



February 7th-9th, 2019

Fogelman College of Business & Economics

2019 Southeast Marketing Symposium Academic Sponsors

We would like to acknowledge the following academic partners in their support of the 2019 Southeast Marketing Symposium and the pre-conference Consumer Neuromarketing Research workshop:



The University of Memphis
Fogelman College of Business & Economics
Department of Marketing and SCM
Dr. Marla Stafford, Interim Dean
Dr. Greg Boller, Department Chair



FedEx Institute of Technology
The University of Memphis



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



Louisiana State University
Department of Marketing
Dr. Ron Niedrich, Chair

Customer NeuroInsights Research Lab
The University of Memphis



Customer NeuroInsights Research Lab
The University of Memphis
Dr. George Deitz, Director

**2019 Southeast Marketing Symposium and Pre-SMS
Neuromarketing Research Workshop Corporate Partners**



Thanks also to the following individuals for assistance in planning and executing the pre-conference Neuromarketing Research Workshop:

Dr. Dan Rice (Louisiana State University)
Dr. Adam Craig (University of Kentucky)
Dr. Adam Farmer (Mississippi State University)
Dr. Mike Brazeale (Mississippi State University)
Dr. Alex Zablah (University of Tennessee)
Dr. Dan Sherrell (The University of Memphis)
Dr. George Deitz (The University of Memphis)
Dr. Robert Christopherson (iMotions, Inc.)
Mr. Peter Hartzbech (iMotions, Inc.)

2019 SMS Agenda

Thursday, February 7th

Consumer Neuroscience Workshop (Pre-conference)

Hosted by Fogelman College of Business & Economics and Consumer NeuroInsights Research Lab (C-NRL). Dr. George Deitz, conference chairman. Separate registration - \$100/person; Click on "Registration" link to register for Consumer Neuroscience Workshop.

9:00am – 4:00pm – Agenda for Consumer Neuroscience Workshop can be accessed via "Consumer Neuroscience Research Workshop" link on SMS web site)

Southeast Marketing Symposium

Thursday, February 7th

Hotel Check-in Holiday Inn – University of Memphis

- 4:00-5:00: Symposium Registration in Hotel Lobby – Holiday Inn
- 5:15 – 5:45: Welcome & Warm-up Activity – Lobby FedEx Institute of Technology (FIT)
- 5:45: Buses to Bluff restaurant on Highland Ave. for Dinner
- 6:00-8:30: Dinner at Bluff restaurant
- 8:30: Bus return to Hotel; Enjoy Cooper-Young District; Beale Street on your own!

Friday, February 8th

- 7:30-8:45: Breakfast in FedEx Information Technology Center (FIT) lobby – 1st floor; located adjacent to Fogelman College of Business & Economics
- 8:45–9:00: Welcome from Interim Dean Marla Stafford, Greg Boller – MSCM Dept. Chair, FIT Lobby
- 9:00-10:30: **Session A**
"Competition, Cohesion & Salesperson Problem Formulation"
Fishbowl 203, 2nd Floor - FIT

Thinking about Customer Problems: A Conceptual Model of Salesperson Problem Formulation

Molly R. Burchett, *University of Kentucky*
Brian Murtha, *University of Kentucky*

Competing Toward Cohesion

Alec Pappas, *Florida State University*

Willy Bolander, *Florida State University*

Manoshi Samaraweera, *University of Central Oklahoma*

Competition or Cooperation? The Effect of Goal Orientations on Charitable Giving

Roman Welden, *University of Tennessee*

9:00-10:30:

Session B

“Market Coverage & CMO Characteristics in Securities Class Action Litigation”

Methodist Theatre, 1st Floor, FIT

Company-Owned Outlets in Franchising: Market Coverage and Quick Service Restaurants

Jingbo Zhang, *University of Arkansas*

Bob Stassen, *University of Arkansas*

CMO Overconfidence and Securities Class Actions

Kexin Ziang, *University of Mississippi*

Distribution Channel Elasticity: A Meta-Analytic Review

Vincent Zhang, *University of Georgia*

Seoyoung Kim, *University of Georgia*

Anindita Chakravarty, Associate Professor, *University of Georgia*

10:30-10:45:

Break, FIT Lobby

10:45 - 12:15:

Session C

“Managing Financial Incentives & Consumer Ethics Measures”

Fishbowl 203, 2nd Floor – FIT

Don’t Show Me the Money: The Paradoxical Consequences of Financial Incentives

Alex Pratt, *University of Alabama*

Exploratory Factor Analysis: Digital Consumer Ethics Scale

John M. Galvan, *University of Mississippi*

Scott J. Vitell, *University of Mississippi*

Not All Deals are Created Equal: An Empirical Analysis of Coupons Versus Discounts

David Chavez, *University of Kentucky*

- 10:45 - 12:15: **Session D**
 “Consumer Animosity & Cultural Values, Motivating Front-Line Employees & The Role of AI in the Firm-Customer Interface”
 Methodist Theatre, 1st Floor – FIT
- Acting on Anger: Cultural Value Moderators of the Effects of Consumer Animosity**
 Hyeyoon Jung, *University of Alabama*
- Happy and Indebted Frontline Employees: The Free Food Effect**
 Riley T. Krotz, *University of Tennessee*
 Stephanie M. Noble, *University of Tennessee*
 Dhruv Grewal, *Babson University*
 Dipayan Biswas, *University of South Florida*
 Jens Nordfalt, *Stockholm School of Economics*
 Carl-Philip Ahlbom, *Stockholm School of Economics*
- The Role of AI Enabled Conversational Commerce in the Firm Customer Interface**
 Kaushik Jayaram, *University of Georgia*
 Dr. Sundar Bharadwaj, *University of Georgia*
- 12:30 – 1:30: Lunch, FIT Lobby
- 1:30 – 2:30: “Making a Difference as a Marketing Scholar”, Shane Hunt, *Arkansas State University*, AutoZone Forum, FIT
- 2:45 – 4:00: Buses to Laurie-Walton Family Basketball Center, Park Avenue Campus, *University of Memphis*
- 4:00: Buses back to Holiday Inn
- 4:30 – 5:45: Buses to Sun Studio, 706 Union Ave., Memphis, TN 38103
- 6:00 – 8:00: Dinner, Rendezvous Restaurant
- 8:00 – 10:00: Enjoy Beale Street, downtown Memphis on your own!
- 10:00: Bus from Beale Street (corner of 4th Street & Beale Street) back to Holiday Inn
- Saturday, February 9th**
- 7:30-8:30: Breakfast; FIT Lobby
- 7:30-8:30: SMS Ph.D. Program Coordinators Meeting, C-NRL lab – FCBE 366

8:30-9:00: Recognition activity – SMS Doctoral Educator’s Award, William O. Bearden award

9:00-10:30: **Session E**
“Technology & Consumer Behavior; Service Recovery Strategies”
Fishbowl 203, 2nd Floor – FIT

The Effects of Activity Tracking on Health Motivation and Behaviors

Lane Peterson, *Florida State University*
Martin Mende, *Florida State University*
Maura L. Scott, *Florida State University*
Gergana Y. Nenkov, *Boston College*
Anders Gustafsson, *Norwegian Business School*

Personalization Perceptions in Retail Technology Adoption: The Mediating Role of Dependency and Intrusiveness

Brett Kazandjian, *Mississippi State University*
Tyler Hancock, *Mississippi State University*
Christian Barney, *Mississippi State University*
Kavi Nambisan, *Mississippi State University*

Capitalizing on Customer-Caused Failures

Vicent Jeseo, *Louisiana State University*
Dr. Matt Lastner, *Illinois State University*
Dr. Patrick Fennell, *Salisbury University*
Dr. Judith Folse, *Louisiana State University*

9:00-10:30: **Session F**
“Perceived Inequities, Cultural Borrowing & Marketing versus Sales in Venture Capital Funding”
Methodist Theatre, 1st Floor – FIT

Green with Envy: The Role of Online Consumer Comparisons in Driving Revenge Seeking Behavior

Tyler Hancock, *Mississippi State University*

The Bricolage of Danish Hygge in the United States

Sarah C. Grace, *University of Arkansas*

Sales or Marketing Executives’ Presence in Venture Capital Funding

Yashar Atefi, *Louisiana State University*
Qiulu Su, *Louisiana State University*

10:30-10:45: Break, FIT Lobby

10:45-12:00: Panel Presentation – TBA, Autozone Forum, FIT

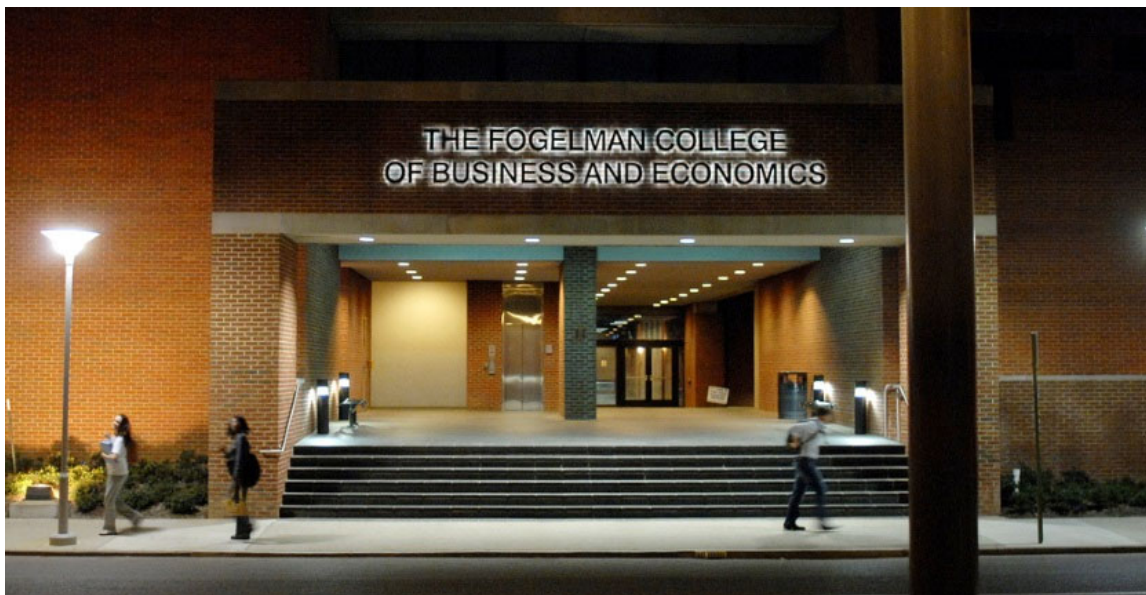
12:00-1:00: Boxed Lunch, Lobby-FIT; DRS Award announcement; Adjournment

About the Fogelman College of Business and Economics & Department of Marketing and Supply Chain Management:

The Fogelman College of Business and Economics (FCBE) is home to nearly 3000 undergraduate and graduate students preparing to lead the business world by completing one of our numerous [academic programs](#) offered in both traditional classroom settings and an [online format](#). We provide an affordable, quality education in Memphis and around the world. The FCBE is fully accredited at all levels by the AACSB, an honor earned by less than 5% of business schools worldwide. The College has maintained continuous accreditation since 1970. Our accounting program is separately accredited, a distinction held by just 2% of all business schools. We offer degrees at the undergraduate, masters' and doctoral levels.

