00 (2014)
- **Marketing Strategy:** 4.50/5.00 (2013), 4.60/5.00 (2014)
- **Marketing Research:** 4.66/5.00 (2013), 4.30/5.00 (2014)

Undergraduate:

- **Buyer Behavior:** 4.35/5.00 (2012)
- **Marketing Management:** 4.64/5.00 (2013), 4.53/5.00 (2013), (2014)
- **Marketing Research:** 4.47/5.00 (2016), 4.50/5.00 (2017), 4.57/5.00 (2017, 2023, 2024, 2025)
- **Services Marketing:** (2025)

### Professional Experience:

**Barnes and Noble Booksellers**, Tampa, FL

2007–2010

**Community Relations Training Manager**

Responsibilities included negotiation of government contracts including an annual \$35M contract with the Board of Education, management of a \$2M annual sales program constituting the leading institutional sales

program in the company, assistance in developing and implementing an electronic ordering system for institutional sales, and the management and training of all outside sales associates in Florida.

**Gasparilla Distance Classic Association, Tampa, FL**

2005–2007

***Marketing Coordinator***

The not-for-profit produces an annual community event (15k, 5k, marathon, half marathon) that raises money for a portfolio of charities. Responsibilities included assistance in the negotiation and management of over \$1M in corporate sponsorships including Gatorade, Nike, Bank of America, Verizon, and Coca-Cola, and the design of the recruitment, training, and incentive program for more than 3,000 annual volunteers.

**Gap Clothing, Warrenton, MO**

2001-2005

***Merchandise Presentation Specialist***

Responsibilities included the design, execution and management of all in-store and window display, management of the merchandising team and execution of all floor display changes.

## EDUCATION

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<b>University of Washington, Foster School of Business, Seattle, WA</b> Post-Doctoral (with Robert W. Palmatier)	2014–2015
<b>Saint Louis University, John Cook School of Business, St. Louis, MO, <i>Great Distinction</i></b> Ph.D., Marketing <i>Dissertation:</i> Defining Moments: Understanding the Effect of Transformational Relationship Events ( <i>passing With Distinction; 2013 ISBM Dissertation Award finalist</i> ) <i>Committee:</i> Robert W. Palmatier (co-chair), Mark J. Arnold (co-chair), Mark B. Houston (reader), Nitish Singh (reader), Brad D. Carlson (reader)	2010–2014
<b>University of Tampa, Tampa, FL, <i>University Honors</i></b> M.B.A., Business Administration	2005–2006
<b>Southeast Missouri State University, Cape Girardeau, MO, <i>Magna Cum Laude</i></b> B.A., Mass Communication	2001–2005

## ACADEMIC SERVICE (MENTORING)

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- Dissertation and Honors Committees
  - Jin Braithwaite (Florida State University, marketing, dissertation committee chair, 2028)
  - Janina Wiebringhaus (University of Muenster, marketing, dissertation committee member, 2025)
  - Matilda Vevera (Florida State University, marketing, dissertation committee chair, 2026)
  - Melissa Baucum (University of Tennessee, marketing, dissertation committee member, 2025, placement: Oklahoma State University)
  - Jonathan Jackson (Florida State University, education, dissertation committee member, 2024)
  - Merve Uzunogullari (Georgia Tech University, marketing, dissertation committee member, 2024; placement: Amazon)
  - Alyssa Moore (Florida State University, accounting, dissertation committee member, 2024; placement: Indiana University)
  - Rachel Hochstein (Florida State University, marketing, dissertation committee chair, placement: University of Missouri – Kansas City, 2023)
  - Andrea Tillett (Florida State University, accounting, dissertation committee member, placement: University of Wisconsin, Financial Accounting and Reporting Section Best Dissertation Award winner 2022)
  - Alec Pappas (Florida State University, marketing, dissertation committee member, placement: Washington State University, 2022)
  - Harrison Pugh (Florida State University, marketing, dissertation committee member, placement: University of North Carolina – Greensboro, 2019)
  - Abdullah Almashayekhi (Florida State University, marketing, dissertation committee member, placement: King Fahd University of Petroleum and Minerals, 2018)
  - Gabriela Oliveira (Florida State University, honors thesis committee member, 2019)
  - Jenna Rabinovitch (Florida State University, honors thesis committee member, 2020)
  - Parker Franklin (Florida State University, honors thesis committee member, 2023)
  - Faculty Mentor for Florida State University Student Consulting Group 2016-2017
- Consortiums
  - Faculty Mentor, Institute for the Study of Business Markets, Atlanta, GA, 2026
  - Faculty Mentor, Marketing Strategy Consortium, Atlanta, GA, 2026
  - Faculty Mentor, AMA-Sheth Foundation Early Career Consortium, Madrid, Spain, 2026
  - Faculty Mentor, AMA-Sheth Foundation Early Career Consortium, Phoenix, AZ, 2025
  - Faculty Mentor, AIM-AMA Sheth Foundation Doctoral Consortium, Management Development Institute, India, 2025
  - Faculty Mentor, AMA Sheth Doctoral Consortium, Ohio State University, 2025
  - Faculty Mentor, Tenure Project, Los Angeles, CA 2024

