



MISSISSIPPI STATE UNIVERSITY  
COLLEGE OF BUSINESS

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February 18–20, 2016

# ITINERARY for the SOUTHEAST MARKETING SYMPOSIUM

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Feb. 18-20, 2016 ■ Mississippi State University ■ Starkville, MS

## Thursday, Feb. 18

5:45 P.M.	Shuttles from Hampton Inn to Hunter Henry Center
6:00 – 8:30 P.M.	Welcome reception and dinner at Hunter Henry Center
8:30 P.M.	Shuttles from Hunter Henry Center to Hampton Inn & nightlife

## Friday, Feb. 19

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	Breakfast at Hampton Inn
8:00 A.M.	Shuttles from Hampton Inn to McCool Hall
8:20 – 9:00 A.M.	Welcome Session, McCool Hall Atrium Floor
9:00 – 10:15 A.M.	Strategic Issues in Marketing, Room 208
	Advertising and Branding in the Marketplace, Room 216
10:15 – 10:30 A.M.	Break, Dr. Harvey S. Lewis Mezzanine, McCool Hall
10:30 – 11:45 A.M.	Public Policy and Consumer Feedback, Room 208
	Corporate Social Responsibility and Cause-Related Marketing, Room 216
11:45 P.M.	Shuttles from McCool Hall to Seal Football Complex
12:00 – 1:30 P. M.	Lunch & Guest Speaker Mr. Scott Stricklin, Athletic Director, Seal Football Complex
1:30 P.M.	Athletics/Campus Tour
5:15 P.M.	Shuttles from Hampton Inn to The Little Dooley
5:30-7:30 P.M.	Reception/Dinner, The Little Dooley
7:30 P.M.	Shuttles from The Little Dooley to Hampton Inn & nightlife

## Saturday, Feb. 20

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	Drive yourself to McCool, park in McCarthy Lot
7:45 – 9:00 A.M.	Breakfast Honoring Dr. Sharon Beatty, McCool Hall Atrium Floor
9:00 – 10:15 A.M.	Moral and Ethical Issues in Marketing, Room 208
	Issues in Sales Research, Room 216
	Faculty Advisor Meeting, Room 339
10:15 – 10:30 A.M.	Break, Dr. Harvey S. Lewis Mezzanine, McCool Hall
10:30 – 12:00 P.M.	Job Search Panel Session, Room 234
12:00 – 1:00 P.M.	Wrap-up, box lunch, DRS Award, McCool Hall Atrium Floor

# Student Paper Presentations

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## Session 1

Friday  
9:00–10:15 A.M.

### **Room 208**     *Strategic Issues in Marketing*

**A Relationship Marketing Perspective on Communication Theory**

*Jordan Moffett, Louisiana State University*

*Judith Anne Garretson Folse, Louisiana State University*

*Robert W. Palmatier, University of Washington*

**The Facilitating Role of Comparative Quality Perceptions on Consumer Evaluations of Dual Branded Products**

*Allyn White, University of Mississippi*

*Stacie Waites, Mississippi State University*

*Robert Moore, Mississippi State University*

*Melissa Moore, Mississippi State University*

**The Influence of Political Ties on Government Contracts and Firm Performance**

*Jeffrey E. Anderson, Florida State University*

**Duration of Chief Marketing Officers and Firm Performance: Does the CMO-CEO Relationship Matter?**

*Tracey Swartz, University of South Carolina*

*Kartik Kalaighnam, University of South Carolina*

*Satish Jayachandran, University of South Carolina*

### **Room 216**     *Advertising and Branding in the Marketplace*

**“I” Miss “Me”: Truth about Nostalgia, Message Framing and Narcissism**

*Prachi Gala, University of Mississippi*

**Make Your Ad Count: Using Brand Familiarity and Quality to Predict Neurological Engagement of Super Bowl Advertisements**

*Michael C. Peasley, University of Memphis*

*George D. Deitz, University of Memphis*

**Limited by Name? Maybe, Maybe Not: A Look the Impact of Perceived Fit of Gender Firm Names and Industry**

*Rebecca Rast, Louisiana State University*

*Juliana White, Louisiana State University*

## Session 2

Friday  
10:30–11:45 A.M.

### **Room 208**     ***Public Policy and Consumer Feedback***

**Countering Negative Online Reviews: The Impact of Blame Shifting**

*Jennifer Stevens, Mississippi State University*

*Carol Esmark, Mississippi State University*

*Michael Breazeale, Mississippi State University*

*Brian Spaid, Marquette University*

**Can Money Tip the Scale? Social Judgement of Overweight Shoppers and the Role of Form of Payment**

*Carrie Skinner, Florida State University*

*Martin Mende, Florida State University*

**Why is Menu Labeling Often Ineffective? The Role of Consumers' Food-Value Orientations**

*Christopher Berry, University of Arkansas*

*Scot Burton, University of Arkansas*

*Elizabeth Howlett, University of Arkansas*

*Christopher Newman, University of Mississippi*

### **Room 216**     ***Corporate Social Responsibility and Cause-Related***

**Consumer Perceptions of CSR - An Examination of CSR Perceptual Gap**

*Brian T. Montavon, University of Alabama*

**Winning Their Hearts and Minds, but What About Their Wallets? An Empirical Assessment of Cause-Related Marketing**

*Heath McCullough, University of Tennessee*

**Metacognitive Difficulty and Consumers' Evaluation of Corporate Social Responsibility**

*Taehoon Park, University of South Carolina*



## Session 3

Saturday  
9:00–10:15 A.M.

### Room 208 *Moral and Ethical Issues in Marketing*

**Forgive and Forget? How Consumers' Self-Construal and Victims' Group-Membership Effect Consumers' Response to Corporate Misconduct**

*Niusha Abdollahi, University of Kentucky*

*John Peloza, University of Kentucky*

**The Role of Religiosity, Ethics towards Hispanic Customers**

*Meichen Dong, University of Mississippi*

**The Role of Parental Investment and Religiosity on Consumer's Reactions to Sexually Provocative Imagery in Advertising: A Qualitative Case Study**

*Wendy Barnes McEntee, University of Memphis*

### Room 216 *Issues in Sales Research*

**Release Day Price \$299; Pre-order Price \$199: Price Promotion for a Pre-ordered Product and the Moderating Role of Time of Release**

*Amaradri Mukherjee, University of Arkansas*

*Ronn J. Smith, University of Arkansas*

**A Synthesis of Sales Pressures and Agenda for Future Research**

*Adam Hepworth, University of Tennessee*

**Can Customer- and Sales-centricity Really Co-exist? Ambidextrous Sales Management Practices and Their Interactive Effects on Sales Force Performance**

*Nikolaos G. Panagopoulos, University of Alabama*

*Michael Pimentel, University of Alabama*

**Configuring Sales Encounters with Customers**

*Kevin Chase, University of Kentucky*

*Brian Murtha, University of Kentucky*



## MISSISSIPPI STATE UNIVERSITY COLLEGE OF BUSINESS

# About the College of Business and Department of Marketing

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The College of Business at Mississippi State University was established in 1915. As such, it is the oldest college of business in the state and one of the oldest in the South. The college is housed in McCool Hall / Leo M. Seal Family Business Complex in the heart of campus. The College prepares students to be



distinguished business leaders in twelve key areas: accounting, business administration, business information systems, economics, entrepreneurship, finance, international business, management, marketing, professional golf management, risk management and insurance, and supply chain management. There are masters programs in six areas and doctoral programs in six areas. Faculty members in the college are outstanding educators, excelling in the areas of scholarship, teaching, and service.

Our foundation for success blends a strong commitment of instilling a profound work ethic and competitive knowledge that students learn to apply in the industry. Graduates from the College of Business excel in interviews, impress employers, and begin directly shaping the business landscape as influencing young professionals after graduation. Students of the College of Business find themselves joining more than 32,000 Business graduates from 142 countries and all 50 states.

The Department of Marketing, Quantitative Analysis and Business Law comprises a collegial group of faculty that deliver outstanding undergraduate programs in marketing, while providing service courses in quantitative analysis and business law for business-related majors. At the graduate level, the department offers a PhD Program in marketing and delivers masters-level courses to support the college's on-campus and distance MBA programs. Students are recognized as being among the best in their fields, and alumni are making their mark as leaders in their professions and communities.



MISSISSIPPI STATE UNIVERSITY  
COLLEGE OF BUSINESS

## Marketing Department – Faculty

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**Nicole Ponder**

marketing doctoral coordinator for ten years.

Nicole Ponder (Ph.D., The University of Alabama) is a Professor of Marketing and Director of Graduate Studies in Business at Mississippi State University. Her research has been published in the *Journal of Retailing*, *Journal of Business Research*, *Journal of Services Marketing*, *Journal of Marketing Theory and Practice*, *Academy of Marketing Science Review*, *Journal of Business to Business Marketing*, and *Journal of Marketing Education*, among other outlets, as well as numerous national and international proceedings. Nicole's research interests include consumer decision making, business-to-consumer relationships, issues in construct measurement, and issues in doctoral education. She teaches consumer behavior at the undergraduate and doctoral levels as well as the doctoral seminar in measurement and scale development. Prior to assuming the role as Director of Graduate Studies, Nicole was



**Joel Collier**

Joel E. Collier (Ph.D., University of Memphis) is the Tommy and Terri Nusz Associate Professor of Marketing in the Department of Marketing, Quantitative Analysis, and Business Law at Mississippi State University. He is also the Ph.D. director for the marketing department at Mississippi State University. His areas of research are in services marketing, service recovery, self-service technology, and relationship marketing. He has previously published in leading journals such as the *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *MIT Sloan Management Review*, *Journal of Public Policy and Marketing*, and *Journal of Personal Selling and Sales Management*. Within the self-service industry, he has served as a consultant for businesses such as Time Warner, Muvico, and Cashman Photo.





**Jason Lueg**

Jason E. Lueg (Ph.D., M.B.A., The University of Alabama) is Professor of Marketing and Department Head at Mississippi State University. His professional experience includes positions in the banking industry in both operations/compliance and commercial lending where he worked with clients to develop business and marketing plans. His teaching interests are in the areas of marketing strategy and supply chain management. Jason's research interests are in the areas of retailing, strategy, and supply chain management.



**Frank Adams**

Dr. Frank Adams is an Assistant Marketing Professor at Mississippi State University's College of Business, specializing in Supply Chain Management and Relational Governance Strategy. His research has been published in *The International Journal of Transitions and Innovation Systems*, *Journal of Business Logistics*, *The International Journal of Physical Distribution and Logistics Management*, and *Supply Chain Management, an International Journal*. Dr. Adams received both a Ph.D. (2012) and M.B.A. (2008) from the University of Alabama, and a B.A. (1997) from Mississippi State University. Prior to entering academia, Dr. Adams worked as an operations and logistics manager in the medical device industry.



**Mike Breazeale**

Michael Breazeale is an Assistant Professor of Marketing at Mississippi State University. He received his Ph.D. from Mississippi State University in 2010 after running several successful entrepreneurial ventures that included a chain of video superstores, an art house movie theater, and a commercial/residential real estate firm. He has taught at Indiana University Southeast and the University of Nebraska at Omaha before returning to MSU. His primary areas of research encompass consumer-brand connections, retail atmospherics, and branding implications for violent extremist organizations. Mike has published several articles in publications that include *Journal of Retailing*, *International Journal of Market Research*, and *Journal of Business Research*, and is co-editor of two books on consumer-brand relationships. Mike has won multiple awards for both teaching and research and is also listed as one

of *Social Media Marketing Magazine's* Top 100 Marketing Professors on Twitter. He can be reached at [mbreazeale@business.msstate.edu](mailto:mbreazeale@business.msstate.edu) or on Twitter @MktgMike.



**Carol Esmark**

Carol Esmark is an assistant professor of marketing at Mississippi State University. She teaches the Business Research class for the MBA program and International Logistics for undergraduates. She is also currently the faculty advisor for the MSU student chapter of AMA. Carol is a PhD graduate from the University of Tennessee in Knoxville. Her research interests include retailing, loyalty programs, and interaction privacy. She has recent publications in the *Journal of Business Research*, the *Journal of Operations Management*, and the *Journal of International Business*. Prior to earning her doctoral degree, Carol worked in business administration for hospitals.



**Adam Farmer**

Adam Farmer is an assistant professor in Marketing at Mississippi State University. Adam's research focuses on consumer behavior, specifically in the domains of political ideology (the fundamental differences between liberals and conservatives), sustainability, choice, and donation behavior. He has published in the *Journal of Consumer Research*, *International Journal of Research in Marketing*, and *Journal of Business Research*. His work has also appeared at various conferences including the Association for Consumer Research and Society for Consumer Psychology. Adam has also taught courses in marketing research and consumer behavior at the undergraduate level and a course in multivariate statistics at the doctoral level.



