

# 2022 SOUTHEAST MARKETING SYMPOSIUM

**TERRY COLLEGE OF BUSINESS  
UNIVERSITY OF GEORGIA**



**UNIVERSITY OF  
GEORGIA**

Terry College of Business

# SPONSORS

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Terry College of Business  
Department of Marketing

Dr. Ben Ayers, Dean  
Dr. John Hulland, Department Head



Dr. C. Shane Hunt  
(Idaho State University)  
Dr. George Deitz  
(The University of Memphis)



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# ABOUT



## UNIVERSITY OF GEORGIA

As the birthplace of public higher education in America, for over 235 years the University of Georgia has been engaged in a mission of leadership and service to our state. A land-grant and sea-grant university, UGA is the state's oldest and most comprehensive institution of higher education. Its motto, "to teach, to serve, and to inquire into the nature of things," reflects the university's integral role in the state and nation's intellectual, cultural and environmental heritage.

## TERRY COLLEGE OF BUSINESS

Founded in 1912, the Terry College of Business is the state's flagship business school. Terry takes great pride in its role of supporting economic growth in Georgia and graduating leaders prepared to compete in the global economy.

Ranked a top 15 public business school, Terry is the second largest college at UGA, with a popular residential undergraduate program, a wide range of specialized master's degrees, multiple MBA program formats in Athens and Atlanta and eight different areas of study in its Ph.D. programs. Terry has a vast network of more than 70,000 alumni, many of whom enthusiastically engage with the college as employers, mentors and donors.

Ben Ayers is dean of the Terry College, first appointed in 2014. Under his leadership, Terry has raised nearly \$200 million to support faculty, programs and facilities, and dedicated the new home of the Terry College of Business on the UGA campus, known as the Business Learning Community.

Terry established a campuswide Entrepreneurship Program in 2016 and three years later opened Studio

225, its student entrepreneurship center. Over the past eight years, the college has launched several dual degree programs, started a new master's in business analytics and undertaken many other initiatives. This has led to growing undergraduate and graduate enrollment and the highest employment rates for graduating students in the college's history.

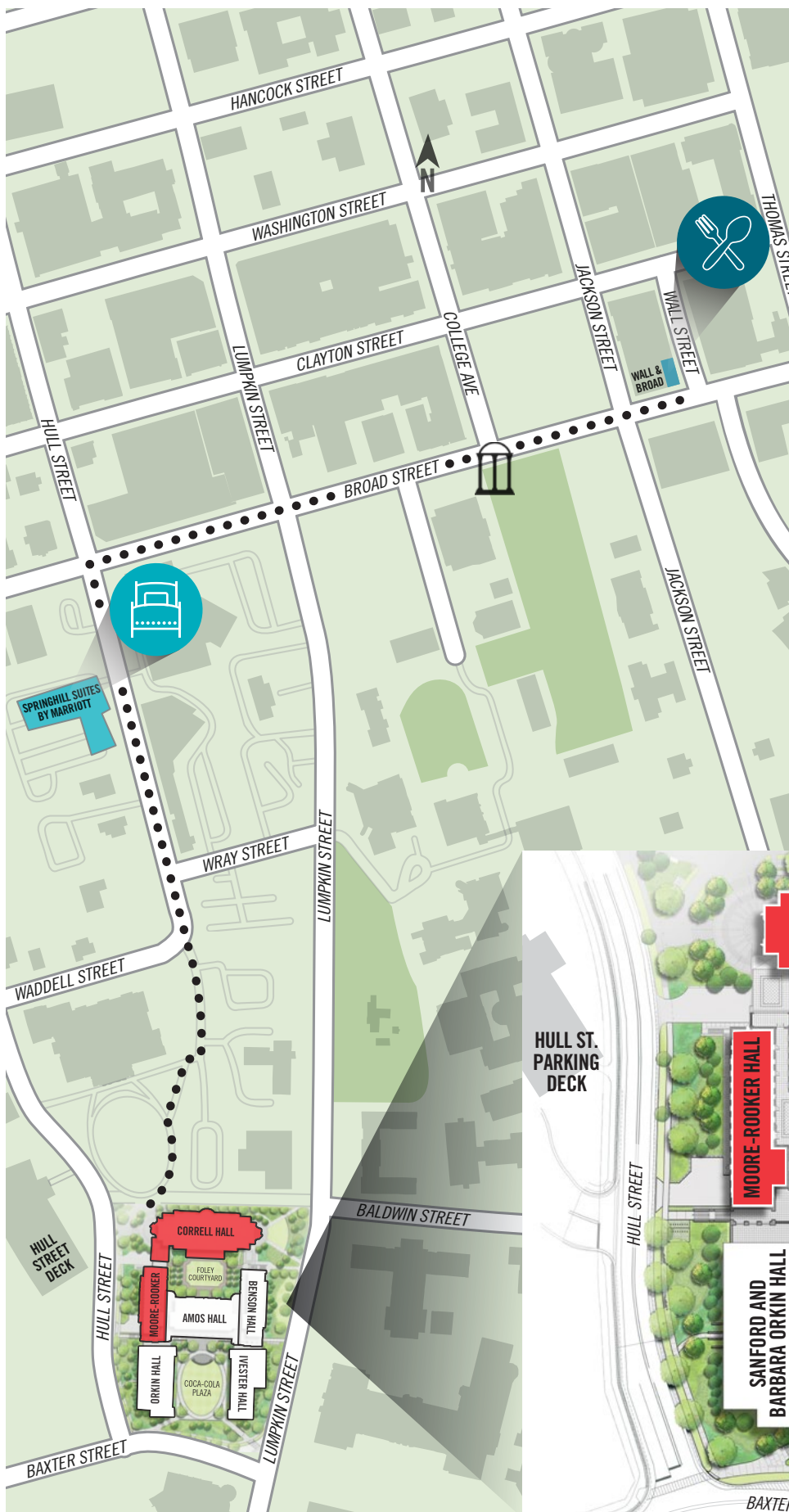
## DEPARTMENT OF MARKETING

The marketing department, ranked by *U.S. News & World Report* as No. 16 in the country, consists of 23 full-time faculty actively involved with research, teaching and service. The department offers bachelor's, master's and Ph.D. programs. Marketing is a popular undergraduate major, with more than 800 students, and has two key areas of emphasis: digital marketing and professional selling. Faculty are actively involved in teaching courses in a portfolio of master's programs at UGA including the Full-Time MBA, Master of Business Analytics and Executive MBA.

Two department-specific programs are worthy of additional mention. First, we offer a Master of Marketing Research. Launched in 1979, the MMR program was the first of its kind and is still regarded as the gold standard of graduate programs in marketing research and consumer insights, with 25 students in its class of 2022. It recently received STEM designation recognition.

Second, our marketing Ph.D. program has a long history of successful academic placements. We currently have 11 students enrolled in the program at various stages of completion. The current group has been very successful at producing high-quality research and receiving external recognition, including Bearden Award wins in 2019, 2020 and 2021.





# BLC MAP & DOWNTOWN

SUGGESTED PATH • • • • •

 **FROM SPRINGHILL SUITES  
TO CORRELL HALL**

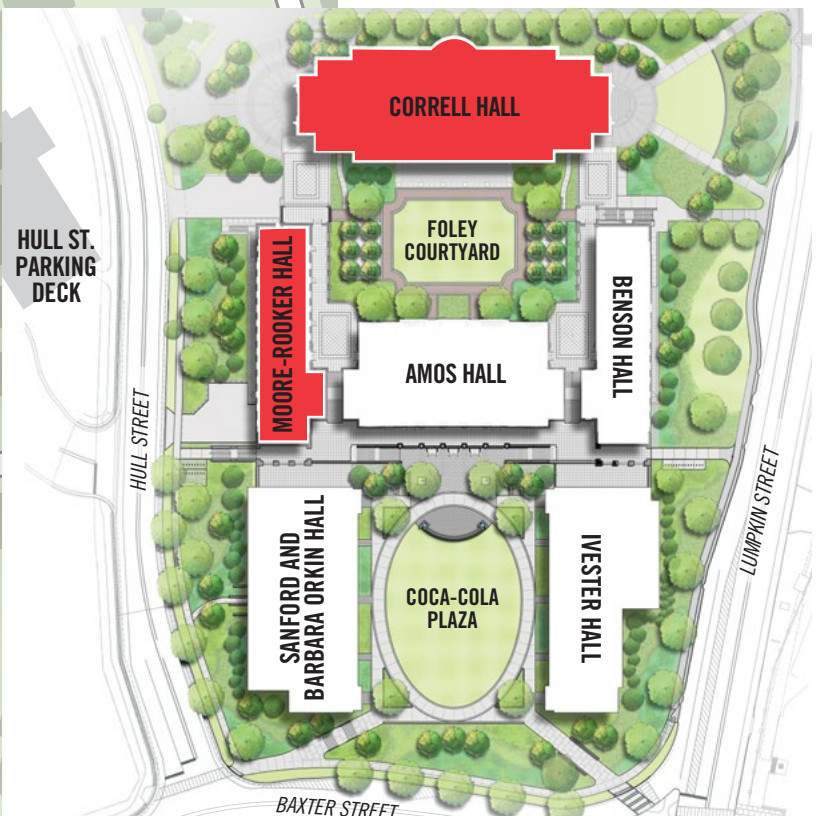
**WALKING ESTIMATE - 7 MINUTES  
DISTANCE - 0.3 MILES**

1. Head south on S Hull St toward W Wray St
2. At Waddell Street, follow sidewalk between Special Collections Libraries and Morris Hall
3. Follow sidewalk around the plaza

 **FROM SPRINGHILL SUITES  
TO WALL & BROAD**

**WALKING ESTIMATE - 5 MINUTES  
DISTANCE - 0.3 MILES**

1. Head east towards S Hull Street
2. Turn left onto S Hull Street
3. Turn right onto W Broad Street
4. Your destination is on the left



# ITINERARY

## THURSDAY, MARCH 31

4:00 <sub>PM</sub> –5:40 <sub>PM</sub>	HOTEL CHECK-IN	Springhill Suites–Athens
5:40 <sub>PM</sub> –6:00 <sub>PM</sub>	SYMPOSIUM REGISTRATION	Hotel Lobby
6:00 <sub>PM</sub> –8:30 <sub>PM</sub>	WALK TO RESTAURANT	
	DINNER	Wall & Broad, 345 Broad St.

## FRIDAY, APRIL 1

7:30 <sub>AM</sub> –8:30 <sub>AM</sub>	BREAKFAST	Hotel
8:40 <sub>AM</sub> –9:00 <sub>AM</sub>	WELCOMING COMMENTS	Stelling Study (A200)
9:00 <sub>AM</sub> –10:30 <sub>AM</sub>	SESSION A	Correll 222
	<i>Surprising Effects in Marketing Communications</i>	
	<b>Marketing by Design: Using (Un)Structured Visual Marketing Communications to Influence Brand Performance</b>	
	Felipe Affonso, University of Florida	
	<b>Do Actions Really Speak Louder Than Words? Bragging's Negative Effect on Consumers' Preference for Prosocial Companies</b>	
	Eric Narcum, University of Memphis	
	<b>Conjunction Function: When And is in the Brand</b>	
	Michael Jenkins, University of Kentucky	Daniel Sheehan, University of Kentucky
9:00 <sub>AM</sub> –10:30 <sub>AM</sub>	SESSION B	Correll 213
	<i>Management, Leadership and Policy Making</i>	
	<b>Leveraging Stacked Rankings to Improve Salesperson Performance: Evidence from a Large Multinational Study</b>	
	Molly Ahearne, University of Georgia	Son Lam, University of Georgia
	Yashar Atefi, University of Denver	Mohsen Pourmasoudi, San Diego State University
	<b>Why Not Me? What Kind of CMOs are Viable Candidates for a Marketing CEO?</b>	
	Aisha Ghimire, University of Mississippi	
	<b>Disruption in the Business Environment and Business Models: Trade Wars and International Strategic Alliances</b>	
	Kiwoong Yoo, University of Tennessee	
10:30 <sub>AM</sub> –10:45 <sub>AM</sub>	BREAK	
10:45 <sub>AM</sub> –12:15 <sub>PM</sub>	SESSION C	Correll 222
	<i>Consumer Demographics and Lifestyles: Ethnicity, Gender and Religion</i>	
	<b>Mixed Couples, Mixed Attitudes: How Interracial Relationships in Marketing Appeals Influence Brand Outcomes</b>	
	Nicole Davis, University of Georgia	Julio Sevilla, University of Georgia
	Rosanna Smith, University of Georgia	
	<b>How Fuel Snacks Affect Consumers at the Intersection of Stress and Gender</b>	
	Marina Cozac, Florida State University	Maura Scott, Florida State University
	Martin Mende, Florida State University	
	<b>Uncovering Antecedents of Brand Religiosity</b>	
	Haley Hardman, Mississippi State University	

CONTINUED

# ITINERARY

## FRIDAY, APRIL 1 (CONTINUED)

10:45 <sub>AM</sub> —12:15 <sub>PM</sub>	<b>SESSION D</b> <i>Modern Retailing: Service Standardization, Mobile Self-Checkout and Online Shopping Carts</i> <b>Going Off Script: Emotional Intelligence and Service Standardization</b> Garrett Shipley, University of Tennessee <b>Adoption of Mobile Self-Checkout in a Retail Store</b> Aashish Pandey, University of Arkansas Dinesh K. Gauri, University of Arkansas <b>The Effects of Email-Based Retargeting on the Recovery of Abandoned Shopping Carts</b> David Mathis, University of Alabama	Correll 213
12:15 <sub>PM</sub> —1:45 <sub>PM</sub>	<b>LUNCH</b> <b>BEARDEN AWARD ANNOUNCEMENT</b>	Stelling Study (A200)
2:00 <sub>PM</sub> —3:00 <sub>PM</sub>	<b>SESSION E</b> <i>Social Media: Fantasy Sports' Wagering and Consumer Welfare</i> <b>Fantasy Sports and the Influence of Social Media on Athlete Selection and Wagering</b> Candice Marti, Louisiana State University <b>The Potential Negative Impact of Social Media Well-Being Messages on Consumer Welfare</b> Emma Welch, University of Mississippi	Correll 222
2:00 <sub>PM</sub> —3:00 <sub>PM</sub>	<b>SESSION F</b> <i>White Lies and Consumer Trust</i> <b>The Dark Side of White Lies: Effects of Virtual Agency Type on Customers' Deceitful Behaviors</b> Della Garner, University of Memphis <b>Looking Behind the Curtain: How Process Transparency Enhances Customer Trust and Willingness to Pay</b> Tongxi Wang, University of Alabama	Correll 213
6:00 <sub>PM</sub> —9:00 <sub>PM</sub>	<b>DINNER</b>	Studio 225, 225 W Broad St.