The Fogelman College of Business and Economics prepares students with the knowledge and skills to flourish in their chosen career field. Our [award-winning faculty](#) provides a strong educational foundation and hands-on experiences in our state-of-the-art facilities such as the [Cook Analytics & Trading Lab](#) equipped with Bloomberg terminals, the Business Information & Technology Lab that allows students to better absorb all dimensions of data analytics, and the Customer-Neuro Insights Research Lab which allows for research opportunities in neuromarketing.

The Department of Marketing and Supply Chain Management is comprised of 15 tenured faculty and 6 instructors. Our mission is to create, develop and disseminate nationally recognized expertise in Global Supply Chain Management and Customer Relationship Management. To support this mission, we offer a number of high-quality academic programs, including undergraduate majors in Marketing Management and Supply Chain Management. We also offer four minors: Marketing Management, Supply Chain Management, Social Media Marketing and Professional Selling. At the graduate level, we have a PhD in Marketing, and offer numerous courses for the MBA, EMBA, and IMBA programs in negotiation, marketing strategy, marketing research, international marketing, quantitative tools, and supply chain management.



BIOGRAPHIES

The University of Memphis

Faculty:



Marla Royne Stafford

Dr. Marla Royne Stafford is the Interim Dean of Fogelman College of Business & Economics, a Professor of Marketing, Senior Research Fellow with the Le Bonheur Center for Healthcare Economics, and Affiliate Faculty in the School of Public Health. She received her Ph.D. from the University of Georgia, her MBA from Rollins College and her BA from the University of Arizona. Dr. Royne Stafford is immediate Past President of the American Academy of Advertising and past editor-in-chief of the *Journal of Advertising*, the leading journal in the advertising discipline. Prior to that, she twice served as guest editor of the Journal since then served as guest editor of a special issue of the *Journal on Effective Health Messages*. She has published (or has forthcoming) numerous articles in prominent journals such as the *Journal of Retailing*, *Journal of Advertising*, *Journal of Advertising Research*, *Decision Sciences*, *Journal of Public Policy & Marketing*, *Journal of the American Academy of Child & Adolescent Psychiatry*, *American Journal of Public Health*, *Journal of Business Research*, *International Journal of Production Economics*, *Psychology & Marketing*, *International Journal of Electronic Commerce*, *Journal of Current Issues and Research in Advertising*, and several other publications. In 2008, she was recognized in the *Journal of Advertising* as the leading publisher in the top advertising journals. Dr. Royne Stafford is co-editor of *Advertising and Violence: Concepts and Perspectives*, (2014), and *Advertising, Promotion and New Media*, (2005), both with Sharpe Publishing.



Gregory Boller

Greg is an Associate Professor of Marketing, former Director of MBA Programs and Interim Chairman of the Department of Marketing and Supply Chain Management. Greg holds BS, MS and PhD degrees in Marketing from Penn State University. In addition to marketing, his training includes psycholinguistics, rhetoric, and poetics. Greg has been at the University of Memphis since 1988, and teaches creativity & innovation, negotiation, global marketing strategy and philosophy of science. Greg's current research interests center on food marketing (focus on obesity), cultures of innovation, and innovation methodology. His work has been published in *The Journal of Consumer Research*, *The Journal of Advertising*, *The Journal of Business Research*, *Journal of Current Issues and Research in Advertising*, *The Journal of Marketing Management*, *The Journal of Healthcare Marketing*, *Advances in Consumer Research* and the *Proceedings of the Pacific Sociological Association*.



Emin Babakus

Dr. Babakus is a Professor of Marketing in the Marketing & Supply Chain Management Department of the Fogelman College of Business & Economics at The University of Memphis. Dr. Babakus's research interests include quality and customer satisfaction measurement, services management and marketing issues. His research has been published in the *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Retailing*, *Decision Sciences*, *Journal of Service Research*, *Journal of Business Research*, *Journal of Advertising Research*, *European Journal of Marketing*, *Journal of Personal Selling & Sales Management*, *Health Services Research*, *Journal of Statistical Computation & Simulation*, and in the conference proceedings of the American Marketing Association, Academy of Marketing Science and Decision Sciences Institute. He continues to make invited presentations at various universities.



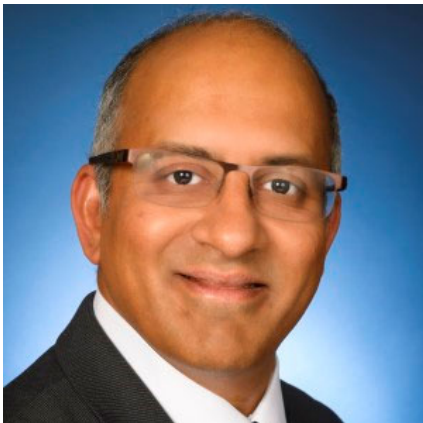
Alan Bush

Dr. Alan Bush is Professor of Marketing in the Department of Marketing and Supply Chain Management in the Fogelman College of Business and Economics at the University of Memphis. Dr. Bush has 20 years of teaching experience. His teaching areas include marketing management and strategy, integrated marketing communications, advertising, sales management and services. As a consultant, Dr. Alan Bush has worked with a variety of organizations in the areas of marketing plans, IMC, sales, and services marketing. He received his BA from Winona State University and MBA and PhD degrees from Louisiana State University.



George Deitz

George Deitz is the George Johnson Associate Professor Marketing and Founding Director of the Customer Neurolnsights Research Lab (C-NRL) at the University of Memphis. George's current research interests focus on the intersection of neuroscientific methods (such as eye tracking, facial expression analysis, and EEG) in experimental settings, as well as linking aggregated measures of biometric response to marketing stimuli with population level outcomes derived from secondary data (Big Data) sources. George completing his Ph.D. in Marketing at Alabama in 2006, as well as a M.S. in Sport Management, a B.S. in Marketing and a B.A. in English Literature, all from West Virginia University. In his spare time, he is an avid basketball fan and a longtime youth soccer coach.



Balaji Krishnan

Dr. Balaji Krishnan is currently the Director, MBA Programs and Professor of Marketing in the Department of Marketing and Supply Chain Management in the Fogelman College of Business & Economics at The University of Memphis. Dr. Krishnan has 20 years of experience in marketing research, consulting and marketing education. Dr. Krishnan has consulted with small businesses as well as multinationals in India and the US. He has also consulted with firms in various industries. Dr. Krishnan teaches in Executive MBA and International MBA. He has also taught in the Doctoral, Masters and Undergraduate programs. Dr. Krishnan received his Bachelors' degree in Electronics and Telecommunication Engineering and his Masters' degree in Marketing from India. He received his PhD in Business Administration from Louisiana State University.



Daniel Sherrell

Dan L. Sherrell is a professor in the Department of Marketing and Supply Chain Management at The University of Memphis. Dr. Sherrell received his bachelor's degree in Marketing (1973) and MBA (1974) from Auburn University and completed his Ph.D. in Marketing from the University of South Carolina in 1980. Upon graduation, Dr. Sherrell joined the faculty at Louisiana State University where he spent 15 years and attained the rank of professor. He joined the faculty of the Fogelman College of Business & Economics at The University of Memphis in 1995 as professor of marketing and chair of the Department of Marketing. Dan also served as associate dean for administration in the Fogelman College of Business & Economics from 1999 to 2003. Dan's research articles have appeared in the *Journal of Consumer Research*, *Journal of Academy of Marketing Science*, and *Journal of Business Research*. His service to the marketing discipline includes service as President of the Southwestern Marketing Association and as Vice President for Membership in the Society of Marketing Advances. He has also served as a member of the editorial board for the *Journal of Business Research*.



Jeff Thieme

Dr. Jeff Thieme is Associate Professor of Marketing in the Marketing and Supply Chain Management Department in the Fogelman College of Business & Economics at the University of Memphis. His research and teaching interests focus on the process of developing and launching new products. He received his Ph.D. from Michigan State University and has an MBA (Emphasis in Operations Management) and BS Mechanical Engineering from the University of Missouri - Columbia. Prior to joining the faculty at the University of Memphis, Dr. Thieme was Assistant Professor of Marketing at Syracuse University. He has published in major marketing journals including, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, and *Journal of Product Innovation Management*. Outside of academia, he has worked for a variety of companies including: Ford Motor Company, Purina Mills, Union Electric, and McDonnell Douglas.

Students:



Rohini Daraboina

Rohini Daraboina is a fourth-year doctoral student focusing on behavioral research in sustainability with a focus on pricing. She is currently serving as a Treasurer for Intelligent Systems Student Organization (IISSEO – an interdisciplinary research organization) and was a Vice president for Multicolored Tigers an international student organization in University of Memphis. She received an MBA degree from University of Memphis and worked as a Business Analyst at International Paper prior to joining the PhD program. She also holds a MS degree in Biomedical Engineering from University of Texas at Arlington. She plays Indian classical music and has performed in cultural events during her undergrad. Other interests include travel to new places and exploring the wellbeing of people and the planet. She is an active volunteer with Isha foundation, a nonprofit international organization for human wellbeing.



Michael Houston

Michael is a second year Ph.D. student at the University of Memphis. Prior to entering the program, Michael was the technical support manager serving the Fogelman College of Business and Economics at the University of Memphis. During his 7+ years in that position he managed all computer and AV-related issues for the classroom environment as well as all faculty and staff devices. Michael has served on numerous committees while serving the Fogelman College, including membership on a Strategic Planning committee that was responsible for developing a 5-year strategic plan for the Fogelman College. Prior to joining the University of Memphis, Michael worked as a Senior Technical Consultant for FedEx for 12 years.



Amy Rebecca Jones

Amy Rebecca Jones (Becca) is a Ph.D. Candidate in the Department of Marketing & Supply Chain Management at the University of Memphis. Additionally, while at the University of Memphis, she has also completed a Cognitive Science Graduate Certificate and a Biometric Research Certification. Becca is very active at the University of Memphis and holds an officer position for the Intelligent Systems Student Organization as their marketing ambassador. She also serves as a student peer reviewer for the Journal of Advertising. As an undergrad, Becca played collegiate softball for four years, earning the status of an All-American Collegiate Student Athlete. Prior to entering the Ph.D. program, Becca worked for Macy's, Inc. as a relationship management specialist. Prior to her current research, Becca specialized in research regarding rewards management and disabilities in the workplace. In her spare time, Becca loves camping, kayaking, hiking, and several other

outdoor activities. She is an avid Bingo player and really enjoys traveling and visiting National Parks.

Gerard Kelly



Jerry is now “ABD”, with coursework and comprehensive exams behind him. His research interests, stated above, are the focal areas of his dissertation. In addition, Jerry brings more than 30 years of business experience with him, including entrepreneurial ventures, consulting, and corporate experience in sales, marketing, and management. Jerry' personal hobbies include spending time with his dog, weightlifting, and mountain biking. My specific areas of research interest are a direct result of my business experience; namely, 1) how sales persons and their firms can each build lasting B2B customer loyalty, and 2) how new technology tools (i.e., video recording, facial emotional recognition software, and voice analysis software) can be utilized to analyze and enhance a salesperson's effectiveness in the B2B sales process.