**William Hill**

Dr. Hill has over 29 years of experience in the private and public sectors--14 years in engineering, manufacturing, and sales, and 15 years in higher education. His research interests include tourism, personal selling, and e-commerce. Dr. Hill's consulting experience includes work with small businesses, tourism, healthcare administration, and community economic impact studies. He is a member of the American Marketing Association and the Society for Marketing Advances. Dr. Hill currently serves as the Division Head of Business at the Mississippi State University Meridian Campus.



**Melissa Moore**

Dr. Melissa Moore (PhD, University of Connecticut), is a Professor of Marketing at Mississippi State University, and was named the 2010 MSU Outstanding Faculty Women by the President's Commission on the Status of Women. Dr. Moore's research, teaching, and business background focus on understanding the development and maintenance of customer-firm relationships, service delivery, brand building, consumer satisfaction, entrepreneurship, and consumer acceptance of GMO's. Her efforts have yielded over forty academic presentations and twenty plus journal articles, including such outlets as the *Journal of Business Research*, *Journal of Consumer Psychology*, and *Journal of Services Marketing*. She has been Co-Pi on international and regional grants totaling over \$3,000,000.

Dr. Moore's energy and enthusiasm for sharing her research with students is contagious, yielding several honors, including national recognition (2001 Houghton-Mifflin Award for Innovations in Teaching; 2003 finalist); University recognition (2011, 2010 State Pride Recipient; 2005 Grisham Master Teacher Award; 2003 Alumni Award for Undergraduate Teaching); and, College awards, most recently the 2015 Centennial Fellowship.



**Robert Moore**

Dr. Robert S. Moore (PhD, University of Connecticut) is the Hunter Henry Fellow and Professor of Marketing at Mississippi State University. His research interests center upon information technology and its impact on the marketing environment. He has presented his findings at numerous conferences and published his research in various outlets including; *Journal of Advertising*, *Journal of Business Research*, *Journal of Interactive Marketing*, *Journal of Services Marketing*, *Journal of Public Policy and Marketing*, *Journal of End User Computing*, and the *Journal of Internet Law*.

Dr. Moore has been co-PI on external grants totaling ~ \$2 million, most recently (2015) from the US Small Business Administration for the development of a Veterans Business Outreach Center at MSU. He has received numerous teaching and research awards including receiving the MSU Outstanding Graduate Teaching Excellence Award, MSU Grisham Master Teacher Award, MSU State Pride Award recipient, the College Faculty Research award, and recognized as a Notable Scholar for the College of Business. He is currently holder of the Hunter Henry Fellowship.





**Kevin Shanahan**

Kevin Shanahan (PhD New Mexico State University) is an Associate Professor of Marketing at Mississippi State University. Dr. Shanahan's research interests include nonprofit advertising strategy, social responsibility, ethics and aberrance. His research has been published in the *Journal of the Academy of Marketing Science*, *Journal of Advertising*, *Journal of Public Policy and Marketing*, *Journal of Business Research*, *Journal of Current Issues and Research in Advertising*, *Journal of Business Ethics* and other academic outlets. Dr. Shanahan previously served as the Vice President of Communication for the Society for Marketing Advances, Proceedings Editor for the Society for Marketing Advances Annual Conference and as Associate Editor of *Marketing Education Review*.

## Marketing Department – Students

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**Bob Barnwell**

Bob is an advanced doctoral student from Johnson City, TN and the winner of the College of Business 2014 Outstanding Doctoral Student Teaching Award. He received a Bachelor's of Science in Commerce with concentrations in Marketing and Management from the University of Virginia's McIntire School of Commerce in 1994, a Certificate in Copywriting from the Creative Circus in 1996, and an MBA from East Tennessee State University in 2009. From 1996 until 2011 Bob worked as an advertising copywriter and associate creative director on a variety of national brands, including Hanes, Wonderbra, Sealy, Wachovia, Maker's Mark, Thomasville, Texas Pete, Remington, Revell, BellSouth, NASCAR, BB&T, and Lowe's. His research interests include consumer behavior, brand strategies, the dynamics of nostalgia, and advertising appeals.



**Joshua Denton**

Joshua is a first-year doctoral student from Calhoun, Georgia. He received his Bachelors of Business Administration in Marketing from Mississippi State University in 2015. Joshua has experience in the service industry, personal selling, and social media marketing. His research interests include consumer-brand relationships, marketing strategy, and consumer decision making.





**Alexandra Krallman**

Alexandra is a third year doctoral student from Covington, KY. She received a Bachelor's Degree in Business Administration in Marketing from Eastern Kentucky University in 2011 and earned her MBA from Eastern Kentucky University in 2013. During her studies she worked in various roles related to social media, online marketing, and brand management for Eastern Kentucky University and RedBull North America. Her primary research interests include services marketing, online retailing, and social media marketing.



**Jennifer Stevens**

Jennifer is a second year doctoral student from Baton Rouge, Louisiana. She received a Bachelor of Business Administration in Marketing from Belmont University, Nashville in 2012. During this time Jennifer owned a real estate branding and Internet marketing company. She also worked as Director of Marketing at a luxury real estate firm in Nashville, TN. Her research interests include consumer-brand relationships, retailing, and sociological approaches to consumption behavior, as well as qualitative research methods.



**Stacie Waites**

Stacie is a second year doctoral student from Louisville, MS. She received a Bachelor's Degree in Accounting from Mississippi State University in 2010 and earned her MBA from Mississippi State University in 2013. Before pursuing a career in academia, Stacie worked as a Financial Analyst in Atlanta Georgia for Georgia Pacific (2010-2012) and Lexis Nexis (2012-2014). Her research interests include marketing strategy, branding, and transformative consumer research.

# SYMPOSIUM PARTICIPANTS

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## The University of Alabama – Faculty

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**Sharon Beatty**

Dr. Beatty, who conducts mostly services and shopping research, has had published or had accepted around 80 articles in refereed 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*, *Journal of Advertising*, and *Journal of Business Research*. She is currently on four editorial review boards, *Journal of Retailing*, *Journal of Service Research*, *Journal of Marketing Education* and *Journal of Business Research*, an ad hoc reviewer for many others, and on the Senior Advisory Board for *Journal of Marketing Theory and Practice*.

She is a past member of the Board of Governors for the SMA, the Board of Governors for the AMS, and AMA's Academic Council. In 1998, she was named an AMS Distinguished Fellow and has received several outstanding reviewer awards. In 2001, she was designated a Distinguished Scholar by the SMA and recently she

named SMA's 2014 Distinguished Fellow. She was also the recipient of the 2015 AMS Harold W. Berkman Distinguished Service Award. She has received a number of best and finalist paper awards. She was Doctoral Coordinator at UA for 27 years and has chaired 24 dissertations and co-chaired three AMS Doctoral Consortiums (2009, 2011, and 2015).



**Thomas Baker**

Thomas L. Baker (Ph.D., Florida State University) is an Associate Professor of Marketing in the Culverhouse College of Commerce at The University of Alabama. Dr. Baker's focus and current research regards consumer-employee interactions in service settings, service recovery efforts and organizational approaches to maximizing service delivery. Prior to coming to The University of Alabama Dr. Baker was Associate Professor of Marketing at Clemson University (2006-2013), Assistant/Associate/Full Professor of Marketing at the University of North Carolina Wilmington (1994-2006), and Assistant Professor of Marketing at the University of Akron (1989-1994). Dr. Baker has been a visiting lecturer at the Manchester Business School, Zagreb School of Business and Economics, the Barcelona Management Institute, the University of Liverpool, and Royal Holloway University. He has conducted Executive Education programs in Zagreb (Croatia), Sarajevo (Bosnia), and Riga (Latvia). In addition, he has led or been the co-leader for over twenty study

abroad programs throughout Europe. Dr. Baker's research has been awarded the James M. Comer award for Best Contribution to Selling and Sales Management Theory by the *Journal of Personal Selling and Sales Management*. His research has also been awarded the Stephen A. Shaw award for best paper at the Society for Marketing Advances conference. Dr. Baker has twice been named one of the "Best Reviewers" for the *Journal of Marketing Theory and Practice*. Selected Publications: Dr. Baker's research has been published in a number of outlets including the *Journal of Marketing*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *Industrial Marketing Management*, and the *Journal of Personal Selling and Sales Management*.

# University of Alabama – Students

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**Julian “Jay” Arnold**

Julian (Jay) Arnold is a second-year doctoral student in marketing at The University of Alabama’s Manderson Graduate School of Business. Jay received his Master of Science in Marketing Management from The University of Alabama in May 2014. In December of 2012, Jay graduated magna cum laude from The University of Alabama with a Bachelor of Science in Commerce and Business Administration (C&BA). While completing his graduate coursework for The University of Alabama’s M.S. in Marketing (MSM) Program, Jay worked as a Graduate Teaching Assistant for both online and on-campus International Business courses, where he provided assistance with grading assignments, responding to students’ course-related inquiries, sending weekly announcements regarding upcoming class-scheduled items, and providing students with weekly course-evaluation feedback. Jay also served as a

Marketing Intern for Habitat for Humanity Tuscaloosa, where he helped to plan, launch, and manage a fundraising campaign associated with a local Habitat house-building initiative.

Jay’s research areas of interest include services marketing, transformative services research (TSR), brand authenticity, and customer-employee interaction.



**Kristina “Kris”  
Lindsey-Hall**

Kris Lindsey Hall is a third-year doctoral student and instructor in the Department of Marketing at The University of Alabama where she also received her MS in Marketing. Kris found her passion for marketing research while at St. Mary’s University in San Antonio, Texas, where she received her B.B.A. in Marketing. Previously, Kris has gained professional experience in marketing and sales, branding, and cost-control administration in the hospitality, financial services, and petrochemical industries.

Kris’ research interests fall within the rubric of services marketing, particularly as related to service failure and recovery and to frontline employee-customer interactions. Additionally, she is interested in marketing research related to technology and e-commerce, especially regarding the roles of collaborative consumption, self-service technologies, and Big Data in improving customer-firm relationships. To date, Kris has received two grants to pursue her research, which has been

presented at international, national, and regional marketing conferences. Additionally, her work has been accepted at peer-reviewed journals including the *Journal of Marketing Theory and Practice*, *The Journal of Internet Commerce*, and *The Journal of Medical Marketing*, as well as for two invited publications for the Council of Supply Chain Management. [www.krislindseyhall.com](http://www.krislindseyhall.com)





**Brian Montavon**

Brian T. Montavon is a first year doctoral candidate in Marketing at The University of Alabama. He earned a Bachelor of Arts degree in Psychology with a minor in English from Marquette University, where he graduated Cum Laude in 2005. His prior experience includes management, and the development and execution of service training manuals in the restaurant service industry, as well as copywriting and strategic branding as a marketing consultant. Brian's research interests include consumer behavior and services marketing.



**Michael Pimentel**

Michael Pimentel is a second-year doctoral student in marketing at The University of Alabama. He also received his Bachelor of Science in Financial Planning and Master of Business Administration degrees from the University of Alabama. Michael graduated Magna Cum Laude and received full academic and research based scholarships for his bachelor and master level studies.

While completing his MBA, Michael worked as a Graduate Teaching Assistant, consultant for the U. S. Small Business Administration, and as manager for the Humane Society of West Alabama. As a graduate assistant, Michael was responsible for managing eight sections of junior and senior level business classes. After earning his MBA, Michael worked for CarMax Inc. as a marketing analyst and procurement manager. Michael's other professional experience and training includes sales, sales management, and consulting. As a doctoral student in marketing, Michael works with top sales faculty as he conducts rigorous and innovative sales research in the areas of personal selling, sales management, key account management, customer relationship management, and firm-stakeholder relationships. Michael is also very involved with local service-oriented non-profit institutions in the local community. He is married with three children.

## University of Arkansas – Faculty

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**Ronn Smith**

he received the Outstanding All-Around Faculty Award from the Walton College of Business for his accomplishments in research, teaching, and service. He is a member of the American Marketing Association, Association for Consumer Research, Society for Marketing Advances, and Society for Consumer Psychology. Before pursuing a career in academia, he co-owned and managed a retail venture.