## SATURDAY, APRIL 2

7:30 <sub>AM</sub> —9:00 <sub>AM</sub>	<b>BREAKFAST</b>	Hotel
8:00 <sub>AM</sub> —9:00 <sub>AM</sub>	<b>SMS PHD PROGRAM COORDINATORS MEETING</b>	
9:00 <sub>AM</sub> —10:30 <sub>AM</sub>	<b>SESSION G</b> <i>High-Tech Consumers: Alexa, Service Robots and Blockchain</i> <b>Controlling Alexa: The Influence of Voice Assistant's Interaction on Consumer Perceptions</b> Ripinka Koli Patil, Louisiana State University <b>The Comparative Advantages of Service Robots' Anthropomorphized Voices</b> Jutong Wen, Mississippi State University <b>The Effect of Blockchain Augmented Claims Versus Third-Party Labels on Consumption of Sustainable Products</b> Umair Usman, University of Kentucky	Correll 222 Dan Rice, Louisiana State University Aaron Garvey, University of Kentucky

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**SATURDAY, APRIL 2 (CONTINUED)**


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<b>9:00<sub>AM</sub>—10:30<sub>AM</sub></b>	<b>SESSION H</b> <i>Self-Care, Healthy Consumption and Rewards</i> <b>Self-Centered Care Consumption: How Consumers Prioritize Themselves</b> Rachel Hochstein, Florida State University      Ela Veresiu, York University Colleen Harmeling, Florida State University <b>Reversing the Effects of Favorable Processing Claims for Ultra-Processed Foods: Understanding the Effects of Food Package Stop Sign Disclosures on Evaluations of Ultra-Processed Products</b> Garrett Rybak, University of Arkansas <b>I Will Get a Reward, Too: Disclosing the Referrer-Reward Increases Referring</b> Minzhe Xu, University of Florida      Yanping Tu, Peking University Zhihao Yu, University of Nebraska at Omaha	Correll 213
<b>10:30<sub>AM</sub>—10:45<sub>AM</sub></b>	<b>BREAK</b>	
<b>10:45<sub>AM</sub>—12:00<sub>PM</sub></b>	<b>PANEL: “MEET THE EDITORS”</b>	Stelling Study
<b>12:00<sub>PM</sub>—1:30<sub>PM</sub></b>	<b>BOXED LUNCH</b> <b>DRS AWARD ANNOUNCEMENT</b> <b>SMS DOCTORAL EDUCATOR’S AWARD</b> <b>ADJOURNMENT</b>	Stelling Study



# BIOGRAPHIES

## UNIVERSITY OF GEORGIA FACULTY



### NEIL BENDLE

Neil Bendle is an associate professor of marketing at the Terry College of Business. Neil is a qualified accountant (FCCA) who chairs the Marketing Accountability Standards Board (MASB) advisors (themasb.org). He has a Ph.D. from the Carlson School of Management, University of Minnesota; an

MBA from Darden, University of Virginia; an M.A. in Hellenistic studies from the University of Liverpool; and a B.A. in ancient history and history from the University of Nottingham. Neil has been published in *Marketing Science*, *Management Science*, the *Journal of Consumer Research*, the *Journal of the Academy of Marketing Science*, and *IJRM*, among others. He co-authored *Marketing Metrics: The Manager's Guide to Measuring Marketing Performance*, which is now in its fourth edition. Please visit his Marketing Thought website (neilbendle.com) for thoughts on research, advice pages and weekly blog posts.



### SUNDAR BHARADWAJ

Sundar Bharadwaj is the Coca-Cola Chair of Marketing at the Terry College of Business. He is also a senior research fellow at the Indian School of Business and a research fellow at the Institute for Study of Business Markets (ISBM). Prior to that, he served as a professor of marketing at

Goizueta Business School, Emory University, for 18 years. He has held visiting faculty positions at the Wharton School, Cornell University, HEC (Paris), Indian School of Business, Singapore Management University and BI (Norway). His research focuses on business problems relating to current and long-term returns and risks to marketing investments in brands, customers, innovation and marketing strategy. His newer stream of research focuses on sustainability, brand activism, AI in marketing and societal impact of marketing actions. Professor Bharadwaj has held brand management and sales management positions in multinational corporations (such as SmithKline Beechams and AMUL) where he developed branding strategies and channel strategies for new and existing products.

He serves on the Academic Council of the American Marketing Association.



### ANINDITA CHAKRAVARTY

Anindita Chakravarty is an associate professor of marketing at the Terry College of Business. Her research interests lie in marketing strategy and digital marketing. She has published in top-tier marketing journals such as *Marketing Science*, *Journal of Marketing*, *Journal of Marketing*

*Research*, *Management Science* and *International Journal of Research in Marketing*. She is an associate editor at *Journal of Marketing Research* and serves on the editorial boards of *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Interactive Marketing* and the *International Journal of Research in Marketing*. She won the Lehmann Award in 2017. She was awarded the 2020 Varadarajan Award for early-career excellence in strategy research. She was also recognized as an MSI scholar in 2020.



### HUA CHEN

Hua Chen received his Ph.D. in marketing from the Bauer College of Business, University of Houston, and joined UGA from his position as assistant professor of marketing at the College of Business Administration, University of Mississippi. His research employs behavioral economics

and experimental economics to examine questions facing marketing and sales managers. Currently, his research focuses on how to design optimal incentives for salespeople. His research work has appeared in the *Journal of Marketing Research*, *Marketing Science* and *Management Science*.





### MARCUS CUNHA

Marcus Cunha Jr. is a professor of marketing at the University of Georgia and director of UGA's Master of Marketing Research (MMR) program. His research focuses on cognition, judgment and decision-making as applied to understanding issues in pricing and branding. His research has been published

in premier journals such as the *Journal of Consumer Research*, *Journal of Marketing Research*, *Marketing Science* and *Journal of Marketing*. He teaches MBA, MMR and Ph.D. students at UGA. He was recently awarded the collegewide Outstanding Faculty Award for Teaching Excellence and the Hugh O. Nourse outstanding MBA teacher award from the Terry College of Business. Dr. Cunha also teaches the topics of statistical analysis, consumer behavior, behavioral economics and media effectiveness research to large corporations such as Chick-fil-A, Lowe's and Assurant, as well as the Georgia Banking Association and Advanced School of Marketing Research (American Marketing Association). He has conducted consulting projects for multinational corporations in the U.S. and in Brazil and trained research executives in both countries.



### TARI DAGOGO-JACK

Tari Dagogo-Jack is an assistant professor of marketing at the Terry College of Business. He received his Ph.D. from the University of Washington and an A.B. in economics from Harvard University. His research focuses on consumer behavior with an emphasis on branding, social influence and

temporal comparisons. His research has appeared in leading marketing journals, including *Journal of Marketing Research* and *Journal of Consumer Psychology*.



### TATIANA DYACHENKO

Tatiana Dyachenko is an assistant professor of marketing at the Terry College of Business. She received her Ph.D. in marketing with an interdisciplinary specialization in statistics, marketing and psychology from Ohio State University. She has MBA and MMR degrees in addition to an

undergraduate degree in engineering. Her research interests revolve around quantitative methods, including modeling of consumer behavior, Bayesian estimation and quantitative research methodologies such as Bayesian mediation analysis. Her research has been published in *Marketing Science* and *Journal of Marketing Research*. Prior to her academic career, she worked in business consulting providing analytical support for financial, technology and retail industries.



### JOHN HULLAND

John Hulland is the Emily H. and Charles M. Tanner Jr. Chair in Sales Management, professor of marketing and marketing department head at the Terry College of Business. His current research interests include: understanding how social interactions, particularly in online communities,

influence attitudes and behaviors; dark web, chatbot, and online privacy issues; and the process of scale development. His research has appeared in a wide variety of leading journals, including *JAMS*, *Journal of Consumer Research*, *Marketing Science*, *Journal of Marketing Research*, and *Journal of Marketing*. He is the current editor in chief of *JAMS*. His personal interests include shouting at clouds in the winter and swearing at missed golf shots in the summer. He collects old video games and pinball machines and is equally bad at both. His passions include frequent use of the word "peachy" and wearing colorful sports shirts.



### PIYUSH KUMAR

Piyush Kumar is an associate professor of marketing at the Terry College of Business. His research currently focuses on explicating brand equity from digital data, understanding the structure of online reviews, post-consumption emotions and service management.

His research has appeared in a variety of journals, including *Marketing Science*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Service Research* and *International Journal of Research in Marketing*. He has great affinity for stand-up comedy and abstract art.



### SON K. LAM

Son K. Lam is a professor of marketing and Terry Dean's Advisory Council Distinguished Professor at the Terry College of Business. He has published in premier academic journals in marketing and management, including *Journal of Marketing Research*, *Journal of Marketing*, *Strategic Management Journal*,

*Journal of the Academy of Marketing Science*, *Journal of Retailing and Organizational Behavior and Human Decision Processes*, among others. He is an area editor for *Journal of the Academy of Marketing Science* and *International Journal of Research in Marketing*. He also serves on the editorial review board of *Journal of Marketing*, *Journal of Retailing*, *Journal of Service Research* and *Journal of Personal Selling and Sales Management*.



### CHARLOTTE MASON

Charlotte Mason is the C. Herman and Mary Virginia Terry Chair of Business Administration at the Terry College of Business. Her current interests focus on the visual representation of data as well as customer analytics and strategy. Her research has been published in leading journals including

*Marketing Science*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Strategic Management Journal*, *Marketing Letters* and *Journal of Interactive Marketing* and has garnered over 9,000 citations on Google Scholar. Charlotte has served on editorial boards for *Journal of the Academy of Marketing Science*, *Journal of Marketing*, *Journal of Marketing*

*Research* and the *Journal of Relationship Marketing*. She is a Titrustee of the Marketing EDGE, a nonprofit organization whose mission is to Educate, Develop, Grow, and Employ students in the field of marketing. In 2014 she received the Marketing EDGE's Robert B. Clarke Outstanding Educator Award.



### JULIO SEVILLA

Julio Sevilla is an associate professor of marketing at the Terry College of Business. He received his Ph.D. from the University of Miami. His research has appeared in many leading marketing journals, including *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*

and *Journal of Consumer Psychology*. His work received the Research in Practice Award by AMA CBSIG for 2016, an honor granted to the best consumer behavior paper published across all top journals during that year. Julio has also been recognized as an MSI Young Scholar for 2021 and currently serves as VP for Programming for the CBSIG and as an editorial board member at the *Journal of Consumer Research*. He has also been ranked in the top 30 for research productivity in top AMA journals during the last decade by DOCSIG.



### ROSANNA SMITH

Rosanna Smith is an assistant professor of marketing at the Terry College of Business. Her research focuses on understanding how we define and why we value authenticity. In particular, she examines the intersection between authenticity and aesthetics.

She uses both social media data and experiments to explore how beauty standards and body modification (e.g., via cosmetics, plastic surgery) influence perceived authenticity and consumer well-being. Her work has been published in both marketing and psychology academic journals such as the *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Personality and Social Psychology*, *Journal of Experimental Social Psychology* and *Cognition*.





### PENGYUAN WANG

Pengyuan Wang is an assistant professor of marketing at the Terry College of Business. She received her doctorate in statistics from the University of Pennsylvania. Prior to joining UGA, she worked as a research scientist at Yahoo Labs for advertising science and practice. Her research interest currently centers around digital marketing and the related methodologies in statistics and computer science areas. She also participates in customer behavior research for multi-method studies. She has two granted patents and has published papers in top-tier business journals such as *Marketing Science*, *Quantitative Marketing and Economics*, *Journal of Marketing Research*, *Journal of Marketing* and *Journal of the Academy of Marketing Science*, as well as premier computer science/data mining venues.