Eric Christopher Narcum



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



Courtney Peters

Courtney B. Peters joined the Fogelman College of Business and Economics as a first year Marketing PhD student in the fall of 2018. Courtney has a B.S. in Marketing from Arkansas State University where she graduated *Magna Cum Laude* in 2013. Courtney was an active member of the Arkansas State student body serving in many leadership roles, on several committees, and was chosen as one of seven graduating seniors to receive a Distinguished Service Award from the University. Following graduation Courtney interned at Walt Disney World as a vacation planner and then returned to teach at the K-12 level and received her Masters' in Teaching degree. Courtney is passionate about education but also about challenging herself to contribute to the field of Marketing through research in consumer behavior. She is interested in using biometric indicators to understand consumer reactions. She is also interested in branding of products and services.



Jennifer Tatara

Jennifer H. Tatara joined the Fogelman College of Business and Economics as a Marketing PhD student in the fall of 2017. She received her B.S. in Management at the University of Tampa in 2014. Her work focuses on understanding the complexities behind the consumer decision-making process. In the area of consumer behavior, she is primarily interested in advertising, consumer learning and cognition, social media, online shopping forums, and product ratings and reviews. Prior to beginning her doctoral studies, Jennifer worked in Miami as an Associate Broker at Aon Risk Solutions, the leading global provider of risk management. Jennifer's passion for academia paired with her interest in consumer buying behavior motivates her to explore and contribute to the field of marketing.

University of Alabama

Faculty:



Dr. Sharon Beatty

Dr. Sharon E. Beatty (Ph.D., Oregon, 1980) is Professor Emerita, The University of Alabama. She conducts mostly services and employee-customer interchange research (i.e., frontline focus) and has published or had accepted over 85 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*, accumulating over 22,000 citations. She is currently on four editorial review boards, *Journal of Retailing*, *Journal of Service Research*, *Journal of Marketing Education* and *Journal of Business Research*. In 1998, she was named AMS Distinguished Fellow, in 2001 SMA Distinguished Scholar and in 2014 SMA Distinguished Fellow. In 2015 she received the AMS Harold W. Berkman Distinguished Service Award and in 2016 the Southeast Marketing Symposium's Outstanding Contributions to Doctoral Education award. She co-chaired three AMS Doctoral Consortia (Oslo, Norway 2009; Reims, France, 2011; and Denver, 2015), was Doctoral Coordinator at UA for 27 years (until 2014) and chaired 24 dissertations



Dr. Tom Baker

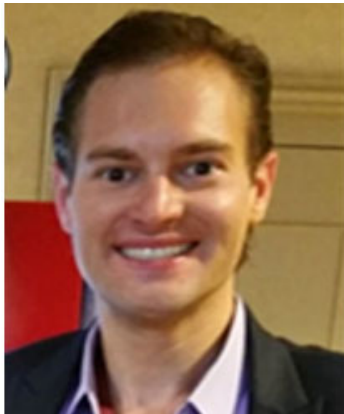
Thomas L. Baker (PhD Florida State University) is Professor of Marketing at the University of Alabama and is the Marketing PhD Program Coordinator. Dr. Baker's research has been published in journals such as the *Journal of Marketing*, the *Journal of Retailing*, the *Journal of the Academy of Marketing Science*, the *Journal of Business Research*, *Psychology and Marketing*, and the *Journal of Personal Selling and Sales Management*. Dr. Baker is currently an Associate Editor for the *Journal of Service Research* and the *International Journal of Management Reviews*. He is also on the Editorial Review Board for the *Journal of the Academy of Marketing Science*.



Stacey Robinson

Stacey Robinson's (Ph.D., Florida State University 2011) research focuses on innovating and understanding the customer, and frontline employee experience, in retail and service exchanges. Her research has been published in the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Service Research*, *Journal of Business Research*, and has been presented at a number of international and national conferences. In 2016, Stacey received the "Best Services Marketing Article" award from the American Marketing Association. Stacey serves on the editorial review board for the *Journal of the Academy of Marketing Science*, *the Journal of Retailing*, *Journal of Service Research*, and the *Journal of Business Research*.

Students:



Benjamin Britton

Brett is a third-year doctoral candidate in Marketing at The University of Alabama. He earned a BBA in Sports, Sponsorship, and Sales from Baylor University in 2006 and completed his MBA from the University of Texas at Dallas in 2010. His research interests include consumer behavior responses to music and sound, construal, evolutionary psychology and negative emotions. Before pursuing a PhD, Brett worked as a lecturer at Baylor University, as well as in social media marketing, sales, and consulting.

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Brett Christenson

Brett is a third-year doctoral candidate in Marketing at The University of Alabama. He earned a BBA in Sports, Sponsorship, and Sales from Baylor University in 2006 and completed his MBA from the University of Texas at Dallas in 2010. His research interests include consumer behavior responses to music and sound, construal, evolutionary psychology and negative emotions. Before pursuing a PhD, Brett worked as a lecturer at Baylor University, as well as in social media marketing, sales, and consulting.



Kimberly Hutcheson

Kimberly Hutcheson is a first year Ph.D. student. Prior to enrolling in the Ph.D. program, Kimberly taught as an adjunct professor in the Advertising and Public Relations department. She earned a Bachelor of Science in Business Administration and Master of Science in Marketing, both from the University of Alabama. Her research interests include transformative service research and consumer behavior



Maria-Susana Jaramillo-Echeverri

Susana received her Bachelor of Business Administration and Master of Science in Administration from EAFIT University in Colombia. She also holds a Master of Science in Marketing from the University of Alabama. She has 6 years of teaching experience, teaching introductory marketing classes. During her tenure at EAFIT University, she also served as a member of an academic research team providing assistance in conducting research related to emotional speech in service encounters. Her areas of interest are the role of emotions in service interactions and managing service relationships.



Ross W. Johnson

Ross W. Johnson is a first-year Ph.D. student at The University of Alabama. Before enrolling at Alabama, Ross earned his BS in Marketing and Business Analytics from the Kelly School of Business at Indiana University. Ross' research interests fall broadly in the realm of social influence and consumer behavior focusing specifically within the marketing interactions between employees and customers



Hyeyoon Jung

Hyeyoon Jung is a second year doctoral student of marketing in the Culverhouse College of Commerce at the University of Alabama. She worked for a government organization in S. Korea (called “the Korea Social Enterprise Promotion Agency, KOSEA”) for three years. Hyeyoon obtained her master’s degree in Marketing at Florida State University. Her research primarily focuses on international business to business marketing and international consumer behavior.



Yi Peng

Yi Peng is a third-year student at the University of Alabama. She earned the bachelor’s degree in economics at Hohai University (China) and got the master’s degree at the University of Alabama in Huntsville. She also worked as an international sales manager in a bio chemical company for three years. Her research centers on the areas of cross-cultural consumer behavior and international marketing strategy. In specific, how consumers respond to different marketing branding and positioning strategies. Additionally, she is interested in services related research, e.g. employee service performance and customer engagement.



Alex Pratt

Alex Pratt is a third-year doctoral candidate in Marketing at The University of Alabama where he also received his Master of Science in Marketing. Alex received his Bachelor of Science in Business Administration from Union University (Jackson, Tennessee). While at the University of Alabama, Alex has worked as a graduate research assistant as well as a graduate marketing consultant. Alex’s research interests include services marketing, specifically understanding and innovating the customer frontline experience.

University of Arkansas

Faculty:



Dr. Scot Burton

Scot Burton is Distinguished Professor and Tyson Chair in Food and Consumer Products Retailing, Department of Marketing, Sam M. Walton College of Business, University of Arkansas-Fayetteville. His research interests include consumer health and well-being, public policy concerns, and advertising and promotion issues. He currently serves as Coeditor-in-Chief of the *Journal of Public Policy & Marketing* and as a special external consultant to the FDA Risk Communications Advisory Committee. His research has been published in more than one hundred articles in a variety of journals in marketing, psychology, and health, including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Public Policy & Marketing*, *American Journal of Public Health*, *Journal of Applied Psychology*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Tobacco Control*, *Public Opinion Quarterly*, *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Management*, *MIS Quarterly*, *OBHDP*, and others. He has received several awards for his research, teaching, and service, and his research has been noted in the *Wall Street Journal*, *BusinessWeek*, *MSN*, *Newsday*, *U.S. News & World Report*, *USA Today*, and various health-related outlets.



Dr. Thomas D. Jensen

Thomas D. Jensen holds the Wal-Mart Lectureship in Retailing in the Department of Marketing and Logistics at the Sam M. Walton College of Business, University of Arkansas. His research and teaching focuses on promotion and consumer behavior in retailing contexts and has appeared in the *Journal of Consumer Research*, *Journal of Retailing*, *Journal of the Academy of Marketing Science* and other outlets. He has received the University's Teaching Award, been appointed as a Chancellor's Lecturer and Mentor, and has served as president of the Teaching Academy, Chair of the Campus Faculty, Chair of the U.A. Faculty Senate, and Chair of the Department of Marketing & Logistics. Currently Tom serves as the marketing Ph.D. program coordinator.

Students:



Sarah Grace

Sarah is a second-year doctoral student at the University of Arkansas whose research interests include consumer cultures, globalization, and social deceleration. Sarah includes perspectives on both social structure and individual experience into her work, with an emphasis on producing insights applicable for understanding the macro-societal implications of today's marketing environment. Prior to beginning her PhD, Sarah worked at Target Corporation and Hallmark where she gained professional experience in product management and consumer research.



Jingbo Zhang

Jingbo Zhang is a third-year doctoral student in the Marketing Department at the Sam M. Walton College of Business, University of Arkansas. Her doctoral research interests include company-owned outlets in franchising, geographical measurements in franchising and the impact of multiple platforms on the gaming industry. Jingbo published one paper in the *Journal of Beijing University of Posts and Telecommunications* (Social Sciences Edition). She has presented her work at the *Society for Marketing Advances* and has served as a reviewer for *SAGE Open*. Jingbo has taught integrated marketing communications and is currently teaching marketing research.

Florida State University

Faculty:



Dr. Martin Mende

Martin Mende (PhD, Arizona State University) is an Associate Professor of Marketing at Florida State University. His research focuses on relationship marketing, transformative service research, and marketing strategy and has appeared in the *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Public Policy & Marketing*, *Marketing Letters*, and *Journal of Business Research*. Prior to attending Arizona State University, Martin earned a Doctoral Degree (summa cum laude) in Services Management from Catholic University of Eichstätt-Ingolstadt, Germany. Martin serves as an Area Editor for the *Journal of the Academy of Marketing Science* and Associate Editor for the *Journal of Service Research*. He also serves on the Editorial Review Boards for the *Journal of Public Policy & Marketing*, *the Journal of Retailing*, and *the Journal of Business Research*. Martin is a Board Member (Program Officer) for the AMA Services SIG (SERVSIG) and a Research Faculty for ASU's Center for Services Leadership. He also serves on the ACR Transformative Consumer Research Advisory Board. Martin was recognized as the 2017 Marketing and Society SIG Emerging Scholar, as well as the 2017 SERVSIG Emerging Scholar. His research has won first place in the Fisher IMS & AMA Services SIG Dissertation Proposal Competition, and a 'Best Paper Award' from the Journal of Service Research. In addition, his research has won multiple Marketing Science Institute Grants and two ACR Transformative Consumer Research Grants. Martin has taught undergraduate Marketing Strategy, Services Marketing, Retailing, as well as Marketing Management and a doctoral seminar in consumer behavior theory. At FSU, Martin has won college-wide and university-wide teaching awards.