- Faculty Mentor, SERVSIG Doctoral Consortium, Amelia Island, FL, 2024
- Faculty Mentor, Marketing Strategy Consortium, Cologne, Germany, 2024
- Faculty Mentor, AMA Sheth Foundation Consortium, Manchester, UK, 2024
- Faculty Mentor, Institute for the Study of Business Markets, Happy Valley, PA, 2024
- Faculty Mentor, AMA/Sheth Foundation Consortium, BI Nowegian Business School, Oslo, Norway, 2023
- Faculty Mentor, Institute for the Study of Business Markets, Chicago, IL, 2022
- Faculty Mentor, Marketing Strategy Consortium, Texas A&M University, 2022
- Faculty Mentor, AMA/Sheth Foundation Consortium, Indiana University, 2021
- Faculty Mentor, AMA Global Marketing SIG Consortium, Buenos Aires, Argentina, 2019
- Faculty Mentor, Marketing Strategy Consortium, University of Missouri Trulaske College of Business, 2018
- Faculty Mentor, Institute for the Study of Business Markets, PhD Research Camp, Boston, 2018
- Faculty Mentor, Conceptual Article Development Workshop, Academy of Marketing Science Conference, New Orleans, 2018
- Faculty Mentor, National Sales Education Foundation Doctoral Consortium, San Diego, 2018
- Faculty Mentor, PhD Project, Boston, 2018
- Faculty Mentor, Keith Hunt Newcomer Virtual Meet and Greet, Association of Consumer Research Conference, 2020
- Faculty Mentor, Winter AMA Mentor Networking Breakfast, Austin, TX, 2019
- Faculty Mentor, Winter AMA Mentor Networking Breakfast, New Orleans, 2018
- Mentoring Presentations
  - “Surviving the Review Process,” SERVSIG Consortium, Amelia Island, FL, 2024
  - “Strategic Literature Reviews,” Frontiers in Service, Amelia Island, FL, 2024
  - “Career Strategies-While Dealing with Life,” ISBM PhD Camp on Research in B2B Markets, State College, PA, 2024
  - “Real Talk: What I Wish I Knew,” Invited Presentation, PhD Project Conference, Chicago, IL, 2024
  - “Women in Marketing Strategy,” Invited Presentation, Winter American Marketing Association Conference, St. Pete Beach, FL 2024
  - “Life as an Academic: Planning Your Career and Being a Good Citizen,” AMA/Sheth Foundation Doctoral Consortium, Manchester, UK, 2024
  - “Societal Relevance/Marketing for a Better World,” Invited Presentation, Marketing Strategy Consortium, Cologne, Germany, 2024
  - “Work Life Balance,” Invited Presentation, AMA/Sheth Foundation Consortium, BI Nowegian Business School, Oslo, Norway, 2023
  - “Battling Myths and Creating Breathing Room,” Featured on American Marketing Association, YouTube Channel, 2023
  - “Prioritizing Mental Health and Work-Life Balance in the Doctoral Program,” Invited Presentation, DOCSIG Preconference Event, American Marketing Association Summer Educators Conference, Chicago, IL, 2022
  - “Navigating the Job Market: Finding Success and Prioritizing Fit in the Changing Landscape,” DOCSIG Special Session, American Marketing Association Summer Educators Conference, Chicago IL, 2022
  - “Moral Considerations in Research: From Idea Generation to Execution to Marketing Your Ideas,” Invited Presentation, Vienna University of Economics and Business, Vienna, Austria, 2022
  - “Building and Sustaining Momentum in Academic Research,” Institute for the Study of Business Markets, Summer Research Camp, Chicago, IL, 2022
  - “Publishing Multi-Method Research,” Invited Presentation, Irish Institute for of Digital Business Research Series, Dublin, Ireland, 2021
  - “Building and Managing BrandYOU,” Guest Speaker, Florida State University, Professional Development, 2019
  - “Building Brand You,” Guest Speaker, Florida State University, Women in Leadership Conference, 2017, 2018

- “Building Your Academic Brand Equity,” Panel with V. Kumar, Sandy Jap, Satish Jayachandran, AMA Global Marketing SIG Consortium, Buenos Aires, Argentina, 2019
- “Working with Firms in Academic Research”, Guest Lecture, University of Oregon, 2017
- “Understanding Worldviews and Metaphors to Improve Theory Building,” Invited Talk at Oklahoma State University, Executive Ph.D. Program, 2019
- “Getting Started in Academic,” Consortium Session with Mark Houston, Institute for the Study of Business Markets, Summer Research Camp, Boston, MA, 2018
- “Vetting and Marketing Your Theoretical Ideas,” AMS Review Doctoral Conceptual Paper Workshop, Academy of Marketing Science, New Orleans, LA, 2018
- “Going on the Market: Preparing for the Academic Market,” Panel with Willy Bolander and Nathaniel Hartmann, National Sales Education Conference, San Diego, CA, 2018
- “Eureka! Finding, Nurturing, and Marketing Interesting Ideas,” Panel with Doug Hughs, National Sales Education Conference, San Diego, CA 2018
- “Finding the Elusive Balance,” Panel with Clay Voorhees and Frank Germann, Marketing Strategy Consortium, Columbia, MO, 2018