Ronn J. Smith is an Associate Professor and doctoral program coordinator in the Department of Marketing at the Sam M. Walton College of Business, University of Arkansas. He received his Ph.D. from Washington State University. His research interests predominately revolve around topics related to consumer behavior, and at the intersection of consumer behavior and supply chain management. Professor Smith's scholarly activity has been published in the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Retailing*, and *Journal of Business Logistics*, among other journals and national conference proceedings. He teaches an undergraduate introductory marketing course, as well as doctoral seminars in both marketing theory and marketing & society. In 2013, Professor Smith was elected a Fellow of the University of Arkansas Teaching Academy. For the 2012-2013 academic year

## University of Arkansas – Students

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**Christopher Berry**

Chris Berry is a third-year doctoral student in the Department of Marketing at the Sam M. Walton College of Business. Given his research interest in consumer health and welfare issues, his current research primarily examines consumers' response to food labeling and health disclosures. Chris has published in the *Journal of Retailing* and the *Journal of Public Policy & Marketing* and has presented his work at the Marketing Educators' Conference, the Marketing and Public Policy Conference, the Association for Consumer Research Conference, the Society for Marketing Advances Conference, and the Southeast Marketing Symposium. In 2015, Chris was awarded the Brenda Derby Memorial Award and was runner-up for the William O. Bearden Doctoral Student Research Award.



## Amaradri Mukherjee

from India, he has a Master's degree in Electrical Engineering (Computational Image Modeling) and an MBA from the University of Memphis. Prior to joining the doctoral program, he worked as a Research Assistant funded by the NSF for two years in the Computational Imaging Lab at the University of Memphis.

Amaradri Mukherjee is a third year doctoral student in the Department of Marketing at the Walton College of Business, University of Arkansas. His research focuses in the areas of pricing and consumer decision-making. In the area of pricing, he has investigated how the intertemporal separation between payments and product consumption impacts the likelihood and timing of new product consumption, as is increasingly seen with product pre-ordering. He also has research interests in brand management and memory associations. His work has been published in the *Journal of Retailing* and he has presented his research at both Summer and Winter American Marketing Association Educators' Conferences, the Marketing & Public Policy Conference, and the Society for Marketing Advances Conference. Additionally, he is the recipient of the 2015 Outstanding Graduate Student Teaching Award, presented by the Walton College of Business. He has taught Introduction to Marketing as well as Selling and Sales Management. Originally

## Florida State University – Faculty

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## Michael Brady

the Chicago Tribune, and Tampa Bay Times. He has won numerous awards, including the M. Wayne Delozier and Steven J. Shaw research awards, the Academy of Marketing Science outstanding teacher award, the University teaching award, the Joan Raley student service award, outstanding reviewer awards from the *Journal of Retailing* (2004, 2010) and *Journal of Service Research* (2009), the University graduate student mentoring award, and the William R. Jones award for mentoring minority doctoral students. Mike is currently Past-President of the American Marketing Association's Academic Council and an Associate Editor for the *Journal of Service Research* and *Journal of the Academy of Marketing Science*.

Michael ("Mike") Brady is the Carl DeSantis Professor and chair, Department of Marketing, at Florida State University. His primary research interest has to do with contextual and communal factors that influence customer assessments of frontline service transactions. Mike has published articles in many top scholarly journals, including the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Retailing*, *Journal of Service Research*, *Journal of the Academy of Marketing Science*, and many other outlets. His research articles have been cited over 11,000 times to date (Google Scholar), his 2000 article in the *Journal of Retailing* is one of the most downloaded articles of all time in Science Direct, and his 2001 article in the *Journal of Marketing* was ranked the fifth most influential article for future research in services marketing. Mike's work has also been covered in the popular press, such as MSNBC, U.S. News,





**Charles Hofacker**

is also the moderator of ELMAR, an electronic newsletter and community platform for academic marketing with over 8,000 subscribers.

Charles F. Hofacker has a Ph. D. in Mathematical Psychology from the University of California, Los Angeles. He is Carl DeSantis Professor of Business Administration and Professor of Marketing at the College of Business of Florida State University. He was Visiting Professor at Università Bocconi in Milan, Italy in 2001, 2007 and 2015, and at Northeastern University in 2014. His research interests are at the intersection of marketing and information technology. His work in that and other areas has appeared in the *Journal of Marketing Research*, *Psychometrika*, *Management Science*, *Journal of Management*, *Journal of the Academy of Marketing Science*, *Journal of Advertising Research*, and other outlets. He was first Co-Editor then Editor of the *Journal of Interactive Marketing* from 2009-2014. At the present time he is Associated Editor for Technology, Interactive and Social Media for the *Journal of Business Research*. Dr. Hofacker

## Florida State University – Students

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**Abdullah Almashayekhi**

Abdullah Almashayekhi is a doctoral student at Florida State University. His research interests include marketing strategy, cobranding, and alliances. He earned an MBA from the University of Colorado at Boulder and a bachelor's degree in marketing from King Fahd University in Saudi Arabia. He worked as an account executive in an advertising agency called Drive-Dentsu in Saudi Arabia, and was part of the team handling Toyota marketing communications, succeeding in meeting the sales target in 2010. He then returned to King Fahd University to work as a graduate assistant in the department of marketing. In 2012, the school awarded him a fully paid scholarship to pursue graduate studies in the U.S.



**Jeffrey Anderson**

Jeffrey is a third year Doctoral Candidate and his research interest includes marketing strategy and international business. He is a McKnight Fellow and a member of the Marketing Doctoral Student Association. Jeffrey graduated with a Bachelor of Science degree in Computer Information Systems from the University of Central Missouri and earned an MBA from Pepperdine University. Recently, Jeffrey accepted a research fellowship at the Center for International Business at COPPEAD Graduate School of Business, Federal University of Rio de Janeiro. Previously, he was a Product Manager for Cheetah Logistics Technology and a Business Analyst for the Boeing Company.





**Samantha Bittner**

Samantha Bittner is a first year doctoral student at Florida State University. As an undergraduate she attended the University of North Carolina at Charlotte and majored in civil engineering. While there, she spent a summer studying business abroad at Kingston University in London, England. She then attended Wingate University and earned a master's degree in business administration while working as an engineer. Her area of interest is consumer behavior.



**Kyuyeong Choi**

Kyuyeong Choi is a doctoral student of marketing at Florida State University. His research interests include marketing/ international marketing strategies, multinational brand management, and international buyer-seller relationships. His research has been published in Human Factors and Ergonomics in Manufacturing & Service Industries.



**Corinne Kelley**

Corinne is a second year Ph.D. Student at Florida State University. She is originally from Anchorage, Alaska where she grew up in a military home (her father was in Air Force) with her mother, father, and older brother. She moved to Florida after being accepted to Florida State University (FSU) for her undergraduate degree in Communications and Advertising.

Before being accepted into the Ph.D. program, Ms. Kelley worked full time as an HR and Financial Representative at FSU while simultaneously working on her masters' degree in Marketing. In the fall of 2014 she transitioned into the college of business's Marketing Ph.D. program.

Corinne's research interests fall within the realm of consumer behavior. Specifically, her research investigates consumer perceptions of status, and how consumer attitudes toward successful others alter depending on systems of information

processing. Moreover, Corinne is quite involved with the human subjects behavioral lab in the FSU College of Business. Taking on a leadership role, she aids in set-up of the subject pool as well as physically conducts the scheduled lab studies.



**Harrison Pugh**

Harrison is a doctoral student in the Florida State University Department of Marketing. Originally from Destin, Florida, he is a 2006 graduate of Florida State University, receiving an undergraduate degree from the College of Business. Harrison has a background in the culinary arts, having earned the title of sushi chef before his undergraduate years. Harrison transplanted to New Orleans, Louisiana, departing the service industry to gain experience for several years in technology sales and management. His research interests focus primarily on frontline service interactions.



**Ilana Shanks**

Ilana is a Florida State University doctoral student in the Department of Marketing. Prior to attending Florida State University, she worked in private wealth management for twelve years. Ilana is a member of the American Marketing Association, the Association for Consumer Research, the Society for Consumer Psychology, and The Ph.D. Project Marketing Doctoral Students Association.



**Carrie Skinner**

Carrie is a doctoral candidate in marketing at Florida State University. Her broad area of interest is consumer behavior. Specifically, she focuses on social perception, the psychology of money, transformative consumer research, and consumption decision making including spending and eating behavior. Her dissertation is focused on social perception based on spending behavior along with appearance, conspicuous consumption and materialism, and how these variables interact in the formation of social judgements and subsequent treatment by employees and other individuals in a retail setting. Her work has received a transformative consumer research grant. Carrie's professional experience is in retail and marketing research including positions at Macy's and Coach and a research project for an industrial firm. She received a BA in marketing and an MBA from the University of Kentucky. She has taught undergraduate courses in basic marketing concepts and consumer behavior.

# University of Kentucky – Faculty

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**David M. Hardesty**

David M. Hardesty is Carol Martin Gatton Endowed Chair of Marketing and serves as the Department Chair for Marketing and Supply Chain. He also is the Director of the Behavioral Research Lab at the University of Kentucky. Previously, he was a faculty member at the University of Miami and the University of Southern Mississippi. Professor Hardesty received his Ph.D. in 1998 and his M.S. in Statistics in 1994 both from the University of South Carolina. David earned a B.S. in Mathematics from Salisbury University in 1992. He has published in journals such as the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Retailing*, *Journal of Business Research*, *Journal of Advertising*, and the *Journal of Public Policy & Marketing*.

David's research focuses on the behavioral aspects of pricing, emotional intelligence, knowledge, political ideology, and measurement. He serves on the editorial review boards for the *Journal of Retailing* and the *Journal of Product & Brand Management*. He won a Best Reviewer award for the *Journal of Retailing* in 2008 and 2015. He also co-edited a special issue of the *Journal of Retailing* in 2009. David's main teaching interests are Marketing Research and Consumer Behavior. David 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. David also has served on the Board of Trustees for The Club at Spindletop Hall in 2012 and 2013 and has consulted with the Promotional Products Association International as well as NASA.



**Brian Murtha**

Brian Murtha is currently an Associate Professor of Marketing and E. Vernon and William Smith Faculty Fellow at the Gatton College of Business and Economics, University of Kentucky. Dr. Murtha received his Ph.D. in Marketing from Georgia Tech in 2008, MBA from Georgia Tech in 2000, and B.S. in Business Administration from UNC-Chapel Hill in 1995. He has worked on marketing and sales consulting and research engagements with Lexmark, AT&T, Ernst and Young (EY), 3M, IKON, Valvoline Instant Oil Change, and Tempur-Sealy. His research and teaching focuses on marketing strategy and personal selling. Dr. Murtha has published in the *Journal of Marketing*, *Management Science*, *Organizational Behavior and Human Decision Processes*, and the *Journal of Business Research*. His research on "Marketing Doctrine" in the *Journal of Marketing* recently won the Harold H. Maynard Award.



# University of Kentucky – Students

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**Niussha Abdollahi**

Niussha Abdollahi is a second-year student and graduate assistant in the Marketing and Supply Chain Ph.D. program at the University of Kentucky. She received her M.S. in Marketing Research in 2014 from the University of Alabama, and she earned a B.S. in Structural Engineering from the Iran University of Science and Technology in 2006. She has six years of experience developing marketing strategies, conducting marketing research and market analysis for international companies.

Niussha's research focuses on corporate social responsibility, affect and emotions, and social networks.



**Kevin Chase**

Kevin Chase is a third year Ph.D. candidate in the Gatton College of Business and Economics at the University of Kentucky. Prior to entering the doctoral program at Kentucky, Kevin worked for seven years as a sales rep and marketing manager in the financial services industry. Based on this experience, Kevin's research focus is in the area of sales, sales management, and purchasing. His present dissertation work examines decision making within buying centers using a longitudinal qualitative approach in partnership with a large public organization. Kevin has served as an ad hoc reviewer for AMA conferences in the areas of both strategy and sales. He has presented his research at the biannual Salesforce Productivity Conference and upcoming at Winter AMA. Kevin's teaching interests include principles of marketing, marketing research, and sales.



**Emily Howitz**

Emily is a first year Ph.D. student and research assistant in the department of Marketing and Supply Chain at the University of Kentucky. Emily worked at Cerner Corporation in Kansas City from 2013 until 2015 as a business analyst on the Consulting Operations team. Emily earned a B.S. in Marketing in 2012 and a M.S. in Marketing in 2013 both from The University of Alabama. Emily's research interest is consumer behavior, specifically pricing strategies and purchase decisions. Emily received the Gatton College of Business and Economics Doctoral Fellowship in 2015.