Dr Maura Scott

Maura Scott is the Madeline Duncan Rolland Associate Professor of Business Administration at Florida State University (Ph.D. Arizona State University, M.S. and B.S. Purdue University). Her research interests in consumer behavior include over-consumption behavior, goal setting, self-regulation, consumer well-being, and transformative consumer research, particularly in the healthcare and financial services contexts. Her research has been published in leading scholarly journals including the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, *Journal of Public Policy & Marketing*, *Marketing Letters*, *Journal of Advertising*, *Journal of Service Research*, *Journal of Business Research*, *Journal of Economic Psychology*, and *Social Science & Medicine*. Maura serves as an Area Editor for the *Journal of the Academy of Marketing Science* and as Associate Editor for the *Journal of Public Policy & Marketing*. She serves on the Editorial Review Boards of the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, among others. She was recognized as a 2015 MSI Young Scholar and as the 2014 Marketing and Society SIG Emerging Scholar. Her research won the 2014 JPP&M Kinnear Award for Best Paper and an Honorable Mention for the 2009 JCR Ferber Award. Maura has taught undergraduate consumer behavior, marketing management, and marketing principles, as well as doctoral seminars in consumer behavior theory and consumer behavior methods. Maura's industry background includes marketing on a new product development team at 3M Company, brand management at Dial, and marketing communications at Motorola.

Students:



Samantha Bittner

Samantha Bittner is a fourth-year doctoral student at Florida State University. She has a bachelor's degree in civil engineering from the University of North Carolina at Charlotte and a master's degree in business administration from Wingate University. Her research focuses on consumer rejection as it relates to brand relationships. Her projects explore the motivations to socially exclude others in a brand context and the downstream consequences of these motivations. In addition, she researches consumer response to promotion denial.



Daniel Bradbury

Daniel's research interests focus on consumer attributions towards organizations and frontline employees. Some of his current research explores the attribution of blame towards nonprofit organizations and how this effects giving intentions. Daniel has six years of experience in the hospitality industry, including frontline service and management roles. He enjoys riding motorcycles and has driven a race car at Five Flags Speedway.



Corinne Kelley

Corinne Kelley is a fifth-year Ph.D. candidate at Florida State University, originally from Anchorage, Alaska. Corinne earned her B.A. in Communications and Advertising at FSU. Corinne's research interests include social influence, prosocial behavior, services, retailing, and organizational frontlines, sensory marketing, and food consumption, preferences, and perceptions. She has presented her research at the *Association for Consumer Research Conference*, the *American Marketing Association Conference*, the *Marketing and Public Policy Conference*, and the *Organizational Frontlines Research Symposium*. Corinne has won several awards for her research, including a 2017 ACR/Sheth Foundation Dissertation Award, a 2017 Organizational Frontlines Research Symposium: Young Scholar Research Award, a 2017 ACR Transformative Consumer Research Grant, a 2017 Emerald/EFMD Outstanding Doctoral Research Award, a 2018 Brenda Derby Memorial Award: Best Student Paper, a 2018 William O. Bearden Doctoral Student Research Award, and a 2018 Marketing Science Institute Research Grant. Additionally, Corinne was a fellow at the AMA/Sheth Foundation Doctoral Consortium and a visiting scholar at Karlstad University, Sweden where she supported the development and implementation of an eye-tracking based lab experiment. Corinne is an avid bowler and as an undergraduate competed intercollegiate for four years on the women's bowling team at FSU.



Rachel Hochstein

Rachel Hochstein is originally from Oshkosh, WI. Before beginning her undergraduate degree, Rachel spent a year living and studying abroad in Oulu, Finland. She attended Florida State University and earned bachelor's degrees in theatre and in hospitality management and a master's degree in business administration. While completing her undergraduate and master's degrees, Rachel worked in resort hotels, food and beverage, and theatrical stage management. Her research centers on the role of data privacy in customer engagement management.



Alec Pappas

Alec Pappas is a second-year marketing doctoral student at Florida State University. Originally from Boca Raton, Florida, Alec completed his B.S. in Finance and Marketing at Florida State University. His research interest is directed toward the impact of social dynamics (i.e., social networks, organizational climates, etc.) on marketing outcomes like employee performance and turnover. Before his current status as a doctoral student, he was employed as an account manager for a technology firm managing international websites for Global 2000 companies.



Lane Peterson

Lane Peterson is a second-year doctoral student in the marketing department at Florida State University. Her research interests include consumer behavior, the role of technology in consumer well-being, and transformative consumer research. She is particularly interested in studying the impact of technology, specifically, the immense amount of consumer data modern technology provides, on consumer motivation and health.

University of Georgia

Faculty:



Dr. John Hulland

John Hulland is the Emily H. and Charles M. Tanner, Jr. Chair in Sales Management Professor, and Professor of Marketing at the Terry College of Business, University of Georgia. His research interests include understanding how social interactions – particularly in online communities – influence attitudes and behaviors (including both product choices and subsequent word-of-mouth), and examining marketing resource management, with a particular emphasis on brands and business team relationships as key strategic organizational resources that affect firm performance. John's research has appeared in a wide variety of leading journals, including *Journal of Consumer Research*, *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, and *Journal of the Academy of Marketing Science (JAMS)*. He is currently the Editor-in-Chief of *JAMS*.

Students:



Kaushik Jayaram

Kaushik Jayaram is a third-year PhD student of marketing at the Terry College of Business, University of Georgia. His research interests include understanding how Artificial Intelligence technologies and applications affect customer engagement, and how in turn it impacts firm value. He uses chatbots and conversational commerce applications to study customer-technology interaction.

Seoyoung Kim



Seoyoung Kim is a second-year PhD student at the Terry College of Business, University of Georgia. Her research interests include firms' marketing decision-making under uncertainty, organizational learning, social networks, and reputation management.



Youngtak Kim

Youngtak Kim is a second-year PhD student at the Terry College of Business, University of Georgia. His research interests include innovations, corporate sustainability, and the marketing-finance interface.



Rachel Ramey

Rachel Ramey is a first-year PhD student at the Terry College of Business, University of Georgia. She received her MBA and B.S. in Civil Engineering from The University of Alabama. Her research interests include emerging markets, social marketing, and the role of marketing in the Opioid Epidemic.



Lan Anh N. Ton

Lan Anh N. Ton is a first-year PhD student at the Terry College of Business, University of Georgia. She specializes in consumer behavior. Her research interests include authentic consumption and emotions.



Lana Waschka

Lana Waschka is a second-year PhD student at the Terry College of Business, University of Georgia. She studies consumer behavior and her research interests include consumer perceptions and branding.



Peng (Vincent) Zhang

Peng (Vincent) Zhang is a third-year PhD student of marketing at the Terry College of Business, University of Georgia. His research interests focus on digital marketing, innovation and marketing, and CRM.

University of Kentucky

Faculty:



Dr. David M. Hardesty

David M. Hardesty is Professor and Gatton Endowed Chair and serves as the Department Chair for Marketing and Supply Chain at the University of Kentucky. His research focuses on the behavioral aspects of pricing, emotional intelligence, knowledge, political ideology, and measurement. He serves as an Associate Editor for the *Journal of Retailing* and on the review boards of the *Journal of Consumer Research* and the *Journal of Services Research*. He has published in journals such as the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, and the *Journal of Retailing*, among others.



Dr. Adam Craig

Adam Craig researches consumer behavior and neuroscience as an Assistant Professor of Marketing in the Gatton College of Business and Economics. He received his Ph.D. from the University of South Carolina and B.A.'s from the University of Kentucky in Psychology and Integrated Strategic Communication. Prior to returning to UK as a faculty member, he was an Assistant Professor at the University of South Florida. His research utilizes techniques ranging from paper and online preference questionnaires to eye tracking and functional brain imaging (fMRI). His research on consumer financial decision making has been published in several outlets such as *Journal of Marketing Research*, *Journal of Consumer Research*, and *Journal of Consumer Psychology*.

Students:



Molly Burchett

Molly R. Burchett is a doctoral candidate in the department of Marketing and Supply Chain at the University of Kentucky. She is currently in her third year of studies with an expected graduation date of May 2020. Molly's research interests are in the area of business-to-business sales strategy (particularly on salesperson decision making, problem solving, and cognitive debiasing) as well as business-to-government buying and selling. Molly's dissertation focuses on illuminating and mitigating cognitive barriers to strategic initiatives, such as developing customer solutions. Prior to entering the doctoral program at UK, Molly worked for four years as a financial representative and marketing director in the financial services industry and for one year managing strategic initiatives for a manufacturing company. She also taught strategic marketing communications classes at the University of Kentucky for two years. She received the Lockett Fellowship in 2016-2018. Molly currently holds a B.A. in Business Administration from Transylvania University and a M.A. in Communication from the University of Kentucky.

Daniel E. Chavez



Daniel E. Chavez is a first-year Ph.D. student and research assistant in the department of Marketing and Supply Chain at the University of Kentucky. Prior to graduate school Daniel worked for eight years in the logistics industry. Additionally, he worked for international development agencies and different agribusiness companies. Daniel's main area of research is pricing and innovation, with some work on sales management, and organizational behavior. Daniel has master's degree in Agricultural Economics from Texas A&M and his Ph.D. in Managerial Economics, also from Texas A&M, is pending his dissertation defense. Daniel's work has been published in specialized economics journals such as *Applied Economics* and *Agricultural Economics*.



Josh Lundberg

Josh Lundberg is a first year PhD student in the Marketing and Supply Chain Department at the Gatton College of Business and Economics at the University of Kentucky. Prior to beginning doctoral studies, Josh received a B.S. in Marketing from the University of Kentucky and worked in the service/hospitality sector for a number of years. Josh's research interests include social psychology as well as biological influences on perception and decision making.



Chance McCullough

Chance McCullough is a first-year Ph.D. student and research assistant in the department of Marketing and Supply Chain at the University of Kentucky. Prior to graduate school, Chance worked for three years as a business analytics manager for a major retailer in the *private brands* and *snacks & beverages* business divisions. Based on his experience, Chance's primary research interest is in the area of private brands and consumer decision theory. Chance also has a M.S. in marketing from the University of Alabama.



Sada Gopan Sekar

Sada Gopan Sekar is a first-year Ph.D. student and research assistant in the department of Marketing and Supply Chain at the University of Kentucky. Sada currently holds a M.B.A and a B.S. in Mechanical Engineering from Anna University, India. Prior to entering the doctoral program at UK, Sada worked for three years in the Automobile Industry. Additionally, he has also worked for a year in a Non-profit organization. Sada's primary research interests are in the area of transformative consumer research, vicarious consumption and temporal discounting.