### SARAH C. WHITLEY

Sarah C. Whitley is an assistant professor of marketing at the Terry College of Business. She received her Ph.D. in marketing from Boston University and a B.A. in economics from the University of North Carolina at Chapel Hill. Her research interests revolve around judgment and decision making in the contexts of retail and prosociality/sustainability. Her research has appeared in the *Journal of Consumer Research*, the *Journal of Consumer Psychology* and *Harvard Business Review*. Prior to her academic career, she worked as an economic consultant in the energy industry.



### ELHAM YAZDANI

Elham Yazdani is an assistant professor of marketing at the Terry College of Business. She received her Ph.D. in marketing from the University of Utah. Her research interests are related to social networks, online reviews and firm/user behavior in digital platforms. She has published in *Marketing Science* and *Journal of the Academy of Marketing Science*. She serves as an ad hoc reviewer for *Journal of the Academy of Marketing Science* and *Journal of Consumer Research*.

## UNIVERSITY OF GEORGIA STUDENTS



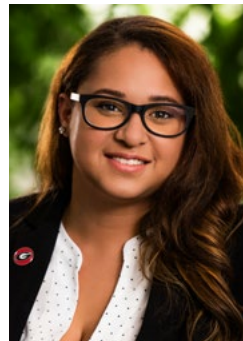
### MOLLY AHEARNE

Molly Ahearne is a second-year Ph.D. student at the Terry College of Business. Her research interests are focused within the areas of personal selling and sales force management.



### SAKSHI BABAR

Sakshi Babar is a first-year Ph.D. student at the Terry College of Business. Her research interests are in the areas of climate change and marketing, business-to-government selling and emerging markets.



### NICOLE DAVIS

Nicole Davis is currently pursuing a Ph.D. in marketing from the University of Georgia. She is a second-year doctoral student with research interests in diversity and inclusion, consumer-based strategies and branding.



### SEOYOUNG KIM

Seoyoung Kim is a fifth-year Ph.D. student at the Terry College of Business. Her research investigates how firms respond to paradigmatic changes in social institutions such as digital transformation or the growing emphasis on activism. She will join Fordham University as an assistant professor in marketing in fall 2022.



### YOUNGTAK KIM

Youngtak Kim is a fifth-year Ph.D. student at the Terry College of Business. His research interests include innovations, corporate sustainability and the marketing-finance interface. He will join the University of Tennessee in Knoxville as an assistant professor in marketing in fall 2022.



### LYNDSAY LOOMER

Lyndsay Loomer is a second-year Ph.D. student at the Terry College of Business. She previously worked in brand management, received her MBA in marketing from Indiana University and has a bachelor of arts in journalism from the University of Georgia. She studies consumer behavior,

and her research interests include packaging, retailing and sustainability.



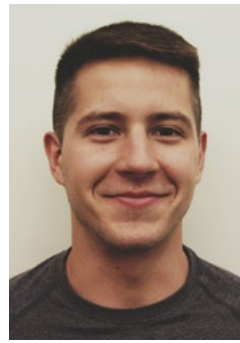
### KRISSA NAKOS

Krissa Nakos is a second-year Ph.D. student at the Terry College of Business. Her primary research interest is in data privacy, specifically the tradeoff between privacy and personalization.



### RACHEL RAMEY

Rachel Ramey is a fourth-year Ph.D. student at the Terry College of Business. Her research interests include emerging markets, social marketing and the role of marketing in the opioid epidemic.



### CHASE SCHAUM

Chase Schaum is a first-year Ph.D. student at the Terry College of Business. His research interests are focused within the areas of pricing, packaging and phonological perceptions.



### LAN ANH TON

Lan Anh Ton is a fourth-year Ph.D. student at the Terry College of Business. Her research investigates aesthetics, authenticity and emotions.



### LANA WASCHKA

Lana Waschka is a fifth-year Ph.D. student at the Terry College of Business. She studies consumer behavior, and her research interests include consumer perceptions and branding. She will join Elon University as an assistant professor in marketing in fall 2022.

## UNIVERSITY OF ALABAMA FACULTY



### SHARON BEATTY

Dr. Sharon E. Beatty (Ph.D., Oregon, 1980) is Professor Emerita, University of Alabama. She conducts services and employee frontline research. She has published in journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Service Research* and *Journal of Business Research*, and her work has over 32,000 citations. She serves on the editorial review boards of *Journal of Retailing*, *Journal of Service Research* and *Journal of Business Research*. She was named AMS Distinguished Fellow in 1998, SMA Distinguished Scholar in 2001 and SMA Distinguished Fellow in 2014. She received AMS's Distinguished Service Award in 2015, the Southeast Marketing Symposium's Outstanding Contributions



to Doctoral Education Award in 2016 and AMS's Cutco/Vector Distinguished Marketing Educator Award in 2019. She co-chaired three AMS Doctoral Consortia and was Doctoral Coordinator at UA for 27 years, chairing 24 dissertations.



### ABHI BHATTACHARYA

Abhi Bhattacharya is an assistant professor in marketing at the University of Alabama and received his doctorate from Indiana University, Bloomington. His primary research interest lies in empirical modeling applications in marketing strategy, especially within the

domain of marketing–finance interface and industrial organization as well as within the methodological applications of text analytics and machine learning within marketing. He has presented at all major marketing conferences over several years and published in multiple high-impact outlets including *Journal of Marketing*, *Journal of Marketing Research*, *International Journal of Research in Marketing* and the *Journal of Business Ethics*, among others. Pre-academia, he worked in chemical manufacturing.



### CAROL ESMARK JONES

Carol L. Esmark Jones is an associate professor at the University of Alabama and the M. Thomas Collins Jr. Faculty Fellow in E-Commerce. She is a Ph.D. graduate from the University of Tennessee in Knoxville. Her research focuses on retail shopper behavior, most often concentrating

on how the shopper reacts to embarrassment and privacy invasions. She also examines retail impact variables and frontline employee factors. Carol's work has been published in the *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Harvard Business Review*, *Journal of International Business* and the *Journal of Operations Management*, among others. She was recently selected for the 2019 AMA Retail & Pricing SIG Emerging Scholar Award and currently serves as the SIG's VP of communication.



### STACEY ROBINSON

Stacey Robinson is an associate professor at the University of Alabama (Ph.D., Florida State University). Her research focuses on innovating and understanding the consumer and frontline employee (FLE) experience in retail and service exchanges. Her research has been published in the *Journal*

of *Marketing*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Service Research*, *Journal of Business Research* and others, and has been presented at a number of international and national conferences. Stacey serves on the editorial review board for the *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Public Policy and Marketing*, *Journal of Service Research* and the *Journal of Business Research* and is a board member of AMA's Retail and Pricing SIG and SERV SIG. Pre-academic career, Stacey worked in the financial services industry.

## UNIVERSITY OF ALABAMA STUDENTS



### KIMBERLY HUTCHESON

Kimberly is a fourth-year doctoral student in marketing at the University of Alabama, where she also earned her master of science in marketing in 2015 and her bachelor of science in commerce and business administration in 2014. Prior to beginning the Ph.D. program, Kimberly

worked as an instructor teaching research and strategy undergraduate courses at the University of Alabama in the advertising and public relations department. Kimberly's research interests include transformative service research, financial vulnerability and consumer identity.



### ROSS JOHNSON

Ross W. Johnson is a fourth-year Ph.D. student at the University of Alabama. Before enrolling at Alabama, Ross earned his B.S. in marketing and business analytics from the Kelly School of Business at Indiana University. His research interests fall broadly in understanding how

marketing strategies can impact firm performance.

Under this umbrella, his current research focuses on relationship marketing issues with an emphasis on customer relationship management, sales force management and marketing analytics.



### DAVID MATHIS

David Mathis is a third-year Ph.D. student at the University of Alabama. His research interests focus on digital marketing, eCommerce strategy and consumer behaviors, and the impact of eCommerce on omnichannel retailing. Prior to beginning the Ph.D. program David

worked in marketing management roles in the private and public sectors, where he handled a range of marketing tasks including social media and eCommerce management, tradeshow and event management and customer research initiatives. He earned a bachelor's degree in advertising from Brigham Young University and an MBA from Utah State University.



### ELISSA SHULTS

Elissa Shults is a first-year doctoral student at the University of Alabama. She earned a master's degree in marketing analytics from the University of Alabama and a bachelor's degree in business with an economics minor from Milligan University. Prior to beginning the Ph.D. program,

Elissa worked as a market researcher in both the corporate strategy and innovation departments at Eastman Chemical Company, a Fortune 500 company. Her research focuses on consumer behavior, well-being and decision making, examining the impact of negative emotions and sense of safety on consumers.



### LACEY WALLACE

Lacey K. Wallace is a first-year doctoral student in marketing at the University of Alabama. She earned her MBA and B.S.B.A. in marketing at the University of Southern Mississippi. Lacey's research interests fall broadly in the context of social and cultural influences, consumer identity

and sensory marketing. Her work has been published

in the *Journal of Research in Interactive Marketing* and *Journal of Marketing Education* and presented at the Association of Marketing Theory and Practice Conference and Society for Marketing Advances.



### TONGXI (STEPHANIE) WANG

Tongxi (Stephanie) Wang is a second-year doctoral student in marketing at the University of Alabama. She earned her master's degree from Michigan State University. Before starting the Ph.D. program, Stephanie worked as a senior marketing specialist at Seagate, the world's leading company

providing data storage solutions. She took charge of Seagate's eCommerce business on Alibaba in China from a marketing perspective. Her research interests include social influence, symbolic consumption and sensory marketing.

## UNIVERSITY OF ARKANSAS FACULTY



### SCOT BURTON

Scot Burton is Distinguished Professor and Tyson Chair in Food and Consumer Products Retailing at the Sam M. Walton College of Business. His research interests include consumer health and well-being, public policy concerns, advertising and promotion and survey measurement issues.

He served as co-editor-in-chief of the *Journal of Public Policy & Marketing* from 2017–2020 and as a special external consultant to the FDA Risk Communications Advisory Committee. He received the 2020 AMA Lifetime Achievement Award in the domain of Marketing & Society. His research has been published in more than 100 journal articles, including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Public Policy & Marketing*, *American Journal of Public Health*, *Journal of Applied Psychology*, *Journal of Retailing*, *JAMS*, *Tobacco Control*, *Public Opinion Quarterly*, *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Management*, *MIS Quarterly*, *OBHDP* and others.





### ASHISH SHARMA

Ashish Sharma is an assistant professor of marketing at the Sam M. Walton College of Business. His research focuses on business-to-business relationships, relationship marketing and sales strategy. He is particularly interested in studying the marketing-finance interface and the factors affecting salesperson motivation and performance. His research has been published in *Journal of Marketing*, *Journal of the Academy of Marketing Science* and *European Journal of Marketing*. He has also won multiple grants and awards for his research from the American Marketing Association and Sales Education Foundation.



### LEAH SMITH

Leah Smith is an assistant professor at the University of Arkansas. Her research centers around digitally mediated consumer relationships. Specifically, her work examines how new technologies are impacting consumer relationships with marketers through changes in interactions and communication. Leah is a Ph.D. graduate from the University of Tennessee in Knoxville. Prior to earning her doctoral degree, she worked in industry as a marketing researcher for seven years.

## UNIVERSITY OF ARKANSAS STUDENTS



### AASHISH PANDEY

Aashish Pandey is a fourth-year Ph.D. student in marketing at the Sam M. Walton College of Business. His current research includes retailing and customer relationship management. Before joining UARK, he worked as an analyst in HSBC and a research associate in the Indian School of Business. He holds a master's degree in statistics from the University of Hyderabad, India. Aashish loves biking in his leisure time.



### GARRETT RYBAK

Garrett Rybak is a third-year doctoral student at the Sam M. Walton College of Business. He received his B.S. in systems engineering management from the United States Air Force Academy in 2008 and his MBA from the University of Mississippi in 2015. Prior to beginning his doctoral studies, he taught courses in management and marketing as an instructor at the United States Air Force Academy. His research interests include consumer behavior and decision-making regarding consumer health and well-being issues related to food consumption and financial behaviors. His current research examines the public policy implications for consumer responses to nutrition and processing labeling claims, as well as sustainability information on food packages, restaurant menus and other promotions. His research has appeared in the *Journal of Advertising* and *Journal of Business Research*.

## UNIVERSITY OF FLORIDA FACULTY



### CHRIS JANISZEWSKI

Chris Janiszewski is the Russell Berrie Eminent Scholar Chair in Marketing at the University of Florida, where he has taught since 1987. He received his Ph.D. in marketing from Northwestern University. He is an active publisher in many major journals and a member of multiple ERBs including *JCR*, *JCP*, and *Marketing Letters*. His research awards include an MSI/Paul Root Best Paper Award (JM) and a Robert Ferber Award Honorable Mention.