**Alexander Ziegler**

Alexander Ziegler is a research assistant and doctoral student in the department of Marketing and Supply Chain at the University of Kentucky. Alexander has received his M.B.A. in Finance in 2014 and his B.S. in Management in 2012 both from the Virginia Polytechnic Institute and State University.

Alexander's research focuses on interpersonal emotions and negative affect. His main teaching interests are Consumer Behavior and Marketing Research. Alexander received the ACC Postgraduate Scholarship in 2013

## Louisiana State University – Faculty

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**Ronald Niedrich**

Ronald W. Niedrich is Professor and Robert S. Greer Chair in Marketing, E. J. Ourso College of Business, Louisiana State University. Professor Niedrich has been employed by LSU since 1999 and currently serves as the Department Chairman. He also served as the Director of the Professional Sales Institute from 2013 to 2015, the Marketing Department Ph.D. Advisor from 2008 to 2012, and the Behavioral Research Lab Administrator from 2000 to 2008. His research focuses on the judgment and decision processes that consumers employ in constructing brand choice, brand attitudes, price judgments, and other responses. His work regularly appear in prominent marketing journals, including *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, and others. Professor Niedrich teaches an undergraduate, MBA, and Ph.D. seminar in Consumer Behavior

as well as The Applications of Marketing Theory Ph.D. seminar. 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 BS 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.



## Dan Rice

proceedings for the Association for Consumer Research, the Society of Consumer Psychology, and the Academy of Marketing Science, where he was a finalist in the Mary Kay dissertation competition, among other outlets. Dr. Rice has also received multiple teaching awards for his teaching, and is consistently one of the highest ranked instructors as rated by students. He was also the principle investigator for two Louisiana Board of Regents Grants, totaling nearly a quarter of a million dollars, which funded the equipment and development of the LSU College of Business's behavioral research lab. Currently, Dr. Rice serves as the Director of the behavioral lab to ensure that scheduling, the experimental participant pool and credit assignment system work together and smoothly.

Dan Hamilton Rice is an Assistant Professor and the current holder of the Herbert Huey McElveen Professorship for Developing Scholars in the Department of Marketing, E. J. Ourso College of Business, Louisiana State University. Dr. Rice received his undergraduate degree and MBA from Cornell University, and his PhD from the University of Florida. He is a member of the Society for Consumer Psychology (SCP), the Association for Consumer Research (ACR), and the American Marketing Association (AMA). He is a consumer psychologist who is trained in experimental research methodologies. His two main streams of research deal with consumer response to bundled product offers and consumer response to persuasive content. His research has appeared in the *Journal of Consumer Psychology*, *Psychology and Marketing*, and the *International Journal of Research in Marketing*, and in national conference

## Louisiana State University – Students

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## Patrick Fennell

2015 AMA Sheth Consortium fellow in London this past summer.

Patrick Fennell is a fourth year Ph.D. student in the Department of Marketing at Louisiana State University. He received his B.S. in marketing and his MBA in finance from the University of South Florida. Patrick's research interests include price judgments and service recoveries, and his work has been presented at the Southeast Marketing Symposium, the Association for Consumer Research, and the American Marketing Association Summer and Winter conferences. In addition, his work has received best paper in the pricing track, and best paper in the services marketing track from the Society for Marketing Advances as well as the Jane K. Fenyo Best Student Paper Award from the Academy of Marketing Science. Patrick is also the recipient of the annual Daryl McKee memorial PhD award in recognition of collegiality, mentoring and program stewardship. Lastly, Patrick represented LSU as the





## **Matt Lastner**

for Marketing Advances (2014), and the Academy of Management Meeting (2015). He is currently working on his dissertation investigating the impact of disruptive events on buyer-seller relationships in a B2B context. His teaching interests include professional selling, sales management, and marketing strategy. Prior to academia, Matt spent four years working in sales for Ryan Homes (3 years, B2C) and Aramark (1 year, B2B), followed by three years at Healthcare Services Group where he served as a District Manager of Operations.

Matt Lastner is a fourth year doctoral student in the Department of Marketing at the E.J. Ourso College of Business at Louisiana State University (LSU). Originally from Frederick, Maryland, Matt earned a B.S. in Marketing and Management from James Madison University in 2005 and an MBA from the University of Maryland in 2012. His current research interests include sales and sales management, relationship marketing, and the impact of disruptive events in buyer-seller relationships. His research has been presented at the annual conferences for the American Marketing Association, the Academy of Marketing Science, and the Association for Consumer Research, as well as at the National Conference for Sales Management and the Southeast Marketing Symposium. Matt's research has been recognized on several occasions, including winning best paper awards at the Academy of Marketing Science (2014), the Society



## **Subrina Lu**

academic research, she serves as reviewers for 2016 AMS conference and 2015 D/IMRS conference.

Subrina Lu is a second year doctoral student in the Department of Marketing at the E.J. Ourso College of Business at Louisiana State University (LSU). She earned a B.B.A. in Management from China University of Geosciences (Wuhan) (CUG) in 2012 and a M.S. in Marketing from Clemson University in 2013. Her research area lies in user generated content and social media. She uses various econometric modeling skills in her work. She presented her papers at the 2015 AMS conference. Previously, Subrina's undergraduate thesis on corporate structure and company performance received a national award in China, and was collected into the national archive. She worked as a research assistant in CUG; she assisted her team in publishing a monograph on how transformational leadership influence company performance. Her master's thesis on price judgment of bundles was presented at the 2015 AMS conference. Besides





**Jordan Moffett**

Jordan Moffett is a second year doctoral student in the Department of Marketing at the E.J. Ourso College of Business at Louisiana State University (LSU). She received her B.S. in marketing from Louisiana State University in 2009. She also received her MBA in marketing in 2010 and M.A. in media communications in 2013 from Regent's University (Webster University London). Jordan's current research interests include relationship marketing and communication in both the B2B and B2C contexts with additional emphasis on the role of social media in communication and relationships.



**McDowell Porter III**

McDowell Porter III is a fourth-year doctoral student in the Department of Marketing at Louisiana State University (LSU). He earned his Master of Business Administration degree from the University of Southern California's Marshall School of Business and his Bachelor of Science in Marketing degree from Northern Illinois University. He is currently Vice President of The PhD Project's Marketing Doctoral Students Association. Mr. Porter's consumer behavior research interests include source effects of persuasion in an online and offline context (e.g., consumer reviews, brand communities' websites, online product endorsers, print advertising, etc.). His dissertation focuses on the influence of the online consumer reviewer on review helpfulness and product sales in the context of visual electronic word of mouth (eWOM). His work has been recently published in the *International Journal of Advertising* and presented at the

Academy of Marketing Science (AMS), American Marketing Association (AMA), Society for Marketing Advances (SMA), and Southeast Marketing Symposium (SMS) conferences, receiving awards at both SMA and Summer AMA conferences. Finally, he has experience in teaching a diverse portfolio of courses, such as Communication, Critical Thinking, Management, and Marketing, which includes Professional Selling and Marketing Strategy.



**Rebecca Rast**

Rebecca Rast is a second year Ph.D. student in the Department of Marketing at the E.J. Ourso College of Business at Louisiana State University. Rebecca graduated Summa Cum Laude with her B.S. in Marketing Management in 2001, and then a year later with her MBA in Marketing from Missouri State University. Before joining the Ph.D. program at Louisiana State University, Rebecca was employed at American National Insurance Company, where she was a Regulatory Compliance Analyst and then later a Business Analyst in Underwriting. In addition, she had taught as an adjunct instructor at Missouri State University in the subjects of Principles of Marketing, Principles of Retailing, Marketing Research and Sales Management. Rebecca's current research interests include sales and persuasion strategies.



Juliana White is a second year doctoral student in the Department of Marketing at the E.J. Ourso College of Business at Louisiana State University (LSU). She graduated from Florida A&M University in 2012 with a B.S. in Business Administration, and then earned her M.S. in Marketing from the University of South Florida in 2014. Juliana is a current member of the PhD Project's Marketing Doctoral Student Association. Her research interests include sales management and gamification.

**Juliana White**

## University of Memphis – Faculty

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**Daniel L. Sherrell**

Dr. Sherrell completed his Ph.D. in Marketing from the University of South Carolina in 1980 and joined the faculty at Louisiana State University in Baton Rouge where he spent 15 years. He joined the faculty of the Fogelman College of Business & Economics at the University of Memphis as Professor of Marketing in 1995. While at the University of Memphis Dr. Sherrell has served as Chair of the Department of Marketing and Associate Dean for Administration in the Fogelman College of Business & Economics.

Dr. Sherrell has published over 70 articles in referred journals and national conference proceedings. His articles have appeared in the *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, and *Journal of Business Research* among others. Teaching areas of expertise and interest include: Consumer Behavior, Marketing Theory, Structural Equation Modeling, and Research Methodology. His current research interests focus on the impact of source credibility & trustworthiness perceptions, customer relationship management, and the influence of word-of-mouth among customers in the Internet environment.



**George Deitz**

Dr. George D. Deitz is the George Johnson Professor and Research Fellow in Marketing and leads the Customer NeuroInsights Research Lab (cNRL) at The University of Memphis. His current research interests center on the use of biometric measurement tools -- such as eye tracking, GSR, and automated facial expression recognition -- as applied to marketing phenomena. Ongoing projects in this stream include studies of the effects of online consumer reviews on reader affect and decision-making, attention to sponsorship information, and the impact of information security breaches on consumer brand trust and implicit attitudes.

# University of Memphis – Students

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Coco Huang received a B.S. from the University of Science & Technology of China, a M.B.A. and a M.S. of Finance from the University of Memphis. Prior to entering the Ph.D. program she worked with the Chery Automobile Company, one of the biggest car makers in China, where she held a number of positions in management, including Purchase Manager and ERP Representative. She has over ten years of corporate business experience, including domestic resources management and global purchasing. Her research interests include consumer behavior, services, supply chain management, and advertisement.

**Jianping “Coco” Huang**



Rebecca Jones is a first-year Ph.D. student in Marketing at The University of Memphis. Rebecca received her B.S. in Marketing in 2012 from Reinhardt University in Waleska, Georgia and her M.S. in Organizational Leadership in 2013 from Columbus State University in Columbus, Georgia. Rebecca's research interests are in consumer behavior with the emphasis on influence, linguistics, and neuroscience. Rebecca is concurrently working to earn the Cognitive Science Graduate Certificate at The University of Memphis to further her research in the field.

**Rebecca Jones**



Jerry Kelly is a first-year Ph.D. student in Marketing at The University of Memphis. He brings more than 30 years of business experience with him, including both entrepreneurial ventures and corporate experience. Jerry's research interests lie in the potential effects of technology and social media among Millennials on the business-to-business sales process. Jerry earned his B.S. in Marketing at the State University of New York – College at Plattsburgh and his M.B.A. in Business Administration at Binghamton University – State University of New York.

**Jerry Kelly**





**Wendy McEntee**

Wendy Barnes McEntee is a Ph.D. candidate at The University of Memphis, expected to graduate in 2016. Her research interests focus on an overarching theme of ethics, specifically regarding the collegiate classroom and provocative imagery in advertising. Before pursuing her doctorate, Wendy worked in employee benefits, designing marketing packages for clients and their employees, first in Memphis and then in New York. Her clients included such companies as Medtronic, the NBA, the NHL, and Martha Stewart International. In her spare moments, Wendy enjoys spending time with her husband, daughter, and two dogs. This summer they will be moving to Virginia as Wendy has accepted an assistant professor position at Randolph-Macon College beginning in fall 2016.



**Mike Peasley**

Mike Peasley is in his third year as a Ph.D. student in the Department of Marketing & Supply Chain Management at the University of Memphis. Prior to entering the Ph.D. program, Mike worked for the Seattle Mariners Double A Affiliate as Vice President of Sales & Marketing. His responsibilities were to test and evaluate various marketing and sales methods, build brand equity, and train sales staff in customer relationship management and sales strategy. Mike has published in the *Journal of Advertising Research* and *Management & Marketing*. His research interests are focused on frontline services and sales, marketing strategy, and neuro-marketing.

## University of Mississippi – Faculty

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**Melissa Cinelli**

Melissa D. Cinelli (Ph.D. University of Florida) is an Assistant Professor of Marketing at the University of Mississippi. Her research interests fall primarily into two streams: personal interactions consumers have with products and related marketing communications and biases in consumer decision making. Specifically, her research examines how consumers use products to shape their personal and social identities, how their social identities affect their evaluations, and how consumers evaluate the identities of other consumers and brands. Her research has been published in the *Journal of Consumer Research*. She is a member of the Association for Consumer Research and the Society for Consumer Psychology. She teaches the undergraduate marketing research course as well as the consumer behavior doctoral seminar.