Umair Usman

Umair Usman is a first-year Ph.D. student and research assistant in the Department of Marketing and Supply Chain at the University of Kentucky, where he received the Gatton Scholarship Award in 2018. He received his BSc (Hons) Accounting and Finance degree in 2015 from Lahore University of Management Sciences, Pakistan. Umair's research interests focus on social psychology of intergroup dynamics and the effects on consumption choices. For example, he is currently studying the role of envy and its influence on consumption choices of individuals within dominance- vs. prestige-based societies



Alexander Ziegler

Alexander Ziegler is a research assistant and doctoral candidate 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 and the Gatton College of Business and Economics Doctoral Fellowship in 2014 to 2018.

Louisiana State University

Faculty:



Dr. William C. Black

Dr. Black is Professor Emeritus, past holder of the *Piccadilly, Inc. Business Administration Business Partnership Professor* in the Department of Marketing, Ourso College of Business at Louisiana State University. He is the co-author of the book *Multivariate Data Analysis*, now in its eighth edition and has published numerous articles in professional journals such as the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Retailing*, *Journal of Services Research*, *Journal of Services Marketing*, *Journal of Business Research*, *PLOS One*, *Growth and Change*, *Transportation Research*, *Journal of Real Estate Research*, *Economic Geography*, along with a number of chapters in scholarly books. He is a member of the American Marketing Association, Association for Consumer Research and Association of American Geographers.



Dr. Judith Anne Garretson Folse

Judith Anne Garretson Folse, PhD (Arkansas) is Professor and the Ourso Family Distinguished Chair in Marketing Research in the Department of Marketing at Louisiana State University where she has been on faculty since 2000. Her research focuses on consumer-based strategy through explorations of source and message effects (persuasion), consumption emotions (e.g., gratitude, pride, regret, empathy) and frontline employee (FLE)/customer interactions with theoretically and managerially relevant implications for advertising, services and B2C relationship marketing decisions. Her work has appeared in the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Retailing*, *Journal of Advertising*, *Psychology & Marketing*, *Journal of Advertising Research*, *Journal of Public Policy & Marketing*, and *Journal of Business Research* among other journals and national conference proceedings. Professor Folse is the recipient of the *Journal of Advertising* Best Paper of the Year award, three College level research awards and five University recognized teaching awards while at LSU. Professor Folse has chaired or co-chaired multiple doctoral dissertations, serves on the Editorial Review Boards for the *Journal of Advertising* and the *Journal of Business Research* and formerly served on the Editorial Review Boards for the *Journal of Public Policy & Marketing*, the *Journal of Consumer Behavior* and the *Journal of Consumer Marketing*.



Dr. Ronald W. 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 has served as Department Chair from 2013 to present. 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 currently teaches Ph.D. seminars in Consumer Behavior, Structural Equation Modeling, and Applications of Marketing Theory. He was recognized with the E. J. Ourso College of Business Research Excellence Award in 2011 and the LSU Tiger Athletic Foundation Undergraduate Teaching Award in 2007 and 2013. Professor Niedrich has a 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.



Dr. Dan Hamilton Rice

Dan Hamilton Rice is an Associate Professor and the current holder of the Herbert Huey McElveen Professorship for Developing Scholars & Robert J. Peltier Professor in the Department of Marketing, E. J. Ourso College of Business, Louisiana State University. 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*, *Journal of Behavioral Decision Making*, *Journal of Business Research*, and the *International Journal of Research in Marketing*, and in national conference proceedings for the *Association for Consumer Research*, the *Society of Consumer Psychology*, and the *Academy of Marketing Science*, 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 Graduate Studies PhD Program for the Department of Marketing and the Director of the behavioral lab to ensure that scheduling, the experimental participant pool and credit assignment system work together and smoothly.

Students:



Danli Chen

Danli Chen is a second year PhD student in the Department of Marketing at the E.J. Ourso College of Business at Louisiana State University (LSU). She graduated from Stony Brook University in 2015 with a B.S. in Business Administration specialized in Finance with a minor in Applied Mathematics and Statistics, and then earned her MBA from E.J. Ourso College of Business at LSU in 2017. Danli's research interest includes decision making, focusing on the cognitive and emotional basis of consumer choice and atmospheric interactions (such as color).



Vincent "Vinny" Jeseo

Vincent "Vinny" Jeseo is a second-year doctoral student in the Department of Marketing at the E.J. Ourso College of Business at Louisiana State University (LSU). He graduated from the University of Tampa in 2011 with a B.S. in Sport Management and earned his M.S. in Entrepreneurship in Applied Technologies from the University of South Florida in 2013. Vinny mentors' students in LSU's Professional Sales Institute as they prepare for sales competitions. His research interests include services marketing, relationship marketing, and sales strategy. Prior to attending LSU, Vinny worked in the financial services sector and has previously held marketing positions with sports organizations such as the Tampa Bay Lightning and New York Yankees.



Qiuli (Julie) Su

Qiuli (Julie) Su is a second-year doctoral student in the Department of Marketing at the E.J. Ourso College of Business at Louisiana State University (LSU). Her research interests include social media, E-commerce and marketing-finance-interface with quantitative approach. She received her M.S in Mechanical Engineering from Shanghai Jiao Tong University and MBA from China Europe International Business School. Before her PhD program, she worked at brand manager at AstraZeneca China and product development lead at Intel China and Intel US.

University of Mississippi

Faculty:



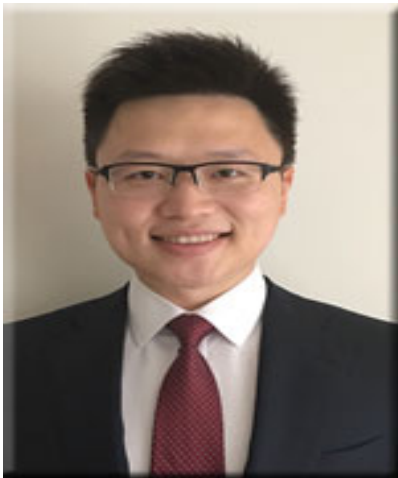
Dr. Christopher Newman

Christopher Newman is an Associate Professor of Marketing and Holder of the P.M.B. Self Chair of Free Enterprise in the School of Business Administration at the University of Mississippi. He also currently serves as the Marketing Doctoral Program Coordinator. Dr. Newman's research interests include consumer health, food labeling, and retailing. His research has been published in the *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Public Policy & Marketing*, and the *Journal of Business Research*, among others. Dr. Newman was recently selected as the 2018 Emerging Scholar by the AMA Marketing & Society Special Interest Group.



Dr. Melissa Cinelli

Melissa Cinelli is Assistant Professor of Marketing at the University of Mississippi. She received her Ph.D. from the University of Florida in 2011. Dr. Cinelli's research broadly examines the social functions that brands and products serve for consumers, specifically examining how brands' and consumers' identities interact to shape brand evaluations and impression formation and management. Her work has been published in a number of journals, including the *Journal of Consumer Research*, *Journal of the Academy of Marketing Sciences*, and the *Journal of Advertising*.



Dr. Cong Feng

Cong Feng is an Assistant Professor of Marketing at the University of Mississippi. He holds a Ph.D. degree in Marketing from Syracuse University. His current research interests are in the areas of empirical marketing strategy, top management teams, and innovation. One of his papers (published in *Service Science*) was a finalist for the 2015 INFORMS Service Science Section Best Student Paper Award and received honorable mention for the 2017 INFORMS Service Science Best Article Award. His research has been published in the *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Personal Selling and Sales Management*, and *Service Science*.



Dr. Matthew Shaner

Matthew Shaner is an assistant professor of marketing at Ole Miss where he teaches professional selling. His research interests include innovation strategy, new product development, and marketing team decision-making. Dr. Shaner received his Ph.D. from the University of Tennessee in 2015, and was on the marketing faculty at George Mason University from 2015-2017. Prior to transitioning to academia, he had ten years of industry experience serving in various marketing, advertising, and public relations executive roles.

Students



Siddik Bozkurt

Siddik Bozkurt is currently a Marketing Ph.D. candidate at the University of Mississippi. His research interests include consumer behavior, customer engagement, and social media marketing. His recent work has been published in Supply Chain Management: an International Journal.



John Galvan

John Galvan is a second-year doctoral student at the University of Mississippi. His research interests include sales, eCommerce, and ethics.



Jiangang Huang

Jiangang is a first year Ph.D. student in the Department of Marketing at the University of Mississippi. His current research interest focuses on marketing performance and the marketing-finance interface. He enjoys cooking and watching comedian shows during his free time.



Jennifer Locander

Jennifer Locander is a third-year doctoral candidate at the University of Mississippi. Her research interests include consumer behavior and decision-making, frontline employee research, and sales and sales management.



Ashley Morgan

A third-year doctoral student at the University of Mississippi. Research interests include marketing strategy, chief marketing officer influence, and the intersection of marketing and politics.



Ashley Thomas

Ashley Thomas is a third-year doctoral candidate at the University of Mississippi. Her research interests include food labeling, consumer health, public policy, and retailing.



Kexin Xiang

Kexin Xiang is a second-year doctoral student in marketing at the University of Mississippi. She holds a Master's degree in Information Management from Syracuse University and a Bachelor of Science degree in Accounting from Indiana University. Prior to joining Ole Miss, she worked for the tax technology and data analytics team at Ernst and Young. Her current research focuses on the interface of marketing and accounting.

Mississippi State University

Faculty



Dr. Michael Breazeale

Dr. Michael Breazeale is an associate Professor of Marketing at Mississippi State University. Mike's primary areas of research encompass consumer-brand relationships, retail atmospherics, branding applications for extremist organizations, and social media marketing. He has won multiple awards for both teaching and research and serves as reviewer for several top marketing journals. Mike has been named one of Social Media Marketing Magazine's Top 20 Marketing Professors on Twitter and a Top 100 Web Savvy Professor by Best Online Universities. He has published articles in Journal of Retailing, Journal of Public Policy and Marketing and Journal of Business Research, among others and has produced two best-selling books on consumer-brand relationships. Mike regularly consults with organizations such as General Motors, C Spire, the Red Cross, and the Department of Defense. He is also co-director and founder of the Market Innovation Lab and Observatory at Mississippi State and the Inclusion and Diversity Officer for the College of Business.

Dr. Robert S. Moore



Robert S. Moore, PhD (University of Connecticut) is the Hunter Henry Fellow and Professor of Marketing at Mississippi State University. He earned his M.B.A. at the University of South Florida and has a B.S. in Civil Engineering from Northeastern University. His professional experience includes service in the military (CPT US Army) and Assistant Town Engineer. His research interests center upon information technology and its impact on the marketing environment. Dr. Moore has published articles in Journal of Advertising, Journal of Business Research, Journal of Public Policy and Marketing, Journal of Interactive Marketing, Journal of Services Marketing, and other outlets. He has been Co-PI on several grants, primarily focusing on entrepreneurship development, totaling over \$2 million - most recently (2018) from the US Small Business Administration for the operation of a Veterans Business Outreach Center at MSU. He has received numerous teaching awards including the MSU Outstanding Graduate Teaching Excellence Award and being named a MSU Grisham Master Teacher.