### RICHARD LUTZ

Richard Lutz is the chairman of the marketing department and J.C. Penney Professor of Marketing at the University of Florida, where he has taught since 1982. He received his B.S., M.S. and Ph.D. in marketing from the University of Illinois, Urbana-Champaign. He is a past president of the Association for Consumer Research and a former Vice President of Publications of the American Marketing Association (AMA). He is a past editor of the *Journal of Consumer Research* and has

authored over 100 articles and books, focusing on consumer response to marketing communications. He has taught introductory marketing at the undergraduate level to over 100,000 students and won the Warrington College of Business Teacher of the Year Award on six occasions. He was named the 2010 AMA Irwin/McGraw-Hill Distinguished Marketing Educator, the highest honor conferred by the AMA for distinguished service and outstanding contributions in marketing education. In 2015 he was named an inaugural AMA Fellow, and in 2018 he was named a Fellow of the Association for Consumer Research. He is married with two grown sons, both of whom are UF alumni and local entrepreneurs, and two beautiful grandchildren.

## UNIVERSITY OF FLORIDA STUDENTS



### FELIPE AFFONSO

Felipe M. Affonso is a fourth-year Ph.D. candidate in marketing at the Warrington College of Business. His research interests include consumer goal pursuit, consumer inference-making and the behavioral immune system. His research has been published in the *Journal*

of Marketing, *Journal of Consumer Psychology* and *Psychology & Marketing* and has been presented at the ACR and SCP conferences



### GUANGZHI CHEN

Guangzhi Chen is a first-year Ph.D. student in marketing at the Warrington College of Business. His research focuses on quantitative marketing and applied game theory. In particular, he is interested in pricing strategy, influencer marketing and corporate social responsibility. Regarding

research methodology, he has a wide range of interests from analytical modeling to machine learning and econometrics. Before joining the Ph.D. program, he studied information sharing issue in supply chain, and his research has been published in *Naval Research Logistics*.



### YVONNE HUANG

Yvonne Huang is a first-year Ph.D. student in marketing at the University of Florida. She is broadly interested in how consumers make judgments and choices under different contexts. She studies the influence of the current social environment, such as technology, social media and

political polarization, on consumers' everyday life consumption. Through her research, she aspires to better understand consumer experiences and improve consumer welfare.



### SOO YON RYU

Soo Yon Ryu is a second-year Ph.D. student at the University of Florida. She received her M.A. in art management from Seoul National University and a B.S. in culture and design management and BBA from Yonsei University. Her research interests revolve around symbolic consumption, visual

signaling, social inequality and ethical consumption. Above these specific topics of interest is a general inclination towards transformative research. Her current projects focus on visual signaling of eco-friendliness, marginalized consumers and unique forms of moral consumption.



### XIANG WANG

Xiang Wang is a fifth-year Ph.D. candidate in marketing at the University of Florida. She is interested in decision conflicts, resource constraints and algorithms and consumer choice.



### MINZHE XU

Minzhe Xu is a Ph.D. candidate in marketing at the Warrington College of Business. His primary research interest resides in judgment and decision making. More specifically, he studies when and why consumers and companies make suboptimal decisions



and what interventions can help improve decision quality. He is also interested in emerging topics such as when and why consumers tend to believe fake news and how technology (e.g., smartphone) influences consumer behavior.

## FLORIDA STATE UNIVERSITY FACULTY



### MIKE BRADY

Michael ("Mike") Brady is the Bob Sasser Professor and chair of the marketing department at Florida State University. He is also an affiliated faculty member or honorary professor at six universities around the world. Mike's primary research interest lies at the intersection of customers

and employees in frontline service transactions. He has published articles in many top scholarly journals, and his research articles have been cited over 25,000 times to date. Mike has won numerous awards for research, teaching and service, including the SMS Doctoral Educator Career Award and the Christopher Lovelock Career Contributions to the Service Discipline Award. He is past president of the AMA Academic Council and a current member of the AMA Board of Directors. Mike is an area editor for *Journal of the Academy of Marketing Science* and just completed a four-year term as editor-in-chief of *Journal of Service Research*.



### MARTIN MENDE

Martin Mende (Ph.D., Arizona State University) is the Jim Moran Professor of Business Administration and professor of marketing at Florida State University. His research focuses on relationship marketing, transformative service research and marketing strategy and has appeared in leading journals.

Martin serves as an area editor/associate editor for various journals, including the *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Retailing* and *Journal of Public Policy & Marketing*. His work won the AMA-EBSCO-RRBM Award for Responsible Research, first place in the Fisher IMS & AMA Services SIG Dissertation Proposal Competition and was a finalist for the *Journal of Service Research* Best Article Award. In addition, his research has won multiple Marketing Science Institute Grants and ACR Transformative Consumer Research Grants. At FSU, Martin won a university-wide teaching award and the

FSU College of Business Senior Faculty Research Award.



### MAURA SCOTT

Maura L. Scott is the Persis E. Rockwood Professor of Marketing at Florida State University. Her research examines consumer behavior at the intersection of consumer and societal well-being, and public policy. Her work won awards including the Kinnear Best Paper Award (JPP&M),

an AMA-EBSCO-RRBM Award for Responsible Research, and an honorable mention for the Ferber Award (JCR). Maura also won the Williams-Qualls-Spratlen Award for Multicultural Mentoring Excellence. She is the joint editor-in-chief of the *Journal of Public Policy & Marketing* (JPP&M). She also serves as associate editor/area editor at the *Journal of Consumer Research*, *Journal of Marketing Research* and *Journal of the Academy of Marketing Science*. She is the president-elect for the AMA's Academic Council and serves on the board of directors for ACR.

## FLORIDA STATE UNIVERSITY STUDENTS



### DAN BRADBURY

Dan R. Bradbury is a fourth-year doctoral candidate at Florida State University. He currently works with Dr. Willy Bolander and Dr. Joe Cronin, primarily focusing on CSR-related topics and preferring literature syntheses and meta-analyses. Dan currently has one publication in *Journal of*

*the Academy of Marketing Science*, along with Willy Bolander, Nawar Chaker and Alec Pappas, titled "Operationalizing salesperson performance with secondary data: aligning practice, scholarship, and theory." For his dissertation, Dan plans to explore deeper meanings of the term "sustainability."



### MARINA COZAC

Marina Cozac is a third-year marketing doctoral candidate at Florida State University. She holds a B.S. in mathematics and statistics from the University of Nebraska. Her research interests are in consumer behavior and transformative consumer research, especially

in food consumption, health and well-being. She also enjoys studying how stress affects consumption behaviors such as food preferences, and how consumers can use food to cope with and fuel against stress. Her research examines news consumption, focusing on infodemics and interventions to protect individuals against misinformation. She is also interested in the impacts of technology on performance, perceived distraction, multi-tasking and mindfulness. Marina has presented her research at MPPC, ACR and SMS conferences. She has also reviewed for the *Journal of Consumer Affairs* and was on the social committee for TCR.



### RACHEL HOCHSTEIN

Rachel Hochstein is a fourth-year Ph.D. candidate at Florida State University expecting to graduate in spring 2023. With a focus on qualitative and historic data, her research focuses on the intersection of wellness branding and consumer well-being. She has an undergraduate degree in

theater and hospitality management and an MBA, both from Florida State University. Rachel is a two-time fellow at the Marketing Strategy Consortium, and her research has been presented at both AMA and ACR conferences.

## UNIVERSITY OF KENTUCKY FACULTY



### ADAM CRAIG

Adam Craig is the Carol Martin Gatton Associate Professor of Marketing in the Gatton College of Business and Economics. He is the director of graduate studies for the marketing department. He received his Ph.D. from the University of South Carolina. His research utilizes techniques ranging

from paper and online preference questionnaires to eye-tracking and functional brain imaging (fMRI) to study consumer and financial decision-making. His research has appeared in several outlets such as *Appetite*, *Journal of Marketing Research*, *Journal of Consumer Research* and *Journal of Consumer Psychology*. Adam serves on the editorial review board for the *Journal of Consumer Research*. Over the last two years, he has also served as a research fellow at the U.S. Securities and Exchange Commission, Office of the Investor Advocate.



### AARON GARVEY

Aaron M. Garvey researches consumer behavior as an associate professor and Ashland Oil Research Professor of Marketing in the Gatton College of Business and Economics. Dr. Garvey's research into branded product consumption, consumer decision making, affect and motivation has been

published in academic journals including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Public Policy & Marketing*, *Marketing Letters* and the *Journal of Marketing Behavior*. His research has been featured in numerous popular press outlets, including NPR "Morning Edition," "The Today Show," The Economist, Fast Company, Bloomberg Business and Psychology Today. Prior to earning his Ph.D. from Pennsylvania State University, Dr. Garvey spent six years in various product marketing and management positions in the Fortune 500. Before his industry career, he attended the University of Kentucky as a National Merit Scholar, where he received a B.A. in geography with a minor in computer science and an MBA.



### DAVID M. HARDESTY

David M. Hardesty is a University Research Professor and Carol Martin Gatton Endowed Chair of Marketing in the Marketing department and Supply Chain. He has served as the department chair, director of the Behavioral Research Lab and director of graduate studies. Previously, he was a

faculty member at the University of Miami and the University of Southern Mississippi. He has published in journals such as the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Consumer Psychology* and the *Journal of Retailing*. His research focuses on the behavioral aspects of pricing, emotional intelligence, knowledge, political ideology and measurement. He serves as an associate editor for the *Journal of Retailing*. He is also on the editorial review boards for the *Journal of Consumer Research* and the *Journal of Marketing Research* and previously served on the review boards for the *Journal of Service Research* and the *Journal of Product & Brand Management*. He won a Best Reviewer award for the *Journal of Consumer Research* in 2020 and the *Journal of Retailing* in 2015 and 2008. His main teaching interests are marketing research and consumer behavior. He



was named a University Research Professor in 2017 and won the 2011 Robertson Outstanding Gatton Faculty Research Award. He was named the most outstanding faculty member in the MBA program at UK in 2007 and received the Bell South Outstanding Professor Award in the College of Business at the University of Southern Mississippi in 2001.

## UNIVERSITY OF KENTUCKY STUDENTS



### DANIEL CHAVEZ

Daniel E. Chavez is a Ph.D. candidate and research assistant in the Marketing department and Supply Chain at the University of Kentucky. Prior to graduate school Daniel worked for eight years in the logistics industry. Additionally, he worked for international development agencies and

different agribusiness companies. His main area of research is pricing and sales. Daniel has a master's degree in agricultural economics from Texas A&M and a Ph.D. in managerial economics, also from Texas A&M, is pending his dissertation defense. Daniel's work has been published in specialized economics journals such as *Applied Economics* and *Agricultural Economics*.



### MICHAEL JENKINS

Michael Jenkins is a second-year marketing doctoral student in the Marketing department and Supply Chain at the University of Kentucky where he is a recipient of the Lockett Fellowship and the Gatton Scholarship. His current research interests are in branding and brand

design, identity and construal, as well as in small firm consumer behavior. Michael earned a B.S. in marketing from Brigham Young University with dual minors in statistics and creative writing. He worked for various emerging start-up firms including Blue Fire Leads as a digital strategist and Rapid Reboot as a marketing director. He enjoys athletics, family time and is a published poet.



### JOSH LUNDBERG

Josh Lundberg is a fourth-year Ph.D. student in marketing at the Gatton College of Business and Economics. Before starting his Ph.D., Josh worked in service/hospitality for what felt like forever. These days, Josh researches sensory stuff, like the influence of temperature on risk taking,

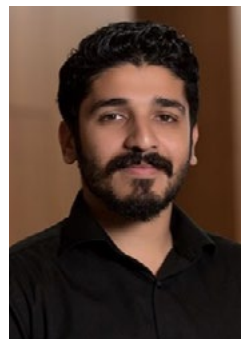
or imagery stuff, like how mental simulation can increase prosocial behavior. Other than that, Josh likes to hang out with his wife, dog and cats and to grow plants, play tennis and spend time in the sunshine. Come on down.



### CHANCE MCCULLOUGH

Chance McCullough is a fourth-year Ph.D. student in the Marketing department and Supply Chain at the University of Kentucky. Prior to the doctoral program, Chance worked for three years as an analytics manager for Walmart in the private brands, snacks and beverages and Hispanic

foods divisions. Based on his experience, Chance's primary research interests are in retail, private brands and packaging. Chance also has an M.S. in marketing from the University of Alabama. Outside of work, Chance's interests include puns, tabletop gaming, fitness and goalkeeping for his soccer team.



### UMAIR USMAN

Umair Usman is a fourth-year Ph.D. student and research assistant in the Marketing department and Supply Chain at the University of Kentucky, where he received the Gatton Scholarship Award and the Lockett Scholarship Award. He received his B.S. in accounting and finance in 2015

from Lahore University of Management Sciences, Pakistan. Umair's research interests focus on consumers' interaction with new technology such as blockchain and artificial intelligence and how it affects consumers' behavior. He is also interested in studying the role of daily life emotions, such as envy, on consumers' behavior. Outside of work, he is interested in soccer and video games.