**Christopher  
Newman**

Christopher Newman is an Assistant Professor of Marketing in the School of Business Administration at the University of Mississippi. His primary research interests include food labeling and consumption, consumer health and welfare, shopper marketing, and retailing. 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 Business Research*, and the *American Journal of Health Promotion*, among others. He has twice been named the Co-Outstanding Junior Researcher of the Year by the Ole Miss Business School, and has additionally been honored with the Outstanding Publication of the Year Award. He is also a past recipient of the Brenda Derby Memorial Award, which is presented nationally to the doctoral student who best demonstrates excellence as an emerging marketing and public policy researcher. Dr. Newman has taught a variety of courses including Data Analysis and Interpretation, Retail Strategy, and International Marketing.



**Douglas Vorhies**

Dr. Douglas W. Vorhies is Professor of Marketing, School of Business Administration, the University of Mississippi, where he serves as Ph.D. Coordinator in Marketing. Dr. Vorhies holds a Bachelor of Science degree from Iowa State University, an M.B.A. from Western Illinois University and the Ph.D. in Marketing from the University of Arkansas. While at Arkansas, he was an American Marketing Association Doctoral Consortium Fellow.

Dr. Vorhies has published in the *Journal of Marketing*, *Strategic Management Journal*, *the Journal of the Academy Marketing Science*, *International Journal of Research in Marketing*, *Decision Sciences*, *the Journal of Product Innovation Management*, *Journal of Personal Selling and Sales Management*, *Industrial Marketing Management*, and the *European Journal of Marketing*. He serves on the editorial review board of the *Journal of the Academy of Marketing Science* and the *Journal of Strategic*

*Marketing*. In 2009 and 2012, he was honored by the University of Mississippi Business School with their Senior Researcher of the Year Award in addition to winning the Award for Best paper by a Business School Faculty member in 2012.



**Allyn White**

Allyn White is an assistant professor of marketing at the University of Mississippi. She received her Ph.D. in Marketing from Mississippi State University. Her research interests are in Retail Strategy, Innovative Business Models, and Self-Service Technology Implementation. She has published in numerous journals including the *Journal of Retailing* and the *Journal of the Academy of Marketing Science*.

# University of Mississippi – Students

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**Meichen Dong**

Meichen Dong is a first year PhD student in Marketing at the University of Mississippi. Her areas of research include marketing strategy, digital (mobile) marketing, and service marketing. Prior to joining the PhD program at the University of Mississippi, she has a master degree in Marketing Research from Hofstra University, and a master degree in Marketing at NEOMA business school from France.



**Derek Ezell**

Derek Ezell is a second-year doctoral student from Martin, TN. His research interests include Brand Management, Services Marketing, and Social Media. Prior to becoming a doctoral student, Derek received his bachelor's degree in Business Administration with a major concentration in Marketing and a minor in Management from the University of Tennessee at Martin. There he also earned his MBA while working as a full-time staff as an IT repair technician at the university. His other work experience includes the family business for over fifteen years.



**Prachi Gala**

Prachi Gala is a second year PhD student at the University of Mississippi. She received her MBA in Marketing and her bachelors in IT engineering from Mumbai University, India. Her main research interests lie in the area of marketing strategy, packaging, retailing and public policy. She has presented her research in Society of Marketing Advances Conference, Management Marketing Association Fall Conference, Academy of International Business (AIB) India Chapter Conference and Asia Pacific International Conference. Professionally, Prachi has worked as a Business Analyst in Deloitte Consulting, as a researcher in IMRB and Faber castell. In her free time, Prachi enjoys painting and involving in social work.





**Vahid Ghomi**

Vahid Ghomi is a second year PhD student in Marketing in the School of Business Administration at the University of Mississippi. He fulfilled his Master Degree (2011) in Engineering Design & Manufacturing at the University of Malaya, Malaysia, and received his Bachelor Degree (2005) in Industrial Engineering & System Analysis from Iran. He is fond of Applied Multivariate Statistical Modeling and Software Programming such as C# and Python. His recent research interests lie in the area of Customer Flexibility.



**Franklin Tillman**

Franklin Tillman is a second-year doctoral student at The University of Mississippi. He received his MBA and Master of Global Management from Tulane University. His research interests include Ethics, Self Service Technologies, Consumer Social Responsibility, and Cause-Related Marketing. Franklin currently serves as the Vice Chair of Special Projects and Partnerships for the AMA DocSIG.



**Esra Topçuoğlu**

Esra Topçuoğlu is a first year PhD student in marketing major at the University of Mississippi. She received her master degree in Business Administration from Bahcesehir University, Istanbul and her bachelor degree in Italian Language & Literature from Ankara University, Ankara, Turkey. Her research interests are mainly in cross-cultural areas such as cross-cultural negotiation management, cross-cultural marketing management, cross-cultural brand management and also luxury brands & service industry. Professionally, Esra had worked in hospitality/tourism sector for almost 10 years. She had worked in Holiday Travel Park, Virginia Beach, VA and Celebrity Cruises, USA for a while and then continued her professional life in Istanbul in various international hotel chains such as Intercontinental, Hilton and Marriott.



# University of South Carolina – Students

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**Amir Javadinia**

Amir Javadinia is a second-year doctoral student in Darla Moore School of Business, University of South Carolina. He received his bachelor's degree in electrical engineering from University of Tehran and his master of science in business administration from Sharif University of Technology in Iran. Currently he is working in the field of marketing strategy and quantitative methods.

Amir's research interests involve two different areas. First, he is exploring the returns on firms' involvement in social media. In this regard, he aims to find out strategies by which firms can exploit opportunities on social networking sites. The second area of his interests is about different types of deals (e.g. acquisition, partnership, etc.) between two or more firms in new product development especially in pharmaceutical industry.



**Taehoon Park**

Taehoon Park is a third-year doctoral student in Darla Moore School of Business, University of South Carolina. He received bachelor's and master's degrees in business administration at Yonsei University in South Korea. He also acquired a second master's degree in psychology at New York University, which helped to broaden his understanding of social cognitive approach to consumer behavior.

His research interests involve information processing and judgment and decision-making. Specifically, he would like to conduct research that verifies the influences of information framing and information presentation on consumer behavior. For example, he is interested in processing fluency, which refers to the metacognitive cue of subjective experience about processing ease. Based on extant fluency literature, he would like to examine what type of inferred value can be derived from

difficult-to-process marketing information.



**Tracey Swartz**

Department of Commerce to USF. Her prior positions include Personal and Small Business Banking at Bank of America and retail sales for Sprint. Tracey holds a bachelor's degree in business administration, an MBA, and master's degrees in marketing and finance from USF.

Tracey A. Swartz is a third year doctoral candidate in Marketing at the Darla Moore School of Business at the University of South Carolina. Her research interests take an upper echelons perspective on marketing strategy and also include new product development & innovation and word-of-mouth/social media marketing. Her research has been presented at the American Marketing Association Winter 2015 conference and Summer 2016 conference, where her co-authored paper won the Best-in-Track award for B-to-B and Inter-organizational Issues in Marketing. Before starting the PhD program, Tracey served as the Director of the Innovation & Incubation Program at the University of South Florida (USF), where she was responsible for running a 60,000 square foot Technology Incubator, managing a \$3.8 million Matching Grants Research Program, and successfully attracting a \$1 million grant from the US

## University of Tennessee – Faculty

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**Kelly Hewett**

Kelly Hewett (Ph.D. University of South Carolina) is an Assistant Professor of Marketing at the University of Tennessee's Haslam College of Business. Her research expertise is in the areas of global marketing strategy and firms' abilities to effectively manage marketing assets such as brands, knowledge resources, buyer relationships, or communications assets. Her research has been published in the *Journal of Marketing*, the *Journal of International Business Studies* and the *Journal of the Academy of Marketing Science*, among others.

# University of Tennessee – Students

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**Lisa Beeler**

Lisa Beeler is a 3rd year doctoral candidate. Her research leverages mixed method approaches that most appropriately investigate strategic marketing in two substantive areas, personal selling/sales management and cross-functional integration. Lisa has four years experience working as a business-to-business National Marketing and Sales Director in both goods and services industries. Her teaching experience includes five semesters as an instructor in consumer behavior or strategic integration of marketing and supply chain management.



**Adam Hepworth**

Adam (MBA, University of Dallas; BS, Texas Christian University) is a second-year Marketing PhD Student at the University of Tennessee in Knoxville. Previously, he worked as the Program Director for a teacher certification program and also as the Director of Account Management for Rentping Media. He currently sits on the Advisory Board for the athletic apparel company, Compete Every Day. His research interests primarily focus on behaviors of customer-interfacing employees, buyer-seller relationships, and advertising strategies of pharmaceutical companies. He is also currently working on research into internationalization strategies of firms from emerging economies.



**Na Young Lee**

Nayoung is a doctoral student in the Marketing and Supply Chain Management program at The University of Tennessee in Knoxville. She joined the department in August 2013. Her research interests include frontline customer experience and customer-employee interaction. Her work has currently been invited second round review at *Journal of the Academy of Marketing Science*, under second round review at Marketing Letters and presented at AMA. Prior to joining the doctoral program, she worked as a product and brand manager at renowned global companies such as Johnson and Johnson, Samsung SDI, and LEGO, leading a number of nationwide marketing programs and new product development projects. She earned an MBA from the Vanderbilt University and received bachelor's degree from Ewha Women's University in Seoul, South Korea.





**Heath McCullough**

Heath's research interests include Cause Related Marketing, Corporate Social Responsibility, Customer Relationship Management, Analytics, and Data Mining.

Heath McCullough is a Ph.D. student in the Marketing and Supply Chain Management program at the University of Tennessee at Knoxville. He joined the department in August 2014. Heath received a Bachelor of Business Administration degree in Economics from the University of North Alabama and earned a Master of Science degree in Marketing Analytics, with an emphasis on data mining and certification in SAS programming from the University of Alabama.

Heath served five years in the U.S. Marine Corps and was honorably discharged in 2010. Heath belonged to F.A.S.T. or Fleet Anti-Terrorism Security Team before transitioning to 2/4 Scout Sniper Platoon as a Scout Sniper. Heath served two deployments and finished up his military career as an instructor for 1st Division Pre-Sniper Course.



**Leah Smith**

Leah Smith joined the doctoral program in 2015. Leah received a BA from Indiana University in 2001. She worked in non-profit program management with the YMCA before getting an MBA from Wake Forest University in 2008. Leah gained experience working in marketing research at Altria and Electrolux.



**Annette Tower**

Annette Tower is a Ph.D. student in the Marketing and Supply Chain Management program at the University of Tennessee at Knoxville. She joined the department in August 2015. Annette received a Bachelor of Business Administration from Austin Peay State University in Tennessee. She earned a Master of Business Administration, with an emphasis in Marketing, from Murray State University in Kentucky and a Master of Arts, with an emphasis in Economics, from the University of Tennessee. Annette has work experience in marketing, sales, and small business development.

Her research interests include inter- and intra-firm relationships, demand and supply integration, and global marketing strategies.

# SOUTHEAST MARKETING SYMPOSIUM

## Research Presentations

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### Session 1 (9:00 – 10:15 A.M. Friday)

#### *Strategic Issues in Marketing*

Room 208

##### A Relationship Marketing Perspective on Communication Theory

*Jordan Moffett, Louisiana State University*

*Judith Anne Garretson Folse, Louisiana State University*

*Robert W. Palmatier, University of Washington*

After decades of research and practice customer-seller communication is recognized as one of the most critical antecedents to effective relationship marketing. Recent changes in technology and business practice have transformed the customer-seller communication landscape by introducing multiple new formats (e.g., videoconference, live chat), yet extant marketing research provides little guidance on effective multi-format communication strategies and often insights are applied across formats without acknowledging their underlying differences. This paper will address this situation by taking a marketing perspective on leading communication theories to identify and decompose each communication format into its structural component cue (i.e., proximal, visual, verbal, textual) and channel characteristics (i.e., synchronicity, revisability), allowing for the isolation of the most critical aspect(s) driving performance in each exchange context. A conceptual framework is proposed, which is derived from a multi-disciplinary review of communication theory and extant customer-seller communication research in marketing. Preliminary results provide support for the proposed framework, as well as several propositions regarding varying effects of communication formats. This provides initial insights into the most effective multi-format communication strategies for building and maintaining customer-seller relationships across different relationships stages and exchange contexts.