Students:



Christian Barney

Christian Barney is a third year marketing Ph.D student at Mississippi State. She has a BBA in Marketing Analytics from the University of Wisconsin- Eau Claire and a MBA from the University of Montana. She has worked in online retailing and advertising and has had the opportunity to do work for top brands such as AT&T, Microsoft, Coca-Cola, and more. Her research interests include Advertising, Branding, and Consumer Behavior



Tyler Hancock

Tyler is a third-year doctoral student from Laurel, Mississippi. He received a Bachelor of Science in Business Administration with an emphasis in International Business from the University of Southern Mississippi in 2009 and earned his Master of Business Administration from the University of Southern Mississippi in 2010. Before joining the doctoral program, Tyler worked as a Visiting Marketing Instructor at the University of Southern Mississippi. Prior to pursuing a career in academia, Tyler worked in federal consulting, B2B sales, and the non-profit sector. His research interests include: consumer behavior, B2B relationships, supply chain, marketing strategy, and services marketing.



Haley Hardman

Haley is a first-year doctoral student from Gardendale, AL. She received a Bachelor of Business Administration in Marketing with a concentration in International Business and a Bachelor of Arts in Foreign Languages with a concentration in Spanish at Mississippi State University. She received her MBA from MSU as well. She has experienced various retail environments, ranging from Starkville, MS to New York City, NY. Her research interests include consumer behavior, international marketing, branding, and advertising.



Brett Kazandjian

Brett is a second-year doctoral student at Mississippi State from Annonay, France. He received a Bachelor of Science in Business Administration in Finance from Southeast Missouri State University and a MBA with an emphasis in financial management from Southeast Missouri State University. He has worked in a dealership selling luxury European cars. His research interests include marketing strategy, international marketing, and consumer behavior.



Kavitha Nambisan

Kavitha is a first-year doctoral student in Marketing at Mississippi State University. She has a Bachelor of Arts in Spanish and a Master of Arts in Teaching English as a Second Language/Applied Linguistics from Iowa State University and a Master of Science in Marketing from the University of Alabama. Her work experience includes teaching experience at Iowa State University and the University of Tennessee at Martin. Her research interests include consumer behavior, services marketing, and marketing strategy.



Jutong Wen

Jutong Wen is a first-year marketing doctoral student at Mississippi State University originally from Guangdong, China. He received a Bachelor's Degree in Economics from Sun Yat-sen University, a Master of Science Degree in Applied Finance from Pepperdine University, and a MBA Degree from the University of Montana. He had worked in commercial banking as assistant account manager before academic career. His research interests include cross-cultural marketing, international marketing and business, and consumer behavior.

University of Tennessee

Faculty



Dr. Alex Zablah

Alex R. Zablah is a Professor of Marketing in the Haslam College of Business at the University of Tennessee and currently serves as the Director of the Doctoral Program in Marketing. Alex holds a PhD in Business Administration (marketing concentration) from Georgia State University, an MBA (marketing concentration) from Louisiana State University, and a BS in Nutritional and Food Sciences from Louisiana State University. Alex's research seeks to improve understanding of how frontline factors (organizational processes, employees, and technologies) influence the quality of the sales and service interactions that occur between a firm and its customers, and, ultimately, the firm's performance. His research has appeared in leading marketing, management and information systems journals.

Students



Riley Krotz

Riley T. Krotz is a third-year Marketing Ph.D. candidate at the University of Tennessee. Riley received his B.S. in Biomedical Science from the University of North Florida in 2014 where his undergraduate research concerning marine mammal endocrinology has appeared in the journal *Functional Ecology*. Riley earned an MBA and was named a Coggin Fellow at UNF where his retail pricing policy research has appeared through the American Antitrust Institute, and this research has also led to a forthcoming publication in the *Journal of Public Policy and Marketing* and a book publication entitled *Resale Price Maintenance After Leegin: The Curious Case of Contact Lenses*. Riley has received numerous awards and grants for his research and teaching including the William H. Thomlinson Outstanding Graduate Scholar Award, the PowerUp JAX Innovation Grant, and the Innovation in Education Award.



Tyler Milfeld

Tyler Milfeld is currently a first-year Ph.D. student at the University of Tennessee. His research interests include branding, emotion, and sustainability. Prior to joining the program, Tyler's marketing and sales career spanned four leading consumer goods companies – The Hershey Company, Colgate-Palmolive, PepsiCo, and Johnson & Johnson. His marketing experience includes roles in brand management, shopper activation, global innovation, global brand equity, and customer partnerships. Tyler earned a dual MBA from the University of Texas and Pontificia Universidad Católica de Chile and a BA from Northwestern University with a double major in psychology and political science. Tyler is fluent in Spanish and lived in Santiago, Chile, for 13 months while completing his MBA. An avid runner, Tyler has completed 63 half-marathons in 35 states. He enjoys reading, watching Northwestern football games, and exploring the great outdoors with his wife, two children, and their beloved beagle.



Mohammad ("Mike") Saljoughian

Mohammad "Mike" Saljoughian is a second-year PhD student in marketing in the University of Tennessee. His area of interest is consumer-based strategy, and he is keen on unstructured data, big data, deep learning, machine learning, and their applications in solving real-world firm and customer problems.



Leah Smith

Leah Smith joined the doctoral program at the University of Tennessee 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. Her current research interests focus on digitally mediated relationships and emotional communication.



Annette Tower

Annette is a doctoral candidate in the Department of Marketing at the University of Tennessee and will be joining Clemson University as an Assistant Professor of Marketing in the summer of 2019. Prior to joining the Ph.D. program in 2015, Annette earned a MA in Economics from the University of Tennessee, an MBA from Murray State University and a BBA from Austin Peay State University. In her research, she leverages econometric models and innovative datasets to investigate strategic marketing issues such as resource allocations, inter-firm relationships and global marketing strategies. Annette has work experience in PR, sales, and small business development. As a native of Germany, she enjoys travelling, exploring the outdoors, and soccer with her family.



Can Trinh

Can Trinh is a doctoral student in the Department of Marketing at the University of Tennessee. Prior to joining the Ph.D. program at the University of Tennessee, Can spent seven years working in the field of marketing for multinational firms with experience in both brand management and advertising. He earned an MBA with a concentration in Finance from International University of Japan (Japan) and a BA in Economics from Foreign Trade University (Vietnam). He has received many prestigious academic awards and was granted an ADB (Asian Development Bank) scholarship in 2010. Inspired by the pragmatic challenges that marketing managers have to face in designing effective communication strategies, Can is interested in conducting research that can help guide strategic marketing communication decisions while enhancing customers experience.



Roman Welden

Roman Welden is a Marketing Ph.D. student at the University of Tennessee. In 2015, he received his B.B.A. in Economics with an emphasis in evolutionary biology from East Tennessee State University. He earned his MBA from the same school with a focus on non-profit strategy formulation. Roman's research interests are primarily in three areas: charitable giving behavior, competition and cooperation, and the social phenomena that occur in eSports (electronic sports).

SMS Research Presentation Abstracts
13th Annual Meeting – University of Memphis
February 7 – 9, 2019

Session A: “**Competition, Cohesion & Salesperson Problem Formulation**”
9:00– 10:30am, Room 203, FIT

Thinking About Customer Problems: A Conceptual Model of Salesperson Problem Formulation

Molly R. Burchett, *University of Kentucky*
Brian Murtha, *University of Kentucky*

In this study, the authors combine a discovery-oriented, theories-in-use approach with extensive literature reviews to define a customer problem and develop a novel conceptual model of problem formulation from the supplier's viewpoint. This framework complements sales research in four key ways: it (i) identifies solution-mindedness as a key inhibitor of problem formulation, (ii) introduces novel antecedents to solution-mindedness (e.g., solvability concerns, exploration disinclination, presenting problem certainty, and sales-cycle-reduction pressure), (iii) proposes debiasing strategies (e.g., forced interruptions and problem reframing) that reduce the impact of these antecedents on solution-mindedness, and (iv) demonstrates that understanding customer problems can be a win-win for suppliers (i.e., solvable problems can result in effective solutions and unsolvable problems can create innovation opportunities).

Competing Toward Cohesion

Alec Papas, *Florida State University*
Willy Bolander, *Florida State University*
Manoshi Samaraweera, *University of Central Oklahoma*

Competitiveness and cohesion have the connotation of being conflicting concepts; though, they both provide desirable outcomes. Trait competitiveness is consistently associated with positive effects on performance variables and group cohesion is consistently associated with positive effects on retention variables. Research has suggested that higher levels of competitiveness lead to less cohesive environments, implying tradeoffs exist between performance and retention. The purpose of this research is to understand the effect that innately competitive people have on group cohesion and how these variables can coexist in the workplace. Results of an initial field study suggest a positive relationship between trait competitiveness and group cohesion. In addition, group cohesion acts as a mediator, increasing objective sales performance and decreasing turnover intentions. An experiment was conducted to help explain these counterintuitive findings. The authors argue this positive relationship can be attributed to whether competition is focused on oneself, one's peers, or other groups – subtle differences in the nature of competition that can be leveraged by managers via framing. The article intends to fill a previous gap in the literature by addressing the importance of competitive focus as a moderating variable in the competitive-cohesive relationship. An additional contribution is provided through the multi-level mediation model used to explain the relationships. The authors conclude that under specific circumstances, trait competitiveness can have significant benefits on group cohesion, sales performance, and retention, providing a means by which managers can alleviate the potential tension among these variables.

Competition or Cooperation? The Effect of Goal Orientations on Charitable Giving

Roman Welden, *University of Tennessee*

Organizations often use competition and cooperation to encourage charitable giving behavior. Some examples of this phenomenon include using team loyalty to incite blood donations or using a rankings system to 'celebrate' the individual who gives the most compared to others. Unfortunately, research is relatively silent regarding the impact of competition and cooperation on charitable giving. This research thus seeks to (1) improve understanding of the positive and negative effects of competition and cooperation on charitable giving behavior, (2) uncover the mechanisms through which competition and cooperation affect such behaviors, and (3) identify the boundary conditions that determine when competition and/or cooperation are more likely to promote charitable giving. Toward that end, this research leverages social discrepancy theory to explain the varying emotional effects of competition and cooperation on charitable giving behavior and to propose that, depending on the situation, upward and downward social comparisons can have vastly different effects on charitable giving outcomes. As the first investigation of the positive and negative effects of competition and cooperation on charitable giving behaviors, this research will offer non-profit managers much-needed guidance regarding how to use competition and cooperation to encourage charitable donations.