## LOUISIANA STATE UNIVERSITY FACULTY



### JUDITH ANNE GARRETSON FOLSE

Judith Anne Garretson Folsie, Ph.D., is a professor and the Ourso Family Distinguished Chair in Marketing Research in the Marketing department at Louisiana State University. She served as the marketing department Ph.D. advisor from 2012–2016 and currently serves as the co-advisor.

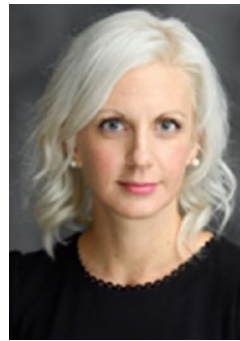
Her research focuses on consumer-based strategy through explorations of source and message effects (persuasion), brand authenticity and consumption emotions (e.g., gratitude, pride, regret, empathy) with implications for advertising, services and relationship marketing decisions. Her work has appeared in the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Retailing*, *Journal of Advertising* and *Journal of Public Policy & Marketing*, among others. She has chaired or co-chaired multiple doctoral dissertations, served on the editorial review boards for several marketing journals, received two E. J. Ourso College of Business Excellence in Research Awards (2013, 2017) and earned five LSU teaching awards.



### RONALD W. NIEDRICH

Ronald W. Niedrich is a professor and Robert S. Greer Chair in Marketing at the E. J. Ourso College of Business. He has been employed by LSU since 1999 and has served as department chair since 2013. He served as director of the Professional Sales Institute from 2013–2015, the marketing department Ph.D. advisor

from 2008–2012, and the Behavioral Research Lab Administrator from 2000–2008. His research focuses on consumer judgment and decision making and has appeared in *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of Retailing* and others. He teaches Ph.D. seminars in consumer behavior, structural equation modeling and applications of marketing theory. He was recognized with the E. J. Ourso College of Business Research Excellence Award in 2011 and the LSU Tiger Athletic Foundation Undergraduate Teaching Award in 2007 and 2013. Professor Niedrich has a B.S. in engineering from Clemson University, an MBA from the College of William and Mary and a Ph.D. in business administration from the University of South Carolina.



### COURTNEY SZOCS

Courtney Szocs is Piccadilly, Incorporated Business Partnership Professor and Associate Professor of Marketing at Louisiana State University. Her research interests are in the domain of retailing and sensory marketing. She investigates how sensory cues in the retail

ambience (e.g., music, lighting) and associated with product design (e.g., texture, visual aesthetics) influence consumers' product perceptions and consumption decisions. Her work is published in the *Journal of Marketing Research*, *Journal of Consumer Research* and *Journal of the Academy of Marketing Science*, among others. In addition to conducting research, Courtney teaches at the undergraduate and Ph.D. levels and serves as co-director of the marketing Ph.D. program at LSU.

## LOUISIANA STATE UNIVERSITY STUDENTS



### MD NURUL ALAM

Md Nurul Alam is a first-year doctoral student in the marketing department at the E.J. Ourso College of Business. Prior to attending to the doctoral program, he completed his master's in finance with honors from the University of Tampa. He developed interests in customer relationship, B2B

marketing and marketing strategy while working as a practitioner at Coats Bangladesh Ltd., a subsidiary of Coats Plc, UK. His research interests include relationship marketing, marketing strategy and innovation. He has also co-authored research papers in *Sustainability*, *Foods* and the *British Food Journal*.



### MEGAN BARAN

Megan Baran is a first-year doctoral student in the marketing department at the E.J. Ourso College of Business. She earned her MBA and graduated with a B.S. in psychology from Wayne State University. Her research interests include consumer judgement and decision

making, perception, message framing, the influence of technology on consumer behavior and corporate social responsibility. She was the recipient of the



Brenda M. Derby Memorial Award at the AMA Marketing and Public Policy Conference (2020).



### JORDAN RIDLEY BURKES

Jordan Ridley Burkes is a first-year doctoral student in the marketing department at the E.J. Ourso College of Business. She graduated from Auburn University with an MBA and M.S. in finance and Texas A&M University with a B.S. in business administration.

Her research interests include digital and social media marketing. Prior to attending LSU, Jordan was the program coordinator for the Auburn Center for Ethical Organizational Cultures, president of the Student Center for Public Trust and writer for the *Auburn Plainsman*.



### CANDICE MARTI

Candice Marti is a first-year doctoral student in the marketing department at the E.J. Ourso College of Business. Candice earned her B.A. in social science with a minor in psychology and her MBA with a focus in marketing and international business from Chapman University in Orange,

California. Her research interests include decision making, sports marketing, self-control, digital marketing and marketing strategy. Prior to attending LSU, Candice held marketing leadership positions in multiple industries, including financial services, public health, transportation and healthcare.



### ELIZABETH MCDUGAL

Elizabeth McDougal is a first-year doctoral student in the marketing department at the E.J. Ourso College of Business. She holds an MBA and M.S. in marketing from Georgia State University and a B.A. in marketing from Southeastern Louisiana University. Her current research interests

include brand authenticity and influencer marketing. She has published past research focusing on brand storytelling and innovative marketing pedagogy. Prior to attending LSU, Elizabeth worked as a marketing instructor for various courses, including Consumer Behavior, Digital and Social

Media Marketing, Marketing Strategy and Content Marketing. Elizabeth also worked for several years as a full-time digital marketing and marketing management consultant for small, medium and large, multinational businesses. Her wide-ranging industry experience includes aerospace and defense, communications and media, financial services, higher education and industrial equipment.



### RAPINKA PATIL

Ripinka Patil is a third-year doctoral student in the marketing department at E. J. Ourso College of Business. She graduated from the National Institute of Fashion Technology (NIFT, India) with a bachelor's in design and earned her M.S. in business

and marketing from the University of Cincinnati. As a behavioral researcher, her primary interest is to understand perceptions towards new technology, like artificial intelligence, and its influence on behavior and decision making. Her other areas of interest include persuasion (source, message and visual) and communications. She was the recipient of the Daryl McKee Doctoral Student Award (2020) and a fellow at the SMA Doctoral Consortium (2021). Prior to attending LSU, Ripinka was an entrepreneur, leading her own fashion brand. She has also worked as an eCommerce merchandiser and as a brand specialist in a design and apparel manufacturing firm.

## UNIVERSITY OF MEMPHIS FACULTY



### GEORGE D. DEITZ

Dr. George Deitz is University Research Professor and doctoral program coordinator at the University of Memphis. He received his Ph.D. in marketing in 2006 from the University of Alabama. Prior to earning his Ph.D., Dr. Deitz worked in sales and marketing for several leading application

software and enterprise software firms. His research has been published in a number of leading marketing and management journals, including *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Service Research*, *Journal of Business Venturing*, *Journal of Business Research* and *Industrial Marketing Management*. He is also co-author of two textbooks, *Marketing 3e* and *Professional Selling 1e*, published by McGraw-Hill.



### SUSANA (SUSY) JARAMILLO

Susana (Susy) Jaramillo is an assistant professor of marketing in the marketing and supply chain management department at the University of Memphis. She received a Ph.D. and an M.S. in marketing at the University of Alabama and M.S. and B.S. degrees in administration from EAFIT

University in Colombia. Susana has taught consumer behavior at the University of Alabama and is currently teaching marketing research at the University of Memphis. She has published in the *Journal of Services Marketing* and has manuscripts in preparation for submission to *Psychology and Marketing* and the *Journal of the Academy of Marketing Science*. Her research interests include the role of emotions in service interactions, service relationships, service recovery and transformative consumer research.



### DR. SUBHASH JHA

Dr. Subhash Jha is an assistant professor of marketing at the Fogelman College of Business and Economics. He worked five years as an assistant professor of marketing in India and the U.S. before joining the university in fall 2020. He has published over 30 peer-reviewed research papers in

a number of leading journals, including *Journal of Retailing*, *Journal of Service Research*, *Journal of Business Research*, *European Journal of Marketing*, *Industrial Marketing Management*, *Service Industries Journal*, *Journal of Consumer Marketing*, *Journal of Business and Industrial Marketing*, *Marketing Intelligence and Planning*, *Services Marketing Quarterly* and *Asia Pacific Journal of Marketing and Logistics*. His article "Effects of frontline employee role overload on customer responses and sales performance," published in the *European Journal of Marketing*, has been selected as a highly commended paper in the 2018 Emerald Literati Awards for Excellence. He currently serves on the editorial review board for the *Journal of Business Research* and the *Journal of Service Theory and Practice*.



### JENNY TATARA

Dr. Jennifer H. Tatara joined the Fogelman College of Business and Economics as a visiting assistant professor in fall 2021. She completed her Ph.D. in marketing at the University of Memphis and received her B.S. in management from the University of Tampa. As the former lab manager for

the Customer Neuro-Insights Research Lab at the University of Memphis, she has conducted research using biometric hardware and software such as eye-tracking, EEG, GSR and heart rate sensors. She has published in the *Journal of Business Research* and Marketing Education Review's *Teaching Moments* and presented at numerous conferences including AMA, SMA and GSSI. Prior to her doctoral studies, she worked in Miami as an associate broker at Aon, the leading global provider of risk management. Jennifer's passion for academia paired with her interest in consumer-based strategy motivates her to explore and contribute to the field of marketing.

## UNIVERSITY OF MEMPHIS STUDENTS



### DELLA GARNER

Della Garner joined the Fogelman College of Business and Economics as a marketing Ph.D. student in fall 2020. She received her B.S. in marketing at Clemson University in 2007. Prior to beginning her doctoral studies, Della was working on her MBA at the University of Alabama at Birmingham. She

brings 13 years of relevant corporate experience within multiple facets of marketing and advertising. Her research interests lie within marketing strategy, advertising and consumer persuasion. Her passion for academia paired with over a decade of corporate advertising experience compels her to investigate the "why" behind consumer decision making.





### ERIC NARCUM

Eric is a fourth-year Ph.D. student at the University of Memphis. As an undergrad, Eric attended Arkansas Tech University, where he earned a B.A. in psychology and a B.A. in history. Upon graduation, Eric earned a M.Div. from Liberty University. Prior to joining the Fogelman College of Business and Economics, Eric spent two years teaching high school in Memphis, Tennessee. With a background in psychology, one of his primary areas of interest is consumer behavior. Other areas of interest include cause-related marketing, advertising and digital marketing.



### COURTNEY PETERS

Courtney B. Peters is a fourth-year marketing Ph.D. student at the University of Memphis. Courtney has a B.S. in marketing from Arkansas State University and an M.A. in teaching from the University of Arkansas-Monticello. Following graduation, Courtney interned at Walt Disney World as a vacation planner and taught environmental and spatial technology, business education, literacy and math at the K-12 level for four years prior to joining the Ph.D. program. Courtney's research focuses on corporate communication strategies including impressions management and corporate stands surrounding sociopolitical events. Courtney is interested in using biometric indicators to understand consumer reactions and computer-aided text analytics to understand the linguistic impact of corporate communications on consumers.



### CASEY WALDSMITH

Casey Waldsmith joined the Fogelman College of Business and Economics as a marketing Ph.D. student in fall 2021. Before beginning her Ph.D. program, she was a full-time senior program manager and instructor of marketing for Journey Honors College at Kennesaw State University. During her tenure at KSU, she recruited and retained top students at the institution, ultimately increasing honors program enrollment by 177%. Casey also worked closely with the dean of KSU Journey Honors

College to secure a \$10 million endowment for student scholarships, the largest gift in KSU history.



### JINGJING WU

Jingjing joined the Fogelman College of Business and Economics as a marketing Ph.D. student in fall 2021. She received her M.S. in marketing analytics and M.S. in accountancy at the University of Houston. She worked as a marketing research project manager and instructional assistant at the Stephen Stagner Sales Excellence Institute at the C.T. Bauer College of Business. She is interested in quantitative research in marketing strategy, especially social media marketing, influencer marketing, sales and entertainment industries.

## UNIVERSITY OF MISSISSIPPI FACULTY



### BARRY BABIN

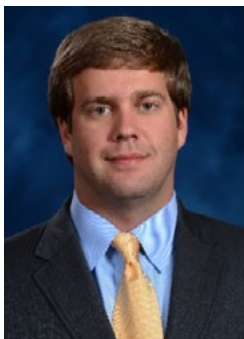
Barry J. Babin, Ph.D. (LSU), is Morris Lewis Professor and Chair of Marketing at the Ole Miss business school and executive director of the Academy of Marketing Science. He has authored over 100 professional publications with research appearing in the *International Journal of Wine Business Research*, *Journal of the Academy of Marketing Science*, *Academy of Marketing Science Review*, *Journal of Marketing*, *Journal of Retailing*, *Journal of Business Research (JBR)*, *Journal of Consumer Research*, *International Journal of Research in Marketing*, the *Journal of Wine Research* and many others. The h-index, which demonstrates impact for his publications, is 77 with over 150,000 citations. His research emphasis areas include wine marketing, marketing analytics, meta-analyses and designing effective retail customer experiences. Barry is past president of the Academy of Marketing Science (AMS), co-chair of the AMS Board of Governors, the AMS co-director of international programs and a previous recipient of the prestigious AMS Harold W. Berkman Distinguished Service Award. He served as marketing section editor for JBR for over 15 years and has won outstanding reviewer awards from multiple journals. He is co-author of several leading books including *CB: A Consumer Value Framework*, *Multivariate Data Analysis* and *Exploring Marketing Research*.