## **The Facilitating Role of Comparative Quality Perceptions on Consumer Evaluations of Dual Branded Products**

*Allyn White, University of Mississippi*

*Stacie Waites, Mississippi State University*

*Robert Moore, Mississippi State University*

*Melissa Moore, Mississippi State University*

Retailers increasingly utilize private label branding strategy in an effort to simultaneously increase store loyalty and compete with national brands (Ailawadi and Keller 2004; Nies and Natter 2012). Previous research suggests consumers are not only receptive to the notion of private label consumption, but in many cases prefer retailer brands over their premium brand competitors (Nielsen 2011; Thomassen et al. 2006). From a supply perspective, many national brand manufacturers, or “dual branders” (ter Braak et al. 2013, p. 87), produce private label brands to optimize outcomes from the channel relationship (Chen et al. 2010; Kumar et al. 2010). Dual branders do not volunteer this information to prevent loss of the national brand market share due to narrowing gaps between quality perceptions of premiums and private labels (Sethuraman and Raju 2012; Steenkamp et al. 2010). Consequently, consumers are often only able to rely on superficial signals (e.g., packaging or price) to evaluate the origins and quality of private-label products.

However, consumers can be inadvertently exposed to dual branding knowledge through other communications such as a manufacturer’s announced product recall or word-of-mouth from others. Thus it is important for marketing researchers to understand how consumers react to the knowledge that two differently priced, competing brands are sourced by the same manufacturer. In response, this research examines the influence of dual branding on customers’ respective brand evaluations through the mechanism of their comparative quality perceptions. An experiment was conducted to test dual branding’s influence on consumers’ comparative quality perceptions between competing private and premium brands. The authors offer results and implications of this exploratory phase of the research, as well as future research directions.



## **The Influence of Political Ties on Government Contracts and Firm Performance**

*Jeffrey E. Anderson, Florida State University*

Despite research regarding the importance of external knowledge sources for innovation, we have not found studies that considered government contracts. Thus, we examine government contracts as a source of innovation. Drawing on resource-based view and strength of ties literature, we examine the effect of strong political ties on securing government contracts. Data were analyzed using partial least squares. The findings from secondary data for 140 publically traded firms that both lobby and provide goods and services to the U.S. Government indicate that strong political ties have a positive effect on the dollar amount and number of government contracts. We contribute to the literature by studying government contracts as an underexamined source of a firm's knowledge acquisition to sustain competitiveness. Further, we advance the strength of ties literature and answer a call for a differentiation between business and political ties.

## **Duration of Chief Marketing Officers and Firm Performance: Does the CMO-CEO Relationship Matter?**

*Tracey Swartz, University of South Carolina*

*Kartik Kalaighnam, University of South Carolina*

*Satish Jayachandran, University of South Carolina*

This paper explores the relationship between a firms' CEO and CMO as a way to predict CMO tenure and subsequently examine the impact of CMO tenure on firm performance. Despite conflicts in past research, recent literature has found that CMOs impact firm performance. Integrating insights from a theories-in-use approach, along with past research, we take an upper echelons perspective to test a conditional duration model based on specific CEO-CMO attributes. We subsequently examine the impact of CMO tenure on firm performance. The hypotheses are tested using data on 147 public US-based firms between 2004 and 2013. Collectively, the authors find that specialist CMOs working for generalist CEOs have the longest tenure. We also find that CMOs who work for CEOs with more power have longer tenure. Our findings suggest that the focused skills/experience of CMOs and broad skills/experience of CEOs exert complementary effects on CMO tenure. We find a positive significant effect of CMO tenure on firm performance, implying that firms should screen CMOs for characteristics complementary to the CEO.

# ***Advertising and Branding in the Marketplace***

**Room 216**

## **“I” Miss “Me”: Truth about Nostalgia, Message Framing and Narcissism**

*Prachi Gala, University of Mississippi*

This article hypothesizes that (1) Individuals with high-Narcissistic (versus low) response have positive attitudes towards gain framed messages (versus loss framed) but interestingly (2) adding nostalgic messages to gain (versus loss) framed messages further strengthens the impact. Hence, Narcissists are expected to get more attracted towards gain/loss framed messages when nostalgia is added to the message frame. Thus the findings of this research will help advertisers to know in what combination the nostalgic messages should be used with message framing to positively attract the increasing narcissistic consumer population. Also, Advertisers can choose television shows that are likely to prime viewers' regulatory goals, and follow up with those particular ads nostalgic ads.

## **Make Your Ad Count: Using Brand Familiarity and Quality to Predict Neurological Engagement of Super Bowl Advertisements**

*Michael C. Peasley, University of Memphis*

*George D. Deitz, University of Memphis*

Insights about information processing and how emotions influence complex behavior from neurological based-measures provide advertisers with useful information to aid in placement decision making. Recent advertising research suggests that neurological and physiological measurements offer more objectivity than traditional self-report measurements in assessing consumer response to advertising. Advertisers use major media events such as the Super Bowl to generate viral buzz following their advertisements in an effort boost their return on the ad placement investment. The present research explores how the dimensions of brand familiarity and quality are positively associated with neurological engagement when viewing an ad. The findings have implications for familiar and unfamiliar brands. While familiar brands are likely to receive high levels of engagement from consumers viewing their ads, brands relatively unfamiliar or with low quality perceptions are less likely to engage the consumer. This understanding of the consumers' motivation to engage and their willingness to allocate attention to brand information in ads for familiar versus unfamiliar brands provides insights for marketing strategy and placement decisions.

## Limited by Name? Maybe, Maybe Not: A Look the Impact of Perceived Fit of Gender Firm Names and Industry

*Rebecca Rast, Louisiana State University*

*Juliana White, Louisiana State University*

In today's world, many people seem very concerned with appearing politically correct and stereotype free (Chait 2015), however, as in all things, we realize humans are flawed and incorrect thoughts and stereotypes persist. One area of interest regarding possible stereotypes is in the perceived gender of retail and service establishments. While brands have been identified to have a gender (Grohmann 2009), little attention has been focused on whether retail and service industries are considered gender specific. Could a gender bias exist for firms that impacts perceptions of quality and patronage intentions? This research investigates the positive and negative repercussions for firms that violate perceived fit based on their prescribed gender roles for their industry. The impact on perceived quality of the firm, trust in the firm, attitude toward the firm, and patronage intentions will be studied regarding perceived fit between firm name and industry type. Also of interest is if incongruency can benefit firms that do not match with the prescribed gender roles by aiding in firm name recall. Will a Betty's Auto Shop, for example, benefit from this incongruency and be remembered more easily by consumers? Finally, moderators such as years in business and positive reviewer ratings will be examined to determine if negative effects of incongruency can be reversed to the positive. This research, currently in the conceptual stage, seeks to provide a contribution in the marketing literature by understanding the impact of perceived gender roles and gender firm name fit.



## Session 2 (10:30 – 11:45 A.M. Friday)

### *Public Policy and Consumer Feedback*

Room 208

#### Countering Negative Online Reviews: The Impact of Blame Shifting

*Jennifer Stevens, Mississippi State University*

*Carol Esmark, Mississippi State University*

*Michael Breazeale, Mississippi State University*

*Brian Spaid, Marquette University*

Negative electronic word of mouth (eWOM) has an important impact on a consumer's online purchasing decision and attitude towards a brand or product. Despite substantial research examining negative word-of-mouth, little attention has been given to the impact of responses to negative eWOM. This research seeks to examine how consumer responses to online reviews may influence a consumer's evaluation of the focal brand. Specifically, this work seeks to identify how a specific aspect of response type, blame shifting, influences product satisfaction, company loyalty, attitude towards the company, and brand relationship quality. Attribution theory is used to explore the power of a negative review response when the company is at fault.

The study was a 1 (review) x 4 (type of response) between subjects design. Participants were told they would be shown a product, a description of the product, and a review posted for the product. The participants were randomly assigned to one of four scenarios—no response to the negative review (control), a neutral response from another consumer, a response from another consumer that blamed the original poster, or a response from another consumer that blamed the company. The results suggest that the greatest advantage to countering negative online reviews is when blame is shifted to the original poster. Therefore, the best defense a company may have against negative reviews is letting their loyal customers do the defending. The findings of this research are important for advancing theory in relation to negative eWOM and for helping practitioners develop appropriate response strategies.

## **Can Money Tip the Scale? Social Judgement of Overweight Shoppers and the Role of Form of Payment**

*Carrie Skinner, Florida State University*

*Martin Mende, Florida State University*

*Maura L. Scott, Florida State University*

Overweight shoppers are judged and treated more negatively in retail settings than non-overweight shoppers (e.g., Nauert 2015). This negative bias against overweight consumers is particularly concerning, because obesity is the fastest growing health problem in developed nations (Prentice 2006). Despite the dramatic rise in overweight and obese individuals, weight stigma is worse now than it was twenty years ago (Andreyeva, Puhl and Brownell 2008). These trends suggests that millions of overweight consumers are subject to marketplace discrimination (e.g., retail stores). Therefore, better understanding the mechanism of such social judgement is crucial in ultimately overcoming potentially harmful biases. Providing new insights into the social perception of overweight consumers, our research demonstrates that how shoppers pay (i.e., cash vs. credit card) influences how they are perceived by others (consumers and employees) in retail settings. As such, this is the first known research to show inter-individual effects of form of payment, a ubiquitous marketing phenomenon that hitherto has been studied with a strong focus on *intra*-individual effects (e.g., Bijleveld and Aarts 2014; Feinberg 1986; Vohs, Meade, and Goode 2006; Vohs 2015).

In a series of six experiments, we find that obese consumers making a food purchase with a credit card are evaluated less favorably than obese consumers making a cash payment for food. A normal BMI shopper was assessed no differently when purchasing food with a credit card versus cash. Further, we find self-control mediates the effect of form of payment on evaluations of an obese shopper, while there is no mediation for a normal BMI shopper.

## **Why is Menu Labeling Often Ineffective? The Role of Consumers' Food-Value Orientations**

*Christopher Berry, University of Arkansas*

*Scot Burton, University of Arkansas*

*Elizabeth Howlett, University of Arkansas*

*Christopher Newman, University of Mississippi*

There currently is substantial interest in the communication of the nutritional value of foods, including calorie labeling on menus and menu boards for chain restaurants. Yet, there is an increasing amount of evidence suggesting that calorie labeling is ineffective in changing consumers' crystallized food consumption behaviors. It is hypothesized that this is due to differences in consumers' food-value orientations masking both increases and decreases in calories ordered in response to calorie labeling of menu items. For example, some consumers may be concerned with maximizing the quantity- or taste value of their food choices, while others may be most concerned with maximizing the health-value of their food choices. This research develops measures to address consumers' perceptions of food-value which may influence food-related decisions and moderate consumers' response to food promotion and forthcoming calorie labeling in U.S chain restaurants. After these measures are developed and tested, a longitudinal online experiment and a restaurant field experiment are conducted to explain how these value orientations influence response to calorie labeling. Based on these findings, implications are offered for consumer health, the restaurant industry, food marketers, and public policy.

# ***Corporate Social Responsibility and Cause-Related Marketing***

**Room 216**

## **Consumer Perceptions of CSR - An Examination of CSR Perceptual Gap**

*Brian T. Montavon, University of Alabama*

This research examines a CSR Perceptual Gap - *a gap in understanding driven by consumers' perceptual miscalibration of companies' investments in corporate social responsibility (CSR) initiatives* - with particular focus on environmental practices. I address why some corporate CSR underachievers are perennially rewarded with positive CSR perceptions (negative CSR Perceptual Gap), while their well-performing counterparts remain unrecognized for their CSR contributions (positive CSR Perceptual Gap). Bhattacharya and Sen (2004) suggest consumers' lack of awareness about CSR initiatives is a major limiting factor in their ability to respond to these initiatives. Through the application of Aaker's brand personality scale (1997) and the examination of additional firm-level variables including service v. manufacturing distinctions, firm size, and brand equity, I attempt to better understand what associations consumers are drawing upon to develop CSR evaluations, and how they are using this information to guide their perceptions. Whereas brand competence had little to no effect on the CSR Perceptual Gap, results indicate a significant negative relationship between perceived nurturance and CSR Perceptual Gap. These findings suggest that associations with brand nurturance attributes such as caring, loving, and compassion inform consumer perceptions of positive performance in their evaluation of the environmental facet of CSR, regardless of actual performance in this area. In conjunction with these findings, results indicate a significant negative relationship between companies specializing in services (as opposed to manufacturing) and the CSR Perceptual Gap, similarly suggesting the effect of real or perceived personal proximity on positive consumer perceptions of CSR performance.