## ACADEMIC SERVICE (RESEARCH)

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- Editor
  - Journal of Retailing, Special Issue, “Impact of Macro Trends: Retail Strategies, Business Models, and Consumer Insights,” 2024
- Developmental Editor
  - Journal of Marketing
- Area Editor
  - Journal of Academy of Marketing Science
  - Journal of Retailing
- Editorial Review Board
  - Journal of Marketing Research
  - Journal of International Business Studies
  - Journal of Service Research
- Ad Hoc Reviewer
  - Journal of Consumer Research
  - International Journal of Research in Marketing
  - Journal of Consumer Psychology
  - Journal of Business Research
  - European Journal of Marketing
  - Journal of Public Policy and Marketing
  - International Marketing Review
  - Journal of International Marketing
  - Industrial Marketing Management
  - Palgrave book proposal reviewer
  - AMA Marketing Educators’ Conference; Marketing Strategy Track, 2014
  - AMS Marketing Educator’s Conference; B2B Marketing Track, 2014
  - AMA Marketing Educators’ Conference; Marketing Strategy Track, 2013
  - CCT Marketing Conference; Transformational Experience Track, 2013
  - AMA Marketing Educators’ Conference; Consumer Behavior Track, 2012
- Area Editor, Academy of Consumer Research Conference, Chicago, IL, 2026
- IOSIG Stern Award Committee, 2026
- Relationship Marketing Vice Chair, Conference Planning, Relationship Marketing Special Interest Group, 2017-Present
- Co-Chair, Organizational Frontline Research Special Interest Group, 2023-2025
- Conference Co-Chair, American Marketing Association Summer Academic Conference, 2025



- Conference Co-Chair, Organizational Frontline Research Symposium, Winter AMA, Pheonix, AZ, 2025
- Special Session Chair, Role of Generative Artificial Intelligence for Marketing in Government and Healthcare, Winter AMA, St. Pete Beach, FL, 2024
- Special Session Chair, Resilience on the Organizational Frontline: Executive Perspectives, Winter AMA, St. Pete Beach, FL, 2024
- Special Session Chair, Resilience on the Organizational Frontline: Academic Perspectives, Winter AMA, St. Pete Beach, FL, 2024
- Track Chair, Global Marketing SIG Conference, Verona, Italy, 2024
- Reviewer, AMA-EBSCO-RRBM Responsible Research in Marketing Award, 2023
- Conference Co-Chair, Organizational Frontline Research Symposium, St. Petersburg, FL, 2023
- Track Chair, Understudied Markets and Marketing Stakeholders, Summer AMA, San Francisco, CA 2023
- Track Chair, Services, Retailing, and Customer Experience, Summer AMA, Boston, 2021
- Committee Chair, Florida State University, College of Business Research Award Committee, 2023
- Committee Member, Florida State University, College of Business Research Award Committee, 2019
- Reviewer, Alden G. Clayton Award, Marketing Science Institute, 2019
- Associate Editor, Association of Consumer Research Academic Conference, Paris, France, 2020
- Co-Chair, John A. Howard/ AMA Doctoral Dissertation Award, Academy of Marketing Science, 2019
- Special Session Chair, The Age of Big Data: Using Unstructured Data to Inform Marketing Theory and Practice, Summer AMA, Chicago, IL, 2019
- Special Session Chair, From Relationship Marketing to Customer Engagement, Winter AMA, Austin, TX, 2019
- Session Chair, Organizational Frontline Research Symposium, Austin, TX 2019
- Review Team, 2018 AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles
- Special Session Chair, Customer Job Journeys, Summer AMA, Boston, 2018
- Track Chair, Customer Experience, Summer AMA, Boston, 2018
- Special Session Chair, Relational, Governance, and Learning Mechanisms for Managing Marketing Exchange, Winter AMA, New Orleans, 2018
- Track Chair, Summer AMA, Marketing Strategy, 2017
- Session Chair, Theory and Practice in Marketing, 2016
- Track Chair, AMS, Customer Engagement and Psychology, 2014
- Saint Louis University student representative for annual board meeting, 2013; selected by the Vice President of Faculty as one of only two students to present to the board of trustees
- Kern Entrepreneurship Education Network, Innovation Challenge Facilitator, 2013-2014
- Committee member for Florida State University, Recruiting Committee, 2017
- Committee member for Florida State University, Marketing Ph.D. Program Committee, 2016-2017

## **PROFESSIONAL ASSOCIATIONS**

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- American Marketing Association
- Institute for Study of Business Markets
- Beta Gamma Sigma, National Business Administration Honor Society