### MELISSA CINELLI

Melissa Cinelli, Ph.D. (University of Florida 2011), is an associate professor of marketing and serves as the SONA coordinator for the marketing department. Dr. Cinelli's research broadly examines the social functions that brands and products serve for consumers, specifically examining how brands' and

consumers' identities interact to shape brand evaluations, impression formation and impression management. Dr. Cinelli's research has been published in the *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Sciences*, *Journal of Advertising* and the *Journal of Business Ethics*, among others.



### CHRISTOPHER NEWMAN

Dr. Christopher Newman is an associate professor of marketing and holds the P.M.B. Self and William King Self Chair of Free Enterprise. He also serves as the marketing doctoral program coordinator. His research focuses on marketing and public policy issues, primarily within the

domains of consumer health, food labeling and retailing. He received the Responsible Research in Marketing Award from the American Marketing Association and EBSCO in 2022 and 2021, as well as the Emerging Scholar Award from AMA's Marketing & Society Special Interest Group in 2018. Before that, he received the Brenda Derby Memorial Award for his marketing and policy research as a doctoral student. The Ole Miss business school has twice honored him with the Outstanding Publication of the Year Award and twice named him the Outstanding Junior Researcher of the Year. Dr. Newman's research has been published in the *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Public Policy & Marketing*, *Journal of Business Research*, *Industrial Marketing Management* and the *American Journal of Health Promotion*, among others.

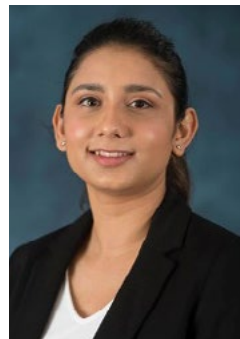
## UNIVERSITY OF MISSISSIPPI STUDENTS



### JOHN GALVAN

John Galvan is a doctoral candidate at the University of Mississippi. He holds a B.S. in marketing from Illinois State University, a master of international business from North Central College and is a licensed real estate broker. His primary research interests include eCommerce sales,

sales technology and digital marketing. His current research projects explore the composition of sales technologies needed to make a salesforce effective and the role that salespeople play in the new product development process. John's dissertation examines the classifications of sales technology to determine the optimized composition needed for salesforce efficiency and effectiveness. Prior to his doctoral studies, John worked in eCommerce sales for Instant brands.



### AISHA GHIMIRE

Aisha Ghimire is a second-year Ph.D. student at the University of Mississippi. She holds a B.S. in marketing from Mississippi University for Women and an MBA from the University of Mississippi. Her main research interests include marketing management, branding strategy, innovation and

product development. Her current study focuses on the antecedents of promotion in the TMT and how it influences firm performance.



### JIANGANG HUANG

Jiangang Huang is a fourth-year doctoral candidate at the University of Mississippi. His research interests include digital marketing, marketing analytics and marketing strategy. He is also interested in unstructured data analysis and Bayesian statistics. His research has been published

in the *Journal of Business Ethics*. Prior to the doctoral program, he worked as a marketing data analyst at Intel Corporation.





### EMMA WELCH

Emma Welch is a second-year doctoral student in the marketing department at the University of Mississippi (Ole Miss). As a consumer behavior researcher, her primary interest is to understand consumers' perceptions and interactions with brands in different contexts, like through co-creation opportunities on social media. Prior to attending Ole Miss, Emma was a social media manager for a clinical sports psychologist. She has also worked as a digital account manager, managing different marketing channels for clients as well as overseeing several rebranding projects.

## MISSISSIPPI STATE UNIVERSITY FACULTY



### JOEL COLLIER

Joel E. Collier (Ph.D., University of Memphis) is the Tommy and Terri Nusz Professor of Marketing at Mississippi State University. Dr. Collier is also the doctoral program coordinator for the marketing department. His areas of research are in self-service technology, experiential marketing and nostalgia. He has previously published in the *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *MIT Sloan Management Review*, *Journal of Personal Selling and Sales Management* and *Journal of Public Policy and Marketing*. He is the author of the book *Applied Structural Equation Modeling Using AMOS: Basics to Advanced Techniques*.

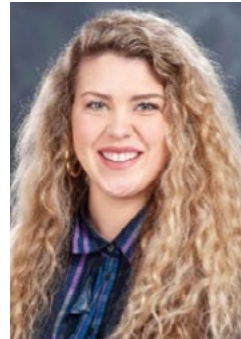
## MISSISSIPPI STATE UNIVERSITY STUDENTS



### PAULO GOMES

Paulo Gomes is a first-year marketing Ph.D. student, originally from Curitiba, Brazil. He received a bachelor of arts in law degree from the Pontifical Catholic University of Parana, an M.S. in marketing from the University of South Florida and an MBA from the Federal University of Parana. His previous work experience includes supply chain in a Brazilian telecom company and marketing in a global bank. His research interests include

marketing strategy, marketing communications, advertising and value creation.



### HALEY HARDMAN

Haley is a fourth-year marketing Ph.D. student from Gardendale, Alabama. She received a BBA in marketing with a concentration in international business and a B.A. in foreign languages with a concentration in Spanish at Mississippi State University. She received her MBA from MSU as well. She has experienced various retail environments, ranging from Starkville, Mississippi to New York City. Her research interests include retail strategy and branding. She enjoys working directly with companies to help solve problems they are currently facing and incorporating that into her research.



### JUTONG WEN

Jutong Wen is a fourth-year marketing Ph.D. student at Mississippi State University originally from Guangdong, China. Before attending Mississippi State, he received a bachelor's degree in economics from Sun Yat-sen University, an M.S. in applied finance from Pepperdine University and an MBA from the University of Montana. He previously worked in commercial banking as an assistant account manager. He has published research in the conference proceedings of *Society for Marketing Advances*, *Academy of Marketing Science* and *Southeast Marketing Symposium*, and has taught international marketing, principals of marketing and the capstone course Marketing Management, both online and in-person. In recognition of his teaching performance, he received the 2021 Mississippi State University College of Business Outstanding Doctoral Student Teaching Award. His research interests include service robots and self-service technology, advertising linguistics, international and cross-cultural marketing, social media marketing and branding.

## UNIVERSITY OF TENNESSEE FACULTY



### ANNIKA ABELL

Annika Abell is an assistant professor of marketing and a behavioral researcher with interests in digital marketing and sensory marketing. She earned her Ph.D. in marketing from the University of South Florida in Tampa. Prior to earning her doctorate, she co-owned a digital marketing agency in Germany specializing in social media and advertising. She also has more than 10 years of work experience as a graphic designer and media buyer. Annika received two grants from the Association of Consumer Research (TCR group) for her research related to economically underprivileged consumer groups.



### ALEX R. ZABLAH

Alex R. Zablah is the Gerber/Taylor Professor of Marketing in the Haslam College of Business at the University of Tennessee and currently serves as the director of the doctoral program in marketing. Alex holds a Ph.D. in business administration (marketing concentration) from Georgia State University, an MBA (marketing concentration) from Louisiana State University and a B.S. in nutritional and food sciences from Louisiana State University. Alex's research seeks to improve understanding of how frontline factors (organizational processes, employees and technologies) influence the quality of the sales and service interactions that occur between a firm and its customers, and, ultimately, the firm's performance. His research has appeared in leading marketing, management and information systems journals.

## UNIVERSITY OF TENNESSEE STUDENTS



### MELISSA BAUCUM

Melissa Baucum is a second-year doctoral student in the Marketing department at the University of Tennessee. Prior to joining the Ph.D. program, Melissa researched marketing strategy and served as a liaison between consumer insights and platform data analytics for Hulu Inc. under The Walt Disney

Company. She has also led research for Fortune 500 technology firms while working at a market research agency in Los Angeles. Melissa received a B.A. in integrated marketing from Pepperdine University. Her current research focuses on the consumer and firm impact of artificial intelligence, as well as the consumerization of the healthcare industry.



### MOHAMMAD "MIKE" SALJOUGHIAN

Mohammad "Mike" Saljoughian is a fifth-year Ph.D. student in marketing at the University of Tennessee. His research emphasizes quantitative data analysis, empirical modelling, big data, deep learning and machine learning. He is currently conducting research on engagement in social media contexts and among frontline employees.



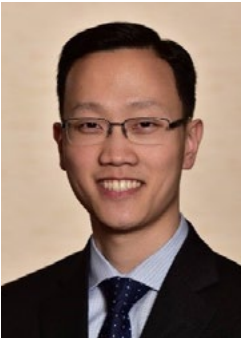
### GARRETT SHIPLEY

Garrett Shipley is a third-year doctoral student in the Marketing department at the University of Tennessee. Prior to joining the Ph.D. program, he received a B.S. in psychology and in neuroscience from the University of Cincinnati. Garrett's research interests focus on the influence of technology in retail and service settings.



### ROMAN WELDEN

Roman Welden is a fifth-year marketing Ph.D. student at the University of Tennessee. In 2015, he received his BBA in economics from East Tennessee State University. He earned his MBA from the same school with a focus on nonprofit strategy formulation. Roman's main research interests are across two domains: understanding new and emerging marketing communication channels and investigating charitable giving promotions from both a consumer and firm perspective.

**KIWOONG YOO**

Kiwoong Yoo is a second-year doctoral student in the Marketing department at the University of Tennessee. Prior to joining the Ph.D. program, he worked at Deloitte as an auditor and a consultant. Kiwoong received a BBA in accounting from Hofstra University and a B.S. in interdisciplinary studies concentrating in biological sciences from Cornell University. At Cornell, Kiwoong was the co-managing Editor of the *Ivy Journal of Ethics* and a writer for *The Research Paper*. Kiwoong's research interests focus on relating macroeconomic phenomena to marketing outcomes, as well as marketing-finance interface and agile marketing.



# SMS RESEARCH PRESENTATION ABSTRACTS

**UNIVERSITY OF GEORGIA**  
**MARCH 31- APRIL 2, 2022**

## **SESSION A: "SURPRISING EFFECTS IN MARKETING COMMUNICATIONS"**

9:00–10:30 a.m. Friday, Correll 222

### **Marketing by Design: Using (Un)Structured Visual Marketing Communications to Influence Brand Performance**

*Felipe Affonso, University of Florida*

Structure is a property of a perception that is more cohesive, homogeneous, predictable, stable and systematic. Structured perceptions emerge when the elements of a visual marketing communication (e.g., logo, product, product package, product display, retail environment) have more proximity, similarity, symmetry, common region, balance, completeness, geometry, organization and/or regularity. Structure, or the lack thereof, positively influences a host of marketing outcomes, including product interest (S1), choices (S2), consumer-based brand equity (S3), the appeal of a retail environment (S4) and product evaluations (S5). These effects occur because structure encourages inferences about the ability of a brand to deliver on promised benefits. Specifically, when a brand promises to deliver utilitarian benefits, a structured perception is a cue that increases positive inferences about the utilitarian value of the brand. However, when a brand promises to deliver hedonic benefits, an unstructured perception is a cue that increases positive inferences about the hedonic value of the brand. This research offers actionable insights into how to coordinate logo design, product design, package design, visual merchandising and retail environments.

### **Do Actions Really Speak Louder Than Words? Bragging's Negative Effect on Consumers' Preference for Prosocial Companies**

*Eric Narcum, University of Memphis*

Cause-related marketing (CRM) has become an integral part of many companies' marketing strategies. Wanting to raise awareness of their CRM campaigns, companies commonly advertise their prosocial behaviors — sometimes in a seemingly boastful manner. This research examines how bragging about prosocial behavior in CRM advertisements impacts consumers' preference for prosocial companies. Through a series of

experiments, we demonstrate that bragging about prosocial behavior erodes the competitive advantage a company gains from having a CRM campaign. We further demonstrate that participants' perceptions of a company's motives mediate the negative effect bragging has on participants' purchase intentions. Finally, we discuss the implications for this research on how companies advertise their CRM campaigns.

### **Conjunction Function: When And is in the Brand**

*Michael Jenkins, University of Kentucky*

*Daniel Sheehan, University of Kentucky*

Many popular brands from Barnes & Noble to Boll & Branch include the conjunction "and" to conjoin two distinct lexical entities into a single semantic brand name. The present research examines how this increasingly popular brand naming technique affects consumer perceptions and evaluations of the focal brand. We synthesize linguistic theory and social team theory to demonstrate that consumers consistently perceive a brand with an "and" conjunction to be more trustworthy. We theorize that the mechanism for this effect is that the conjunction creates a cohesive and plural entity — a brand team dyad, as it were — that benefits from the positive associative inferences consumers have about teams. Two initial studies support our theory.