## **Winning Their Hearts and Minds, but What About Their Wallets? An Empirical Assessment of Cause-Related Marketing**

*Heath McCullough, University of Tennessee*

Cause related marketing (CRM) has been promoted as a way to contribute to charitable causes, positively engage customers, and increase product sales. However, despite the popularity of CRM studies, research investigating real-world CRM initiatives and effects on the purchasing behavior of actual customers is scarce. This study evaluates CRM in the presence of both in-store and out-of-store marketing actions as predictors of customer spending. Using a machine learning algorithm called random forest, which has been distinguished as one of the best performing techniques available, this research models supermarket purchase data from nearly 60,000 customers with CRM incidence and both in-store and out-of-store marketing actions interspersed over 36 months. The results reveal that 1.) in the presence of traditional in-store and out-of-store marketing, CRM is the least performing marketing element in predicting customer spending and that the predictor-response relationships studied are nonlinear and nonmonotonic. The approach undertaken permits this research to address calls to: study actual customer response to CRM in a longitudinal, real-world market setting; use panel data for empirical tests; and deploy methodologies to demonstrate association (not correlation). For managers, importance rankings of brand building variables in shaping customer response is provided.

## **Metacognitive Difficulty and Consumers' Evaluation of Corporate Social Responsibility**

*Taehoon Park, University of South Carolina*

This research examines the effect of metacognitive difficulty on consumers' evaluation for Corporate Social Responsibility (CSR). In the domain of evaluating CSR activity with given information, it is suggested that metacognitive difficulty leads to positive evaluation of the campaign. When reading CSR information, consumers misattribute their own processing effort to the company's commitment for the campaign, which in turn enhances its positive evaluation. This provides additional evidence of the positive disfluency effect, which contrasts previous findings of fluency effect that processing difficulty decreases the liking of an object. The moderating role of CSR type is explored in regard to marketing implications.

## Session 3 (9:00 – 10:15 A.M. Friday)

### *Moral and Ethical Issues in Marketing*

Room 208

**Forgive and Forget? How Consumers' Self-Construal and Victims' Group-Membership Effect Consumers' Response to Corporate Misconduct**

*Niusha Abdollahi, University of Kentucky*

*John Peloza, University of Kentucky*

Prior research suggests competing predictions regarding how corporate misconduct effects independent (interdependent) consumers' purchase intentions. On the one hand, independent (interdependent) consumers are motivated to promote self (others) well-being, therefore, they are less (more) likely to express lower purchase intentions in response to firm transgression to others. On the other hand, independents (interdependent) are more (less) likely to experience discomfort due to ambivalence caused by firm misconduct; therefore, they will be more (less) likely to express lower purchase intentions. This research introduces group status as a moderator to reconcile these competing predictions, demonstrating that independent (interdependent) consumers are more (less) likely to exhibit lower purchase intentions when they share group status with victims of firm misconduct. Furthermore, we elucidate the underlying mechanisms for the proposed effects by investigating the mediational roles of psychological discomfort, desire to avoid, and desire to forgive. The article concludes by discussing the theoretical and managerial implications of this research.

## **The Role of Religiosity, Ethics towards Hispanic Customers**

*Meichen Dong, University of Mississippi*

The Hispanic consumers have shown their growing importance in the American market. The study aims to examine the relationship among the Hispanic consumer's religiosity, attitude toward business and individual moral beliefs. The study shows that consumers' individual moral beliefs play a significant role in their ethical behaviors. Idealism indicates one's acceptance of moral absolutes, and relativism reflects the rejection of universal moral principles. Both dimensions are significant determinants for consumers' ethical behaviors. In the study, we also use the two dimensions of the religiosity, including the intrinsic religiosity and extrinsic religiosity. The intrinsic religiosity suggests that people's behaviors are affected by their religious beliefs; the extrinsic religiosity suggests that people are more likely to use their religion for their own benefit. We expect that intrinsic religiosity would have an effect on Hispanic consumer's behavior. Using the consumer ethical scale, consumer's ethical behavior is categorized into five dimensions: active unethical behavior, passive unethical behavior, questionable ethical behavior, no harm no foul behavior, and doing good behavior. Active unethical behavior indicates that customers actively try to benefit from their unmoral actions. Passive unethical behavior suggests that customers get involved into an unethical behavior without any intent. Questionable ethical behavior is not unethical, but still considered deceivable behavior. Doing good implies that customers follow ethical codes and do good things to help society become better. Results and future research directions are discussed.

## **The Role of Parental Investment and Religiosity on Consumer's Reactions to Sexually Provocative Imagery in Advertising: A Qualitative Case Study**

*Wendy Barnes McEntee, University of Memphis*

Parental investment theory states that the effort put into raising children has a direct impact on the choices children make. Someone may be a parent in the technical sense, but exhibit low levels of parental investment. Additionally, religiosity can be a large factor in decision making, especially in particular geographical areas. As a result, parental investment and religiosity can affect a consumer's reactions to provocative imagery in advertising in general and sexually provocative imagery in particular. The purpose of this constructivist case study is to understand how parents and nonparents make meaning out of sexually provocative imagery in advertising. This research employs photo-elicited semi-structured interviews, which are an appropriate method of gathering data when an in-depth understanding of a social phenomenon is required. Coding and categorizing as well as data transferability are also discussed.



# ***Issues in Sales Research***

## **Room 216**

### **Release Day Price \$299; Pre-order Price \$199: Price Promotion for a Pre-ordered Product and the Moderating Role of Time of Release**

*Amaradri Mukherjee, University of Arkansas*

*Ronn J. Smith, University of Arkansas*

Pre-order product pricing, an emergent selling strategy, has generated interest among marketing researchers in recent years. Drawing from mental accounting and price promotion literature, hypotheses are presented on when and how discount sizes will affect perceived value and purchase intentions in a pre-order context. Results from three studies reveal that as the time of release increases from the actual point of pre-order, consumer's perceived transaction and acquisition value goes down despite pre-order discounts. The findings suggest that transactional value and acquisition value perceptions act as underlying mechanisms for consumers. Furthermore, free-product offers, bundled with pre-order promotions, boost perceived transaction and acquisition value, which positively enhances purchase intentions regardless of the time of release. Results from the studies provide guidance to retailers regarding the management of pre-order promotions when considering discount size, time of release, and bundled incentives.

### **A Synthesis of Sales Pressures and Agenda for Future Research**

*Adam Hepworth, University of Tennessee*

Employee pressures cost businesses in the United States tremendous sums of capital annually. Yet, the hefty financial repercussions companies encounter comprise only one part of the destructive outcomes that stem from pressuring employees. Pressure exerted on salespeople is particularly unique because the salesperson experiences more aggregate pressures than perhaps any other position in the firm. However, inconsistent findings in sales pressure research may be a result of the failure of past studies to holistically consider multiple sales pressures collectively. This study integrates the sales pressure literature and provides a guiding research agenda to advance future sales pressure research.

The stressor-strain relationship provides the theoretical background of how pressures in the work environment affect the behavior and attitudes of employees. The theoretical lens utilizes the Schaubroeck, Cotton, and Jennings (1989) proposed framework, suggesting the indirect relationship between pressures and behavioral outcomes is mediated by job strain (stress). Based on a review of the sales pressure literature and the identification of eight distinct types of pressure—time, performance, financial, ethical, social, customer demands, competitive, and work-family balance—a 2x2 grid detailing the degree for managerial controllability and stressor type is constructed. Relative location of each pressure is consistent with how the pressure is identified in extant studies along with situational and contextual considerations. The grid is instrumental in helping managers determine which pressures are controllable and which pressures can be leveraged in motivating the salesforce to attain greater a sense of personal achievement and stronger performance. A synthesis of the literature also reveals many opportunities for advancing the sales pressure domain. Fruitful endeavors would include research examining how managers can influence perceived pressures felt by salespeople and aggregate pressures experienced by salespeople.

## **Can Customer- and Sales-centricity Really Co-exist? Ambidextrous Sales Management Practices and Their Interactive Effects on Sales Force Performance**

*Nikolaos G. Panagopoulos, University of Alabama*

*Michael Pimentel, University of Alabama*

As markets mature and competition increases, more and more firms are making customer-centricity a top priority in their sales force strategies. The reasoning is that customer-centric sales forces outperform their peers because they nurture closer customer relationships, enhance customer value, and increase customer satisfaction and loyalty. In the meantime, however, economic and competitive pressures also mandate that firms include components of sales-centricity within their strategic initiatives in order to maintain and increase short-term revenue generation. Yet, despite evidence supporting performance benefits for both sales-centric and customer-centric strategies, little is known on how firms can successfully implement both customer-centric and sales-centric initiatives within their sales force. Against this backdrop, we make three important contributions to the literature: (a) using ambidexterity theory as our foundation, we conceptualize ambidextrous sales management practices to be comprising ambidexterity in ability (i.e., human capital), ambidexterity in motivation (i.e., incentives), and ambidexterity in opportunity (i.e., CRM use); (b) drawing on a sample of 170 firms, we empirically assess ambidextrous sales management practices and show that organizations capable of balancing the inclusion of both customer-centric and sales-centric strategies into their management practices enjoy greater performance improvements in both customer- and sales-based performance metrics as well as objective financial performance; (c) finally, we find an interesting pattern of interactive effects among these ambidextrous management practices on sales force performance. Theoretical and managerial implications are offered as well as directions for further research.

## **Configuring Sales Encounters with Customers**

*Kevin Chase, University of Kentucky*

*Brian Murtha, University of Kentucky*

Much of the existing literature regarding sales relationships focuses on the single customer-salesperson dyad. However, in a majority of selling situations (and in particular B2B sales), multiple individuals are often present in the encounter between customer and supplier. Presently, it is unclear how the mere presence of these individuals may affect customer perceptions within the sales encounter. With B2B sales upwards of \$50 trillion per year (Grewal et al. 2015), this simple question has the potential to impact millions of dollars in gained or lost business. In order to explain this phenomenon we integrate social impact theory (Latané 1981) and impression management (Leary and Kowalski 1990; Schlenker 1980) to develop our model. To further validate and refine our model we conducted qualitative interviews with purchasing managers across several different industries.

A key to the impact that the presence of others has on customer perceptions is the fact that customer needs change depending on the stage of the sales process (Homburg, Müller, and Klarmann 2011). Through utilization of detailed sales scenarios we conducted a series of surveys to examine the effect of different sales configurations during differing stages of the sales process. Results of this analysis show that the impact of customer perceptions due to the presence of others can affect the customer's intention to purchase, and differs depending on sales stage. We conclude with a discussion of implications for current sales practice and potential future research.



# 50 things you probably didn't know about MISSISSIPPI STATE

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- 1 The campus chapel, the Chapel of Memories, is built from bricks of the Old Main Dormitory, which was destroyed by fire in 1959.
- 2 At the time, Old Main was the largest college dormitory in the United States.
- 3 The Drill Field, located at the heart of campus, was originally the training grounds where military cadets practiced formations, hence the name.
- 4 The Junction, a popular gathering place during MSU home football games, got its name from its previous unofficial label “Malfunction Junction” where five, often-congested streets once converged.
- 5 Most commonly known as the MSU Cheese Store, the MAFES Sales Store is home to MSU’s famous cheese and ice cream.
- 6 One of the MAFES Sales Store’s more unique offerings is Edam cheese. State began producing Edam cheese back in 1938, and it remains one of the few places in the USA to produce this “cannon ball” shaped cheese.
- 7 The MAFES Sales Store also serves as an outlet for the research and educational products produced by the MAFES Research Support Unit Dairy Manufacturing Plant and MSU Department of Food Science, Nutrition, and Health Promotion.