Session B: "Market Coverage & CMO Characteristics in Securities Class Action Litigation"

9:00 – 10:30am – Methodist Theatre, 1st Floor, FIT

Company-Owned Outlets in Franchising: Market Coverage and Quick Service Restaurants

Jingbo Zhang, *University of Arkansas*

Bob Stassen, *University of Arkansas*

Market coverage is an inherent concept in franchising as the value of the franchise brands is only realized by patrons selecting the brand at multiple locations, either across or within markets. Franchisors operate an expected number of company-owned locations in their systems to demonstrate their development of a profitable, working format to attract potential franchisees. An additional attractive feature of franchising is that the franchisors offer a "buy-back" of locations, allowing franchisees to leave the business, and retaining a right of first refusal on a location, should the franchisees have an opportunity to sell. Aside from these conventional explanations, franchisors have chosen to change the level of market coverage with a change in the proportion of company-owned stores, primarily to capitalize on superior, high volume locations, provide a form of resale price maintenance, or increase the revenues through competition with franchisees. To our knowledge, this is the first study with a nationwide listing of company-owned and franchisee-owned locations. We conducted a cross-sectional study with a separate analysis on the top three Yum Brands: KFC, Pizza Hut, and Taco Bell. U.S. county-level data with multiple locations of the same brand forms the unit-of-analysis in this study. In addition to a conventional number of stores per person as the measurement of the market coverage, we include spatial dispersion measures developed from the longitude and latitude of locations within the county. Company-owned locations were shown to be consistently associated with counties having higher market coverage, as was the proportion of multi-unit franchisee across the three brands examined.

CMO Overconfidence and Securities Class Actions

Kexin Ziang, *University of Mississippi*

This paper explores the antecedents of securities class action (SCA) litigation. SCA has been studied extensively in finance and accounting. However, scant attention has been paid in marketing literature, although anecdotal evidence suggests that marketing-related claims are a major target for SCA litigation. To address this gap, the current study draws from the upper echelon theory and develops a framework to understand whether and how CMO overconfidence, (i.e., an important managerial trait) is associated with firms' likelihood of being a target in SCA litigation. Empirical results indicate that CMO overconfidence is significantly linked to the likelihood of marketing related SCA. However, we also uncover the boundary conditions of such personal trait. The current research has important implications for top management team staffing, especially in the marketing functional area.

Distribution Channel Elasticity: A Meta-Analytic Review

Vincent Zhang, *University of Georgia*

Although multichannel distribution is a popular distribution channel strategy, there exist mixed findings on the link between multichannel distribution and firm performance. In this meta-analytical study, the authors explore the impact of firms' distribution channel strategies (multi vs. single) on their performance as well as synergies between a distribution channel and other marketing mix factors by examining 37 studies involving 317 elasticities. The analysis involving marketing mix factors (product type, price promotion, communication), ability factors (managerial competence), opportunity factors (industry growth, customer loyalty) and data/model factors reveals that multichannel distribution strategy generally renders superior business performance than online-only or offline-only distribution channel strategy does. While elasticities of multichannel distribution strategy improve with customer-initiated communication such as paid search, elasticities of single channel distribution strategies improve with firm-initiated communication such as direct mail. In addition, firms that are managerially competent, and in industries with high growth show higher distribution channel elasticity. These findings provide a comprehensive understanding of the effectiveness of distribution channel strategy.

Session C: "Managing Financial Incentives & Consumer Ethics Measures"

10:45am – 12:15pm, Room 203, FIT

Don't Show Me the Money: The Paradoxical Consequences of Financial Incentives

Alex Pratt, *University of Alabama*

Firms spend nearly 20% of their annual promotional budgets, approximately \$70 billion, on financial incentives to induce consumers to switch brands. Prior research, examining the impact of monetary incentives on switching behavior, is focused on consumers who positively responded to such incentives and switched brands. Surprisingly, little attention has been given to how financial incentives impact consumers who do not switch brands, yet have been exposed to such promotions. The present research is focused on the potential negative impact of financial incentives when they fail to entice the consumer to switch brands. Our work shows that failing to take advantage of financial incentives, from competing brands, can create cognitive dissonance for consumers. In order to reduce dissonance, consumers will take steps to reaffirm their commitment by actually increasing behavioral intentions toward

their preferred brand. Moreover, this effect is most likely to emerge when consumers are highly committed to their preferred brand. In sum, by offering financial incentives, companies may be inadvertently increasing brand loyalty for their competitors' most committed customers. Across two experiments and an analysis of secondary IRI data, this research demonstrates how a firm's attempt to lure consumers away from a competing brand may backfire.

Exploratory Factor Analysis: Digital Consumer Ethics Scale

John M. Galvan, *University of Mississippi*

Scott J. Vitell, *University of Mississippi*

A considerable amount of research has taken place over the years regarding the ethical decision making of consumers. Through the years we have seen many descriptive (positive) models of how ethical decision making happens, (e.g., Ferrell and Gresham, 1985; Ferrell et al., 1989). However, only Hunt and Vitell (1986, 1993) looked at how consumers make ethical decisions. Some of the most significant scale contributions that were developed towards consumer ethics were Vitell and Muncy (1992, 2005). In these publications the authors developed a scale that looked at the consumers ethical beliefs regarding behaviors in the market place. In the modification of their scale (2005) Vitell and Muncy identified and added three new factors to help identify the changing ethical beliefs of the consumer: (1) downloading copyrighted materials/buying counterfeit goods, (2) recycling/environmental awareness and (3) doing the right thing/doing good. Our objectives of this study are to create a digital consumer ethics scale (DCES) to capture the desensitization that consumers experience while interacting in the online marketplace. In creating our new scale, we will attempt to modify the Vitell-Muncy (2005) Consumer Ethics Scale (CES) and compare the differences between online consumers and store front consumers.

Not All Deals are Created Equal: An Empirical Analysis of Coupons Versus Discounts

David Chavez, *University of Kentucky*

Promotional activities have surpassed advertising expenditures within marketing budgets. The decision of how to allocate the promotion spending has attracted the attention of researchers and practitioners alike. The most popular promotional tools used for this purpose are temporary price reductions (discounts) and coupons. Though some theoretical and practical distinctions can be made between the two forms of promotion, most of the literature suggests they can be used interchangeably, and that their effects on demand are equivalent. Furthermore, research that has evaluated price sensitivity has equated the elasticity of coupons and discounts. Our research tests this concept. We propose a model whose main prediction is that with non-zero search and usage costs for coupons the price elasticity for coupons will be less than that of discounts. We test this and other predictions of the model with retail panel data. The findings of this research would shed some light on the distinct properties of these two promotional tools and help inform managers on how to allocate their spending to maximize revenue streams from different groups of customers.

Session D: “Consumer Animosity & Cultural Values, Motivating Front-Line Employees & The Role of AI in the Firm-Customer Interface”

10:45am – 12:15pm, Methodist Theatre, 1st Floor, FIT

Acting on Anger: Cultural Value Moderators of the Effects of Consumer Animosity

Hyeyoon Jung, *University of Alabama*

The recent rise in protectionism and demonization of foreign countries has increased the risk of brands falling victim to the negative effects of consumer animosity, or strong negative affect directed at a foreign country. In this research, we aim to address two important research questions, 1) whether animosity affects product judgments in addition to willingness to buy, and 2) how cultural values influence the negative effects of animosity. To accomplish this objective, we employ a multi-method approach. First, we conduct a meta-analysis of the consumer animosity literature. Meta-analysis is a valuable technique for integrating and expanding the base of knowledge on research topics (Kirca, et al., 2011). In addition, meta-analysis is well suited for resolving theoretical disputes in a more definitive way than any single study because it is a powerful tool for synthesizing empirical research over a variety of studies (Schmidt & Hunter, 2015). Second, in order to better understand the role of cultural values with respect to the effects of animosity, following the meta-analysis we employ a number of experiments. Experiments are well suited for offering evidence of causation, and their use in international business research has been encouraged (Zellmer-Bruhn, Caligiuri, & Thomas, 2016). The meta-analysis offers evidence that animosity is significantly related to both willingness to buy and product judgments. However, the effect on willingness to buy is approximately three times stronger than the effect on product judgments. Three experiments provide more clarity about which cultural values moderate animosity's effect. As a result, we found the significant interaction between animosity and cultural values of collectivism and long-term orientation. The combined results of a meta-analysis and three experiments offer strong evidence that collectivism and long-term orientation mitigate the negative effects of consumer animosity and support the contention that animosity's effect on willingness to buy is much stronger than on product judgments.

Happy and Indebted Frontline Employees: The Free Food Effect

Riley T. Krotz, *University of Tennessee*

Stephanie Nobel, *University of Tennessee*

Dhruv Grewal, *Babson University*

Dipayan Biswas, *University of South Florida*

Jens Nordfalt, *Stockholm School of Economics*

Carl-Phillip Ahlbom, *Stockholm School of Economics*

This research examines the effects of employer-provided free food on frontline employee (FLE) customer responsiveness in the retail grocer service industry. Service organizations recognize the importance of FLEs, but they are struggling to find ways to improve FLE performance. Through three studies, the authors show that employer-provided free food leads to increased customer responsiveness. Building on social exchange theories and neural reward circuitry theories, this study demonstrates that the underlying mechanisms for these effects are mood and indebtedness. Additionally, the authors also demonstrate that healthy food is equally as good as unhealthy food in improving FLE customer responsiveness.

The Role of AI Enabled Conversational Commerce in the Firm-Customer Interface

Kaushik Jayaram, *University of Georgia*

Dr. Sundar Bharadwaj, *University of Georgia*

CCAs use natural-language interfaces such as voice and/or text chat to enable a user to discover and purchase goods through a dialogue. In this research, the authors attempt to address: (1) whether firms' launch of Conversational commerce applications (CCAs) is economically valuable? and (2) what factors explain the heterogeneity in the value added? The key construct they use to explain variation in value is whether the CCA interacts directly with customers (as a substitute for a human employee) or if it is used to perform internal tasks that are employee facing. The authors follow a sequential mixed-methods approach and conduct three complementary studies. In study 1, they identify 69 CCA launch announcements by US public firms from 2010-2018 after removed confounding effects. They find the event window two days prior to announcement till day of event has the highest abnormal return with a value of 0.63% ($p < .10$) adding \$577.9 million in market capital, providing support for all their hypotheses. In study 2A, they conduct an exploratory study to understand buyers and sellers perceptions of CCAs and find that buyers rate the performance of the chatbot more positively than what sellers. For study 2B, they plan to conduct a field experiment using difference-in-difference approach to compare the performance. They contribute to the growing customer engagement and the marketing-finance literature. Based on initial evidence, they find both an increase in firm value (for marketing) and a decrease in firm value (for customer service). This suggests that all engagement initiatives are not valued the same way and we need to understand the different contexts in which they initiatives are valued.

Session E: **"Technology & Consumer Behavior; Service Recovery Strategies"**

9:00 am – 10:30 am, Room 203, FIT

The Effects of Activity Tracking on Health Motivation and Behaviors

Lane Peterson, *Florida State University*

Martin Mende, *Florida State University*

Maura L. Scott, *Florida State University*

Gergana Y. Nenkov, *Boston College*

Ander Gustafsson, *Norwegian Business School*

With the promise of increased motivation to be healthy, wearable activity-tracking devices are becoming increasingly popular amongst consumers, yet little empirical research has investigated the impact of these devices on consumer motivations. This research investigates the effects of self-tracking devices on consumers' health motivations and the role of anthropomorphism of the devices. Increasingly, firms are encouraging consumers to anthropomorphize their activity trackers, assuring increased usefulness. We predict that anthropomorphized trackers decrease certain types of health motivations. Three studies, including a field study, discover that exposure to anthropomorphized self-tracking devices reduce health motivations. Together, the results of these studies suggest that, in some situations, the common marketing practice of anthropomorphizing activity trackers can actually backfire and reduce consumer health motivations. This research provides critical implications for companies which use anthropomorphism as a marketing tactic, and for consumers who use wearable self-trackers.