## **SESSION B: "MANAGEMENT, LEADERSHIP AND POLICY MAKING"**

9:00–10:30 a.m. Friday, Correll 213

### **Leveraging Stacked Rankings to Improve Salesperson Performance: Evidence From a Large Multinational Study**

*Molly Ahearne, University of Georgia*

*Yashar Atefi, University of Denver*

*Son Lam, University of Georgia*

*Mohsen Pourmasoudi, San Diego State University*

Although performance rankings represent a ubiquitous motivation tool in sales force management, research on their effectiveness is scarce. Drawing from social comparison theory, the authors examine the differential effects of performance rankings across three information regimes: limited information (rankings published along with salespeople's performance), expanded

information (ranking, performance and salespeople's names) and full information (ranking, performance and salespeople's names, along with sales quotas). In a large observational study of more than 27,000 salespeople across 178 firms, the authors found that the expanded information regime has the strongest impact on salespeople's performance improvement, while the effect of the full information regime was not significantly different from the control group who did not use performance rankings. These effects were moderated by salespeople's variable pay proportion, group size and past performance, which reveal nuanced insights into rankings and the strategic benefits or costs of additional information published alongside rankings.

### **Why Not Me? What Kind of CMOs are Viable Candidates for a Marketing CEO?**

*Aisha Ghimire, University of Mississippi*

While the existence of a Chief Marketing Officer (CMO) has been widely examined, there is a paucity of empirical study on the antecedents of their promotion, notably to the position of Chief Executive Officer (CEO). To empirically investigate the impact of marketing representation in the top management team (TMT) — through CMO promotion, CXO's presence, Corporate Social Performance (CSP) and a CMO's modesty — this study incorporates resource dependence theory and upper echelons theory and its behavioral integration in line with the TMT promotion literature. The purpose of this study is to determine how various CMO characteristics aid in the development of relationships with other non-marketing departments and assist firms to make suitable strategic decisions. The author demonstrates how the influence of CMO changes in accordance with the individual's and firm's background using a sample of S&P 1500 companies. The author goes on to discuss the ramifications of this TMT study on firm performance and cross-functional collaboration.

### **Disruption in the Business Environment and Business Models: Trade Wars and International Strategic Alliances**

*Kiwoong Yoo, University of Tennessee*

The U.S.-China trade war's impacts have been described as more severe and far-reaching than expected, with some estimates suggesting that U.S. companies lost more than \$1.7 trillion in their stock prices within the first two years after the United States first increased tariffs on Chinese imports. In response to this significant shift in trade policies toward one of the United States' largest trading

partners, U.S. firms that see the Chinese market as a major draw have had to rethink their approaches to operating in that market. While U.S. firms might have primarily viewed partnerships with Chinese firms as their main approach to accessing a large and growing market, the trade war may make such partnerships more challenging. This study investigates disruptions' impact in global trade agreements on firms' use of strategic alliances in efforts to grow (value creation) and leverage (value appropriation) their market-based assets. Using alliance data from SDC Platinum and employing a difference-in-difference model after using natural language processing, we find that after the tariff announcement, alliances between U.S. and Chinese firms focused on value appropriation decreased while those focused on value creation increased. We offer implications for both managers and policy makers.



### **SESSION C: "CONSUMER DEMOGRAPHICS AND LIFESTYLES: ETHNICITY, GENDER AND RELIGION"**

10:45 a.m.-12:15 p.m. Friday, Correll 222

#### **Mixed Couples, Mixed Attitudes: How Interracial Relationships in Marketing Appeals Influence Brand Outcomes**

*Nicole Davis, University of Georgia*

*Rosanna Smith, University of Georgia*

*Julio Sevilla, University of Georgia*

Brands increasingly feature interracial couples in marketing appeals; however, little is known about how the representation of interracial (vs. monoracial) couples influences consumer behavior. Across four experiments (N = 3204) and a field study on Facebook, we find that interracial couples tend to enhance brand outcomes relative to monoracial dominant (i.e., White) couples. In contrast, interracial couples tend to decrease brand outcomes compared to monoracial nondominant (i.e., minority) couples. Drawing on the Stereotype Content Model, we find that these effects are primarily driven by how the couple's racial composition amplifies or dilutes perceived warmth. As monoracial couples exhibit consistent stereotype attributes, they amplify warmth perceptions, with monoracial nondominant (vs. dominant) couples increasing (decreasing) perceptions of warmth. By contrast, interracial couples exhibit inconsistent stereotype attributes, leading to diluted stereotype perceptions; thus, their perceived warmth is diminished (vs. enhanced) relative to monoracial nondominant (vs. dominant)

couples. This variation in perceived warmth drives brand outcomes above and beyond perceived brand diversity and morality. This work holds theoretical implications for stereotyping research and provides practical insight into the impact of multiracial representation in marketing.

### **How Fuel Snacks Affect Consumers at the Intersection of Stress and Gender**

*Marina Cozac, Florida State University*

*Martin Mende, Florida State University*

*Maura Scott, Florida State University*

This research examines how fuel snacks, a novel conceptualization in the marketing literature, influence snacking behavior. Three studies (a field study and two experiments) examine the choice and consumption of fuel snacks at the intersection of stress (e.g., as a function of parental status) and gender. The results show that consumers perceive fuel snacks as neither healthy nor unhealthy, thereby highlighting the need to expand the vice-virtue dichotomy of snacks. The results also show that parents consume more snacks than non-parents; more importantly, fathers (vs. male non-parents) snack differently regarding their (i) snack amount and (ii) snack choices. Finally, fathers (vs. male non-parents) choose fuel snacks more often; interestingly, after being primed with experiencing an additional stressor (responsibility of caring for others), male non-parents mimic the behavior of fathers and also choose a greater proportion of fuel snacks. These results provide meaningful theoretical, managerial and policy implications.

### **Uncovering Antecedents of Brand Religiosity**

*Haley Hardman, Mississippi State University*

Religion is the institution that has arguably been the most influential on humanity (Smart, 1996; Tarakeshwar et al., 2003). Religion shapes culture (Tarakeshwar et al., 2003), society (Durkheim, 1912), identity (Saroglou, 2011) and relationships (Hiebert, 2014), among other things. However, there has been a shift away from religion in the traditional sense, because consumers have started using brands to satisfy the needs that were once fulfilled by religion (Cutright, Erdem, Fitzsimons & Shachar, 2012; Muniz & Schau, 2005; Stephens, 2019). Such a transition requires consumers to be religious about brands for the replacement to be effective. This concept is referred to as brand religiosity, which is defined as an intensified devotion to a brand in which the centrality of the brand in a consumer's life is prominent and mirrors that of a religion (Pichler & Hemetsberger, 2007; J. G. Sarkar & Sarkar, 2017; Wang et al., 2018).

While brand religiosity has been addressed

repeatedly in popular press articles (e.g., Andrus, 2017; Dholakia, 2016; Stephens, 2019; Yakowicz, 2014), there has been very little attention devoted to the topic throughout the marketing literature. There have been explicit calls to allocate more research effort, both qualitatively and quantitatively, to brand religiosity (J. G. Sarkar & Sarkar, 2017; Wang et al., 2018). Therefore, a hermeneutic phenomenological approach is taken to examine brand religiosity, and 25 in-depth interviews were conducted in collaboration with a company to uncover the antecedents of brand religiosity. Four emergent themes offer insight into the antecedents of brand religiosity, which are brand doctrine, sense of purpose, self-identification and sacrifice. Implications for theory and practice are discussed.



### **SESSION D: "MODERN RETAILING: SERVICE STANDARDIZATION, MOBILE SELF-CHECKOUT AND ONLINE SHOPPING CARTS"**

10:45 a.m.-12:15 p.m. Friday, Correll 213

#### **Going Off Script: Emotional Intelligence and Service Standardization**

*Garrett Shipley, University of Tennessee*

Despite being associated with increased customer satisfaction and firm performance, service standardization may also impede an employee's ability to provide customers with high-quality service. For employees high in emotional intelligence, we suggest that being unable to help customers may motivate them to engage in rule-breaking behaviors more than their low emotional intelligence counterparts. Using 17 months of employee performance data and two field surveys, this research examines the role of emotional intelligence in employee performance, specifically investigating how emotional intelligence influences rule-breaking behaviors and performance over time.

#### **Adoption of Mobile Self-Checkout in a Retail Store**

*Aashish Pandey, University of Arkansas*

*Dinesh K. Gauri, University of Arkansas*

*Yu Ma, McGill University*

*Rupinder Jindal, University of Washington*

Retailers are incorporating different technologies in their stores to make the shopping experience enjoyable and reduce friction. One such technology, mobile checkout, is increasingly becoming popular among retailers. In mobile checkout, consumers scan items while they shop from their phone using the retailer's app and check out quickly without unloading-loading their cart. We study different shopping characteristics and user characteristics to explain the trial and repeat usage of mobile checkout



using store transaction data from a major U.S. retailer. We found that transaction characteristics such as total spending, item price, basket share of groceries, electronics and consumer characteristics such as prior usage of self-checkout, time pressure, tenure and trial frequency are significant predictors of trial and repeat mobile checkout usage. We further identify three natural groups of customers who try and adopt mobile checkout differently. Our findings have profound implications for how retailers can enhance the customer shopping experience through optimal allocation of resources to serve different segments of customers.

### **The Effects of Email-Based Retargeting on the Recovery of Abandoned Shopping Carts**

*David Mathis, University of Alabama*

Online shopping cart abandonment is a pervasive problem for online retailers that results in a substantial loss of potential profit. A recent summary of abandonment rates across 46 studies revealed that the average abandonment rate was 69.82% across industries, suggesting that a substantial majority of online shoppers populate carts and walk away without making a purchase (Baymard 2021). To recover these abandoned carts, firms often leverage simple email reminders to encourage consumers to return and complete their purchases. Early estimates show promise with these email recovery efforts as over 40% of consumers open recovery emails and 9% of consumers click on calls to action to review their carts (Barilliance 2022). As a result, email recovery could provide a viable strategy for closing the abandonment gap, but empirical studies that demonstrate best practices for these interventions are lacking in the marketing literature. In this research, the author provides an initial look at the efficacy of cart recovery interventions. Specifically, the author first leverages secondary data to demonstrate the differential effects of email messages on recovery rates. Then, in a follow-up experiment, they examine the role of risk reduction as a mediating mechanism between recovery messaging and consumer willingness to complete their purchase. Results from both studies indicate positive results for the impact reducing perceived purchase risk can have on shopping cart recovery.



### **SESSION E: “SOCIAL MEDIA: FANTASY SPORTS’ WAGERING AND CONSUMER WELFARE”**

2:00–3:00 p.m. Friday, Correll 222

#### **Fantasy Sports and the Influence of Social Media on Athlete Selection and Wagering**

*Candice Marti, Louisiana State University*

*Dan Rice, Louisiana State University*

The popularity of fantasy sports has grown significantly over the past six years due partially to the emergence of fantasy sports and wagering apps like Draft Kings and Fan Duel that make it easy for consumers to participate in fantasy sports and wagering. With the increase of available information online and access to key individuals like athletes and coaches on social media, consumers now have insights and connections that previously only existed for journalists or personal relationships.

This research explores the intersection between fantasy sports, fantasy sports wagering and social media. Specifically, we investigate the influence of information from social media, in this case in the form of posts from athletes, celebrities and sports influencers (including bloggers, journalists, analysts), on a consumer’s athlete selection for their fantasy sports teams and the influence on the intent to wager on the fantasy sports teams (and the individual athlete). We also explore the moderating role of the information source (athlete, celebrity, sports influencer) and the likelihood that the referenced athlete would be selected for a consumer’s fantasy sports team.

Our research deepens the understanding of how athletes, celebrities and sports media influencers sharing information on social media can impact consumers’ engagement with and behavior while using fantasy sports and wagering apps. It has clear implications for marketing academics and managers of these apps. Additionally, makers of public policy may want to explore rules that affect athlete and team information sharing on social media and how that information can be used (or misused) in sports betting situations.

#### **The Potential Negative Impact of Social Media Well-Being Messages on Consumer Welfare**

*Emma Welch, University of Mississippi*

The relationship between social media and well-being has become a hot topic since recent research shows social media can negatively impact personal well-being through higher levels of perceived loneliness, depression and isolation (Kross et al. 2013; Primack et al. 2017; Steers et al. 2014). Despite additional research that shows decreasing time spent on social media by as little as 30 minutes can reduce these same problems (Robinson 2021), social media

usage has remained high and stable over the last five years (Auxier and Anderson 2021). To combat this, a recent push to disseminate public health messages over social media have shown to increase the knowledge surrounding this topic (Gough et al. 2017). However, although social media users may be more informed about the potential consequences of using social media, the user still ends up using the platform where the potential well-being issues are derived from.

However, the emerging social media app TikTok has utilized a different strategy by creating a content series that promotes messages about health and safety from its own platform's account (Burke 2020). Examples of these messages include prompting users to get some water or go to sleep when they have been "scrolling for way too long now" and that the TikTok videos will "still be there tomorrow" (Burke 2020). We argue the unique approach that TikTok is using, wherein the official TikTok account discourages consumption of its own service, tries to more directly address social media over-usage problems, but at the same time, may have an unintended back fire effect such that positive feelings toward the platform will be achieved that can actually lead to higher levels of long-term consumer engagement with the platform (i.e., more usage compared to the absence of such well-being messages). Under the proposed study, we examine the relationship between such well-being messages and consumer engagement, as well as the mechanism that might underlie this relationship to help shed light on the complex relationship between brands and consumers, as well as laying a foundation for practitioners trying to implement social media strategies that discuss sensitive topics.