- 8 Mississippi State is home to museums that feature an extensive collection of American clocks and watches, a moth whose wings span almost 11 inches, and copies of wall reliefs from the throne room of the Palace of Sennacherib.
- 9 These museums include the Cobb Institute of Archaeology Museum, the Clock Museum at the Cullis Wade Depot, the Dunn-Seiler Museum, and the Mississippi Entomological Museum.
- 10 The University Florist doubles both as MSU's one-stop floral shop as well as a working laboratory for horticulture majors in the floral management curriculum.
- 11 Mississippi State's original name was the "Agricultural and Mechanical College of the State of Mississippi."
- 12 In 1932, Mississippi State changed its name to Mississippi State College before finally settling on Mississippi State University in 1958.
- 13 Mississippi State has received students from all 50 states and 88 other countries.
- 14 The MS Extension Service runs a 30-minute TV program called "Farmweek," which has been airing since 1977, making it the longest-running program of its type in the nation.
- 15 In 2011, MSU received a RU/VH: Research University (very high research activity) designation from the Carnegie Foundation for the Advancement of Teaching, the highest level bestowed on doctoral universities in the US.
- 16 Mississippi State has also earned the Carnegie Foundation's Community Engagement classification, being recognized for a mission and educational climate that support community engagement.
- 17 In 2013, MSU had research expenditures of \$206 million, which earned it a top 100 national ranking by the National Science Foundation for total research and development spending.
- 18 This accounts for almost half of the total \$416 million reported expenditures by all Mississippi institutions.
- 19 Mississippi State's College of Business was founded in 1915, making last year its centennial anniversary.
- 20 According to *U.S. News & World Report*, MSU's on-campus MBA program is ranked among the top 100 Best Graduate Business programs in the nation.
- 21 Even more impressive, MSU's online MBA program is ranked 16th.
- 22 Similarly, *U.S. News & World Report* ranks both MSU's undergraduate and graduate engineering programs in the top 100. The online graduate programs rank in the top 20 nationwide.
- 23 MSU's libraries contain a collection of over 2.4 million volumes.
- 24 Our libraries also serve as a depository for federal documents, totaling 95.27 percent of all documents offered to depository libraries.

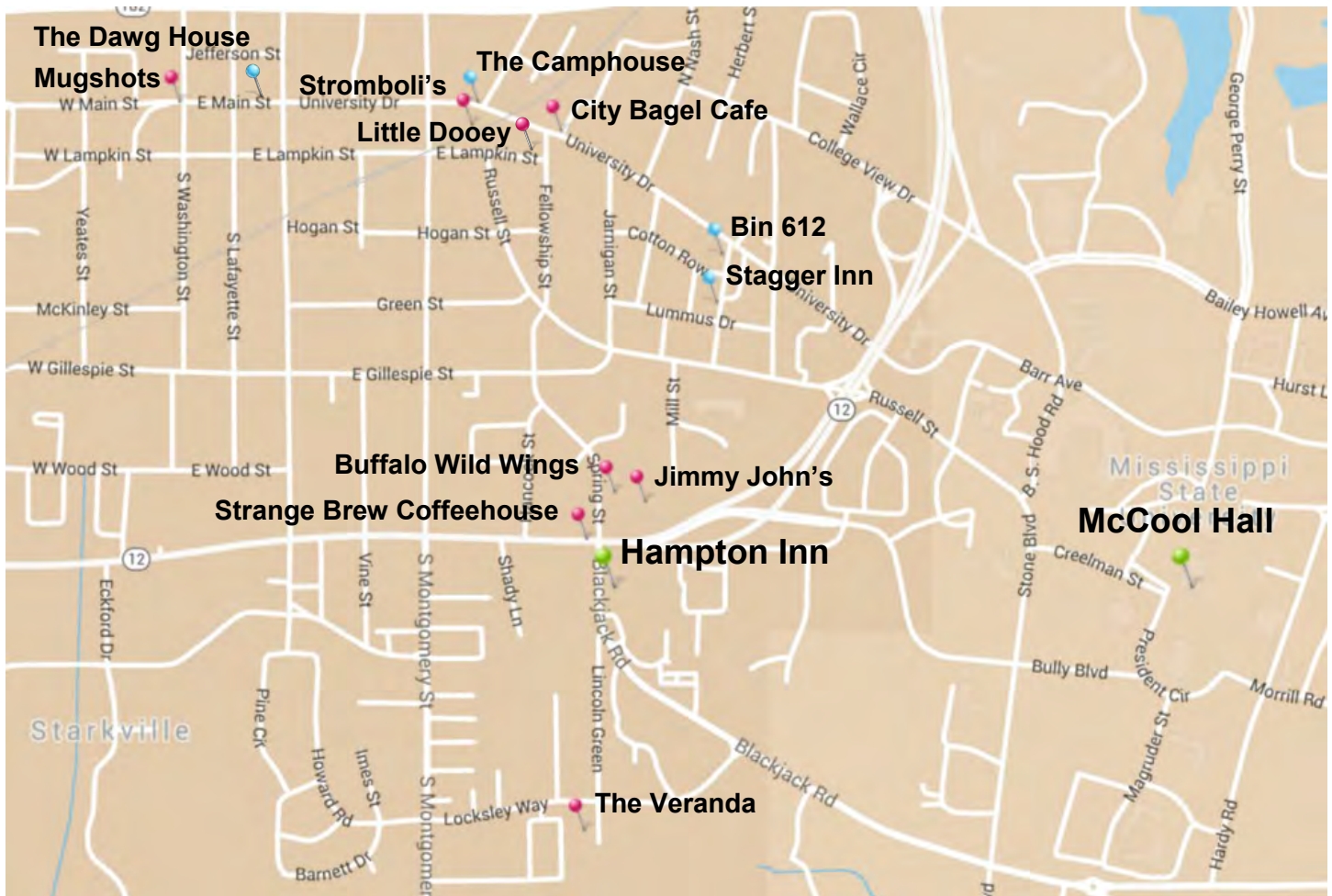
- 25** Best-selling novelist John Grisham is a MSU alumnus, and has donated many of his papers to our libraries. They are currently on display in the John Grisham Room in the Mitchell Memorial Library.
- 26** MSU is one of only five universities in the US to host a presidential library, the Ulysses S. Grant Presidential Library.
- 27** The Ulysses S. Grant Presidential Library contains copies of every known letter written by Grant and every letter written to him.
- 28** The Charles H. Templeton Sr. Collection includes more than 200, 19th– and 20th-century music instruments, 22,000 pieces of sheet music, and 12,000 records.
- 29** MSU boasts one of the most active intramural programs in the country with more than 28,000 annual participants.
- 30** MSU also contains over 300 student organizations ranging a wide array of interests, including academic, international, religions, ethnic, political, social, environmental, community service, and recreational.
- 31** “Bully,” the title given to State’s English Bulldog mascot, used to roam campus freely or live in fraternity houses. Today he lives in the College of Veterinary Medicine.
- 32** The bulldog first began as MSU’s unofficial mascot after a shut out football game over then-rivals Jackson back in 1905. Newspapers commented on MSU’s “bulldog” style of play, and the name stuck.
- 33** The first official “Bully” mascot, Ptolemy, arrived to MSU campus as a gift in 1935.
- 34** The current “Bully,” Jak, is named after the long-time radio voice Jack Cristil who called 636 MSU football games and 1,538 basketball games.
- 35** Put another way, Jack Cristil called 63% of all MSU football games and 55% of all MSU basketball games.
- 36** Jak’s formal title is “Cristil’s Golden Prince,” and is the 21st bulldog to serve as MSU’s mascot.
- 37** Maroon and white, MSU’s official colors, date back more than a century to the first football game played by MSU students.
- 38** The distinctive colors were chosen by team captain W.M. Matthews on a whim in 1895.
- 39** Donations to Mississippi State have exceeded \$80 million annually for each of the past three fiscal years.
- 40** There are an estimated 127,927 living MSU alumni located in nearly 100 countries and all 50 states.
- 41** More than 83,000 Mississippi youth are involved in 4-H projects, which began in Mississippi thanks to W.H. “Corn Club” Smith. Smith later became MSU president.

- 42 As legend has it, the origin of the MSU cowbell tradition started when a jersey cow wandered onto the football field during a home game versus Ole Miss. We won the game, and subsequently the cow and its bell became a symbol of good luck.
- 43 It wasn't until the early 1960s that two professors had the idea of welding handles onto the cowbells, helping students ring with more convenience and authority.
- 44 Mississippi State and Starkville are host to the annual "Bulldog Bash," the largest outdoor concert in the state of Mississippi. The concert is free to attend.
- 45 In 1965, Jonny Cash played a concert at MSU, but ended up arrested before the night was over. This led him to write the song "Starkville City Jail."
- 46 In 2007, Mississippi State's student newspaper, *The Reflector*, was named the #1 college newspaper in the South by the Southeast Journalism Conference.
- 47 Mississippi State's Starkville campus comprises 4,200 acres, and owns an additional 80,000 acres across Mississippi.
- 48 The city of Starkville, the home of MSU, was originally founded in 1830 under the name Boardtown, but was changed 5 years later to Starkville in honor of Revolutionary War hero General John Stark.
- 49 Starkville's Cotton District is documented as the first "new urbanism" development in the world, which is an urban design movement that promotes environmentally friendly designs, walkable neighborhoods, and a wide range of housing types.
- 50 The Noxubee National Wildlife Refuge, located 13 miles south of Starkville is a beautiful 48,000 acre waterfowl refuge with nature trails, 2 lakes, and bird sanctuary.



# Starkville Restaurants and Nightlife

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## Starkville Food

### Little Dooeey:

Little Dooeey is a laid-back barbeque shack and a staple of Starkville cuisine. Although their pulled pork bbq brings crowds from miles around, their menu also includes seafood, chicken, beer, and fried green tomatoes.

### Mugshots:

Mugshots is an American restaurant known best for their delicious, hearty burgers and beer battered fries. This restaurant also serves sandwiches, salads, and a variety of other entrees, as well as beer. Recently, Mugshots was voted Best Burger in *Mississippi Magazine*.

### Stromboli's:

A small restaurant with big flavor, Stromboli's has been voted best pizza in Mississippi 4 years in a row (2011-2014) and best dessert last year by *Mississippi Magazine*. They also serve calzones, pasta, salads, sandwiches, and beer for those not in the mood for a pie.

### **City Bagel Cafe:**

A local favorite, City Bagel boasts an array of bagels, bagel sandwiches, bagel pizzas, salads, soups, and even beers. Wednesday through Friday nights feature an Italian menu worthy of its own restaurant!

### **Buffalo Wild Wings:**

A popular location to hang out with friends, grab a few drinks & wings, and watch some sports, Buffalo Wild Wings is located a stone's throw from the Hampton Inn.

### **Jimmy John's:**

Almost next door to Buffalo Wild Wings is a recently developed shopping plaza that houses some quick eats and treats. **Jimmy John's** is a sandwich shop known for their speedy sandwich making and delivery. You can also find **Salsaritas**, a make-your-own-burrito restaurant, and **Insomnia Cookies**, which delivers cookies until 3am!

### **Strange Brew Coffehouse:**

Strange Brew is a local coffee shop with an almost obsessive focus on quality. You won't find better coffee in Starkville, and according to *Mississippi Magazine* you'll have to go out of the state to find any place better.

### **The Veranda:**

The Veranda is an up-scale restaurant which features soul food, seafood, steaks, and a wide selection of beer and wine. For anyone looking to treat themselves right in Starkville, this is your place. Also, their blue plate lunch specials are very generous, especially considering the quality and price.



## **Starkville Drinks**

### **The Dawg House:**

Located at the old State Theater, this two story bar and grill is your one stop shop for burgers, beer, and music.

### **The Camphouse:**

Formerly The Halfway House, this local bar is a favorite for relaxing with some good food and drinks. Since the bar's redesign, it now features a patio with a fire pit and a new menu with burgers, sandwiches, and seafood.

### **Bin 612:**

Easily the most popular bar in Starkville, this is a great spot to hang out, shoot some darts, and treat yourself to some excellent food and drinks.

### **Stagger Inn:**

Another popular hangout, and just down the street from Bin 612, is Stagger Inn. With similar drink menus and a pool table, it's common for students to start at one bar and end at the other.

# THE DRS AWARD

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## Award Description and Purpose

The DRS Award is an annual award presented to a Southeast Marketing Symposium (SMS) participating school whose doctoral students demonstrate productivity, collegiality, and fun. The award is named for three individuals who epitomize these characteristics – Dr. Donnie 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 where they became coauthors and good friends.

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 exuberance for research, but remembering to have a good time and appreciate the opportunities afforded marketing faculty. 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 7th annual SMS that was hosted by the LSU Department of Marketing in Baton Rouge, Louisiana. Each year, during the annual symposium, one school will be selected as the DRS Award recipient. The traveling award will be a reminder to SMS doctoral participants to strive for research 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.

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## Prior Award Recipients

2013 – University of Kentucky

2014 – Mississippi State University

2015 – Louisiana State University

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## 2016 DRS Award Ballot:

Please indicate your vote for the 1 DRS Award by selecting the school below that you believe has most exemplified the characteristics of the award at this year's SMS event.

\_\_\_\_\_ University of Alabama

\_\_\_\_\_ University of Arkansas

\_\_\_\_\_ Louisiana State University

\_\_\_\_\_ University of Kentucky

\_\_\_\_\_ University of Memphis

\_\_\_\_\_ University of Mississippi

\_\_\_\_\_ Florida State University

\_\_\_\_\_ University of South Carolina

\_\_\_\_\_ University of Tennessee