Personalization Perceptions in Retail Technology Adoption: The Mediating Role of Dependency and Intrusiveness

Brett Kazandjian, *Mississippi State University*

Tyler Hancock, *Mississippi State University*

Christian Barney, *Mississippi State University*

Kavi Nambisan, *Mississippi State University*

The modern retail environment is experiencing a shift in how retail service is being conducted (Rafaeli et al., 2017). Increasingly, technology is being integrated into the retail service such as Kroger's new shop and scan program that encourages shoppers to use scanners while they are shopping to streamline the checkout process (Forbes 2018). Implementing retail technologies can save retailers money by requiring less employee involvement and can also improve shopper experience as shopper data is collected and utilized to create a more personalized offering (Inman and Nikolova, 2017). However, personalization alone may not be enough to persuade shoppers to adopt a new shopper-facing retail technology. Shoppers dependence upon a technology and their feelings about the invasiveness of the technology may also influence the relationship between personalization and retail technology adoption. This study uses parasocial interaction theory to look at the relationship between personalization perceptions of retail technology and adoption of that technology using the mechanisms of dependency upon the technology and perceived invasiveness. Results and implications for theory and practice are discussed.

Capitalizing on Customer-Caused Failures

Vicent Jeseo, *Louisiana State University*

Dr. Matt Lastner, *Louisiana State University*

Dr. Patrick Fennell, *Salisbury University*

Dr. Judith Folse, *Louisiana State University*

The results of two vignette-based experimental studies illustrate that consumers respond more negatively to failures attributed to external versus internal (self-inflicted) causes. While customers tend to react in a more positive manner (i.e., higher repatronage intentions) to self-caused failures, these reactions can be further amplified. Accommodating guests who showed up to a concert on the wrong day led to higher distributive justice perceptions (DJ) and repatronage intentions (RPI) compared to those who were not accommodated. However, the amount of effort exerted during the service recovery process was found to be an important factor when the service provider was not able to offer a sufficient resolution to the problem. Findings indicate that consumers who felt a high level of effort was provided during service recovery had greater DJ perceptions and were more likely to repatronize in the future than when minimal effort was exerted. Thus, even when an organization cannot resolve a customer-caused failure, a high amount of perceived effort significantly enhances customer retention.

Session F: **“Perceived Inequities, Cultural Borrowing & Marketing Versus Sales in Venture Capital Funding”**

9:00 am – 10:30 am, Methodist Theature, 1st Floor, FIT

Green with Envy: The Role of Online Consumer Comparisons in Driving Revenge Seeking Behavior

Tyler Hancock, *Mississippi State University*

Consumers and firms alike benefit from the use of online communication channels. For instance, Pew Research (2018) stated that nearly 70% of U.S. adults use at least one social media platform, and 50% of users visit social media sites daily (Smith and Anderson, 2018). Through social media, forums, websites, and blogs, valuable information can be shared to enhance relationships with customers. However, these outlets can provide access to consumer comparisons of company offerings without providing any relational context. This can lead to feelings of personal lacking when comparing one's possessions to those of other customers. Envy develops when an individual covets or desires the possessions or attributes of another party (Cohen-Charash and Mueller, 2007). These possessions may include products, services, or experiences enjoyed by others (Cohen-Charash and Mueller, 2007). Since the possessions of others can drive perceptions of unfairness, envy directed to the possessor can occur (Smith, Parrott, Diener, Hoyle, and Kim, 1999). When perceived unfairness is realized, consumers can act to restore the equity (Poynor, 2010). Although the consumer may develop resentment directed to the other customer, can the focal company become the target of equity restoration? This research aims to examine the role of envy in driving company focused revenge-seeking behaviors by consumers after perceived inequity.

The Bricolage of Danish Hygge in the United States

Sarah C. Grace, *University of Arkansas*

This paper explores the phenomenon of bricolage, or the mixing and matching of signs, in a commercialized cultural borrowing context. In the consumption literature, bricolage has primarily been studied from an identity-construction perspective, but the bricolage of Danish hygge in the United States demonstrates how bricolage may affect culture on a broader scale. A theoretical framework combining Barthes' concept of *cultural myth* with Berger and Luckmann's *The Social Construction of Reality* demonstrates how consumers experience and recreate social meanings. Typically, social meanings are reified, resulting in the preservation of cultural myths. In Denmark, the tradition of hygge performs this function. However, bricolage facilitates a subjective reflection process in which individuals tinker with existing materials to challenge the meanings of cultural myths. In the United States, the bricolage of Danish hygge does just that. Ultimately, these acts of cross-cultural bricolage result in the creation of new cultures, contributing to extant literature on globalization and cultural heterogenization.

Sales or Marketing Executives' Domination in Venture Capital Funding

Yashar Atefi, *Louisiana State University*

Qiulu Su, *Louisiana State University*

This research is to access sales or marketing executives' domination for the new venture funding. Using a comprehensive data set of 113,714 new ventures, the authors show that sales or marketing executives' domination is positively related to the likelihood of funding. Specifically, the funding rate for sales executives' dominated companies is higher than that of marketing dominated companies at initial investment stage (the first round funding), while the funding rate for marketing executives' dominated companies is higher than that of sales dominated companies at later funding rounds (from the second to fifth round funding). Moreover, the relationship between sales or marketing executive's domination and funding rate is moderated by company market turbulence and technological turbulence. These findings provide initial insights for venture capitalists, entrepreneurs and public policy makers.

The DRS Award

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

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

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

The faculty and students of the LSU Department of Marketing created The DRS Award as a new tradition for SMS in 2013. The award was announced during the 7th annual SMS that was hosted by the LSU Department of Marketing in Baton Rouge, Louisiana. Each year, during the annual symposium, SMS doctoral student attendees select one school as The DRS Award recipient. The traveling award is a reminder to SMS participants to strive for productivity, collegiality, and fun. Each school has one vote that is cast by the faculty representative from the schools attending. The host school is not eligible for the award.

Award Recipients:

2018 – University of Arkansas

2017 – University of Mississippi

2016 – University of Tennessee

2015 – Louisiana State University

2014 – Mississippi State University

2013 – University of Kentucky

2019 DRS Award Ballot

Please cast your vote for the 2019 DRS Award by selecting the school below that you believe has most exemplified the characteristics of the DRS Award at this year's SMS event:

- ☐ University of Alabama
- ☐ University of Arkansas
- ☐ Florida State University
- ☐ University of Georgia
- ☐ University of Kentucky
- ☐ Louisiana State University
- ☐ University of Mississippi
- ☐ Mississippi State University
- ☐ University of Tennessee

Places to Eat/Drink in Cooper/Young

Celtic Crossing

903 S. Cooper St, Memphis, TN, 38104

(901) 274-5151

<http://www.celticcrossingmemphis.com/>

Located in the heart of Midtown, Celtic Crossing is a purveyor of traditional Irish fare & libations.

Young Avenue Deli

2119 Young Ave, Memphis, TN 38104

(901) 278-0034

<http://www.youngavenuedeli.com/>

36 draft selections, **130** can and bottle options. If you can't find your favorite beer here, you need to try something new.

Alchemy

940 South Cooper Street

(901) 726-4444

<http://alchemymemphis.com/>

Cocktails and cuisine

Railgarten

2166 Central Avenue

(901)504-4342

<https://railgarten.com/>

This isn't easy to summarize. Yes, we have 1.5 acres. And the first dedicated pong bar in Memphis. Top-notch diner? Got that too. Drinks? Beer, cocktails, you name it. Impossibly good ice cream? Yum. And yes. A huge outdoor space to explore? Indeed. Railroad shipping containers? Duh. Of course. Live music? Oh hell yes. Secret spaces, surprises and games? Happy hunting. Your favorite Midtown friends, family and neighbors? Probably. It's Railgarten.

Lafayette's Music Room

2119 Madison Ave

901-207-5097

<http://lafayettes.com/memphis/>

The music lives on... Some 38 years after going dark, the legendary Lafayette's Music Room returns to the heart of Memphis' revitalized Overton Square. Once again, Lafayette's Restaurant and Bar is the spot to enjoy great food, good local conversation, and some of the best live music in town, seven nights a week.

Bosco's

2120 Madison Avenue

901-432-2222

<https://www.boscobeer.com/>

Prohibition may have ended in 1933, but Tennessee state laws prevented restaurants from brewing and selling beer until 1992, when the law was finally changed. This change led to the opening of Tennessee's first brewpub, Boscobeer, The Restaurant for Beer Lovers, right here in Memphis, TN.

Slider Inn

2117 Peabody Avenue

(901) 725-1155

<http://www.thesliderinn.com/>

A little midtown bar with great slider sandwiches, Lobster Rolls, friendly staff, and a fantastic patio (heated in the winter) with a 50 inch TV. Daily food and drink specials.

Places to Eat/Drink on Beale Street

B.B. King's Blues Club

143 Beale Street

(901) 524-5464

<https://www.bbking.com/>

With a rich southern heritage of soulful blues, classic soul and rock and roll, BB King's Blues Clubs will entertain you and fill you to the brim with lip smackin' ribs and southern food.

Blues City Café

138 Beale Street

(901) 526-3637

<http://www.bluescitycafe.com/>

Come on in and put some, "South In Your Mouth"!

Alfred's On Beale

197 Beale Street @ Third

(901) 525-3711

<http://www.alfredsonbeale.com/>

Alfred's on Beale opened in April 1986, becoming the first club on Beale Street to showcase Rock N Roll music. Memphis is the "Home of the Blues and the Birthplace of Rock N Roll"

Flying Saucer Draught Emporium

130 Peabody Place

(901) 523-8536

<http://www.beerknurd.com/locations/memphis-flying-saucer>

Beer and pub food

King's Palace

162 Beale St
(901) 521-1851

<https://kingspalacecafe.com/>

A cozy little joint offering a full menu of appetizing Southern delicacies, such as the Memphis style BBQ ribs, Shrimp and Crawfish Etouffee, Chicken Pontabla or many other Cajun specialties. The dining area features plenty of room for hungry patrons but step off to the side area for a comfortable, relaxed evening of local blues.

Hard Rock Café

126 Beale Street
(901) 529-0007

<https://www.hardrock.com/cafes/memphis/>

From the heart of our nation's music capital, Hard Rock Cafe Memphis offers fresh, delicious American cuisine from the city so loved it is mentioned in more than 1,000 commercially produced songs.

Tin Roof

315 Beale Street
(901) 527-9911

<https://www.tinroofmemphis.com/>

We are located at 315 Beale St. in Memphis, the most iconic musical street in the country! So whether you're coming for the tunes, the food, a drink or just a good time, enjoy the Roof, 'Where Everybody is Somebody!' Support live music and the musicians who bring it to us, and we hope we'll see ya enough to call you a Regular!