## **SESSION F: "WHITE LIES AND CONSUMER TRUST"**

2:00–3:00 p.m. Friday, Correll 213

### **The Dark Side of White Lies: Effects of Virtual Agency Type on Customers' Deceitful Behaviors**

*Della Garner, University of Memphis*

It is now commonplace for consumers to interact with AI-enabled virtual chatbots in serving and retail settings. Chatbots serve to guide consumers through shopping experiences, answer questions and, more recently, manage customer complaints, claims and returns. Much of the research to date has focused on what companies can do to improve acceptance of chatbots by consumers. There is only limited evidence relating to the dark side of chatbots interactions. Research has found, more generally, that people exhibit more dishonest behaviors when

interacting with machines rather than humans (Biener and Waeber, 2021). This study examines customers' deceitful behaviors when interacting with chatbots in customer service settings. More specifically, we are interested in understanding the types of fake claims (i.e., lies) customers make when interacting with chatbots as well as the strategies companies may employ to discourage such behaviors or mitigate their adverse effects. Theoretical and managerial implications are discussed.

### **Looking Behind the Curtain: How Process Transparency Enhances Customer Trust and Willingness to Pay**

*Tongxi Wang, University of Alabama*

Process transparency, defined as making service processes visible to customers (Buell et al. 2017), may be an effective way to positively impact trust. Transparent service design provides an environmental cue to customers allowing them to evaluate intangible service products and feel more confident about purchase decisions. In the current research, a pet grooming salon scenario-based experiment demonstrates that process transparency significantly improves customer trust and willingness to pay. The path to trust is explained through a mediator of psychological distance which is reduced in transparent situations. Specifically, in transparent service settings, customers perceive the service offering as more tangible, real and find more personal connection with employees, thus increasing trust. As customer trust increases, respondents have higher purchase intentions and are willing to pay a higher price (48% more in transparent conditions). Additionally, the research rules out customer perceived efforts and appreciation toward employees as possible alternative explanations for the transparency effect. This research suggests that process transparency plays a vital role in improving trust and positive customer responses. Service providers can capitalize on this by adopting more transparent designs in their service environment.



## **SESSION G: "HIGH-TECH CONSUMERS: ALEXA, SERVICE ROBOTS AND BLOCKCHAIN"**

9:00–10:30 a.m. Saturday, Correll 222

### **Controlling Alexa: The Influence of Voice Assistant's Interaction on Consumer Perceptions**

*Ripinka Koli Patil, Louisiana State University*  
*Dan Rice, Louisiana State University*

Voice-based assistants (VAs) have become an essential part of consumers' everyday lives. These VAs perform multiple tasks using advanced

technology like artificial intelligence, based on user commands. Consumers use this technology to gather knowledge or information, entertainment, and assist in or improve tasks. Recently, there has been significant growth in the usage of VAs, and this is expected to accelerate over the coming five years. Despite this prediction, there has been very little research on how such technologies influence consumer behavior and perceptions. Based on the SEEK theory of anthropomorphism, the current research studies how Effectance motivation influences anthropomorphism perceptions for VAs. The present research also extends the Uses and Gratification theory in the VA context to understand how Effectance motivation affects VAs and identifies Effectance benefits as a determinant that influences usage intentions.

### **The Comparative Advantages of Service Robots' Anthropomorphized Voices**

*Jutong Wen, Mississippi State University*

With the rapid development of artificial intelligence in service economies, service robots are playing an increasingly important role in frontline service across various industries. However, many important questions surrounding service robots as a novel service provision option remain under-researched, and thus, remain uncertain to marketers. Therefore, this exploratory study investigates and addresses some of these questions in order to provide valuable implications to marketers who plan to adopt and customize service robots for frontline service. Specifically, an investigation into service robots' vocal design is conducted, by assessing which voice type (male, female or robotic) performs the best in a movie theater setting. The findings reveal that a human male voice is best, outperforming a robotic voice regarding various customer outcomes, including customers' enjoyment of the interactions, attitudes toward the service robot and the firm and revisit intentions. These findings not only suggest the comparative advantages of a service robot's anthropomorphic voice, but also highlight the importance for marketers to determine the optimal voice type that a service robot should feature in a specific service setting. In addition, some promising avenues for future research on service robots and anthropomorphism are identified and discussed.

### **The Effect of Blockchain Augmented Claims Versus Third-Party Labels on Consumption of Sustainable Products**

*Umair Usman, University of Kentucky  
Aaron Garvey, University of Kentucky*

Consumers are demanding higher levels of transparency from brands and are also showing keen interest in consuming sustainable products,

which includes products that promote social, environmental and economic sustainability. Recent advancement in digital technology, specifically blockchain, is offering an opportunity for brands to meet both these demands of the consumers. This research examines whether the use of blockchain technology to back a brand's sustainability claims (i.e., blockchain augmented claims) helps a brand meet consumers' demand for transparency and sustainable products. In four laboratory studies, we demonstrate that blockchain augmented claims, as compared to third-party labels, increases consumers' purchase intentions of sustainable products through consumers' confidence in a claim legitimacy. Furthermore, this effect of blockchain augmented claims emerge only for consumers who are highly (vs. less) concerned about the cause being promoted by the brand. Together, this research offers timely insights to brands that are planning to invest in the blockchain technology and hope to signal legitimacy of its sustainability claims to the consumers.



### **SESSION H: "SELF-CARE, HEALTHY CONSUMPTION AND REWARDS"**

9:00-10:30 a.m. Saturday, Correll 213

#### **Self-Centered Care Consumption: How Consumers Prioritize Themselves**

*Rachel Hochstein, Florida State University  
Colleen Harmeling, Florida State University  
Ela Veresiu, York University*

Interest in consuming products and services to care for one's physical, mental and emotional health has increased dramatically in the past 25 years. However, some consumers feel selfish or guilty caring for themselves because prioritizing the self may violate unspoken rules about how much individuals should rest, indulge and invest in their own well-being. This study investigates self-centered care consumption: consumption behaviors driven by a feeling of responsibility to maintain one's own well-being. Self-centered care consumption is studied through an in-depth analysis of the self-care movement in the United States. Using news articles from the *New York Times*, *Wall Street Journal* and *USA Today*, this research first asks how has the role of caring for yourself changed over time in North America? Our findings show that caring for yourself has shifted from being a medical prescription to being a method of emotional healing pursued by consumers. Building on emotion work and feeling rules as an enabling theory we find that feeling rules related to caring for yourself differ from feeling rules governing caring for others. Today, among young adult consumers caring for



yourself is for everyone, defies social obligations, is self-protective and enhances self-growth. Further, from consumer interviews, diaries and TikTok data, we investigate how consumers adapt new sets of feeling rules in order to prioritize their own well-being without guilt. We find that consumers manage cultural and interpersonal tensions that arise when they prioritize themselves through four emotion work strategies: normalizing self-care, developing agency, setting boundaries and indulging mindfully. Overall, these findings contribute to research at the intersection of consumption and well-being by extending researchers' and marketers' understanding of care.

### **Reversing the Effects of Favorable Processing Claims for Ultra-Processed Foods: Understanding the Effects of Food Package Stop Sign Disclosures on Evaluations of Ultra-Processed Products**

*Garrett Rybak, University of Arkansas*

In the United States, nearly 60% of the average consumers' caloric intake comes from ultra-processed foods (UPF). Many recent studies have linked high levels of UPF consumption to negative health outcomes including obesity, type-2 diabetes, cardiovascular disease and cancer. As a result, multiple countries have implemented stop sign disclosures on food products to highlight excessive levels of nutrient content (e.g., sugar, sodium) often associated with UPFs on the front of package (FOP). Additionally, prior research has shown the positive and often inappropriate inferences from unregulated FOP processing claims (e.g., "natural"). This research is the first to our knowledge to explore the use of FOP processing stop sign disclosures to present objective information to consumers. Study 1 results show that both ultra-processed (UPFdisc) and processing attribute (PADisc) stop sign disclosures on the FOP of a frozen food meal affect perceived processing level, healthfulness, disease risk and willingness to purchase the product. Furthermore, results show perceived product processing level mediates the effects of each of the disclosures on healthfulness, disease risk and purchase intentions. Study 2 extends these results by evaluating the effects of the stop sign disclosures on the unregulated "all natural" FOP claim. Significant two-way and three-way interactions reveal that the effects of the all-natural claim are significant when there are no disclosures on the package, but when the UPFdisc, PADisc, or both are displayed, the effects of the all-natural claim are attenuated and no longer significant. Study 3 extends and replicates these results through moderated mediation results with a different product category (energy bars) and the use of the USDA regulated "organic" FOP claim. Implications are offered for CPG marketers,

retailers, the global public health community and policy makers regarding the U.S. Food Labeling and Modernization Act.

### **I Will Get a Reward, Too: Disclosing the Referrer-Reward Increases Referring**

*Minzhe Xu, University of Florida*

*Zhihao Yu, University of Nebraska at Omaha*

*Yanping Tu, Peking University*

Customer referral programs ("Refer a friend, reward yourself!") are prevalent nowadays because they can be a cost-effective way to acquire new customers (Berman, 2016). While customer referral is an appealing idea to marketers, consumers are not enthusiastic — even among the most satisfied, only 29% participate (Decker, 2018). One psychological barrier is that consumers view referral as a commercial activity, which conflicts with their communal relationship with friends (Grayson, 2007). In this research, we propose and find that disclosing the referrer-reward in the invitation message — a not yet widely adopted practice — can promote referring by making the referring action seem more compatible with communal norms. Specifically, disclosure conveys the referrer's honesty and highlights the social, collaborative aspect of the referral opportunity, both of which are desirable in communal interactions. We further identify some theoretically and practically relevant boundary conditions, such as the framing of the referral opportunity (whether it is already framed as a communal activity or not) and the stated source of the referrer-reward (the company or the referee's spending).

Theoretically, this research contributes to the literature on referral programs by investigating the impact of the communication of referral rewards, while the existing research mainly focused on the impact of the objective features (e.g., amount, type) of referral rewards. Practically, this research suggests an easy and costless way to improve the effectiveness of referral programs and also highlights practical boundary conditions.

# DRS AWARD

The DRS Award is an annual award for a Southeast Marketing Symposium (SMS) participating school whose doctoral students demonstrate productivity, collegiality and fun.

The award is named for and given in honor of three individuals who epitomize these characteristics: Dr. Donald Lichtenstein, Dr. Rick Netemeyer and Dr. Scot Burton. For several years, they served as faculty members together in the Department of Marketing at Louisiana State University.

Since their time together at LSU, this group of distinguished faculty has moved on to endowed chairs and professorships while developing a reputation throughout the profession for balancing hard work and a good time — and becoming great friends and colleagues in the process. They truly characterize productivity, collegiality and fun.

The faculty and students of the LSU Department of Marketing created the DRS Award as a new tradition for SMS in 2013. The award was announced during the seventh annual SMS, hosted by the LSU Department of Marketing in Baton Rouge, Louisiana. Each year during the symposium, SMS doctoral student attendees select one school as the DRS Award recipient. The traveling award is a reminder to SMS participants to strive for productivity, collegiality and fun. Each school has one vote that is cast by the faculty representative from the schools attending. The host school is not eligible for the award.

## PAST AWARD RECIPIENTS:

<b>2019</b>	<b>FLORIDA STATE UNIVERSITY</b>
<b>2018</b>	<b>UNIVERSITY OF ARKANSAS</b>
<b>2017</b>	<b>UNIVERSITY OF MISSISSIPPI</b>
<b>2016</b>	<b>UNIVERSITY OF TENNESSEE</b>
<b>2015</b>	<b>LOUISIANA STATE UNIVERSITY</b>
<b>2014</b>	<b>MISSISSIPPI STATE UNIVERSITY</b>
<b>2013</b>	<b>UNIVERSITY OF KENTUCKY</b>

## 2022 DRS AWARD BALLOT

Please cast your vote for the 2022 DRS Award winner by selecting the school that you believe has best exemplified the characteristics of the DRS Award at this year's SMS event (check one):

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> UNIVERSITY OF ALABAMA    | <input type="checkbox"/> UNIVERSITY OF KENTUCKY     | <input type="checkbox"/> MISSISSIPPI STATE UNIVERSITY |
| <input type="checkbox"/> UNIVERSITY OF ARKANSAS   | <input type="checkbox"/> LOUISIANA STATE UNIVERSITY | <input type="checkbox"/> UNIVERSITY OF TENNESSEE      |
| <input type="checkbox"/> UNIVERSITY OF FLORIDA    | <input type="checkbox"/> UNIVERSITY OF MEMPHIS      |   |
| <input type="checkbox"/> FLORIDA STATE UNIVERSITY | <input type="checkbox"/> UNIVERSITY OF MISSISSIPPI  |   |



**Terry College of Business**  
**UNIVERSITY OF GEORGIA**