

2023  
**SOUTHEAST  
MARKETING  
SYMPOSIUM**



DEPARTMENT OF MARKETING

# SPONSORS

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The University of Tennessee  
Haslam College of Business  
and Department of Marketing



Founded by Dr. Jagdish & Madhu Sheth, The Sheth Foundation is a nonprofit organization whose mission is to support emerging scholarship in marketing which has significant global reach, societal focus, and thought leadership.



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

## UNIVERSITY OF TENNESSEE

What began in 1774 as a small college in the Southwest Territory has grown into Tennessee's flagship university and premier public research institution. UT Knoxville, which includes the UT Space Institute and the UT Institute of Agriculture, serves the state by educating its citizens, enhancing its culture, and making a difference in people's lives through research and service. We embody excellence in teaching, research, scholarship, creative activity, outreach, and engagement. Our vision is of a world enriched by our ideas, improved through our action, and inspired by the Volunteer spirit of service and leadership.

## HASLAM COLLEGE OF BUSINESS

Established as the School of Commerce in 1914, the Haslam College of Business is home to seven academic departments, eight centers and institutes, and a broad array of graduate and executive education programs. The College is named in honor of Mr. James A. Haslam II, a 1952 distinguished alum, and is led by Dean Stephen L. Mangum since 2013.

The priorities and initiatives of the Haslam College of Business are informed by its four guiding values: integrity, inclusion, insight, and impact. The college's mission is to support learning by creating, sharing, and applying knowledge. The college succeeds in its mission when the work of its faculty, staff, students, and partners generates nationally and internationally recognized outcomes that improve the world.

Now the largest college in the state's flagship institution, the Haslam College of Business is home to approximately 8,000 students and 162 full-time faculty. The college's undergraduate program ranks 26 among public business schools (2023 U.S. News and World Report), is home to nationally ranked undergraduate and graduate programs in accounting, business analytics, marketing, and supply chain management, and offers a wide variety of top-ranked executive education programs.

The Haslam College of Business has experienced unprecedented growth under the leadership of Dean Mangum. During his tenure, the college has raised over \$400 million in support of its mission, experienced a 102% increase in undergraduate student enrollment, and achieved record high student retention, graduation, and placement rates. Over the last five years, the college has added a net total of 38 new, full-time faculty members, increased its number of peer-reviewed journal publications by 66%, and more than doubled the number of faculty-authored publications appearing in FT-50 journals. In support of the college's growth, plans for the construction of a new, 300,000 square foot business facility are currently underway, with the new building projected to open its doors in 2028.

## DEPARTMENT OF MARKETING

Ranked 20th among public U.S. institutions (2023 U.S. News & World Report), the Marketing Department is home to 20 full-time faculty members and, as one of the five largest majors on campus, serves over 1,400 undergraduate students. Faculty members teach in a variety of departmental and college programs, have varied and rich industry experience, and conduct quantitative, strategy and behavioral research appearing in the discipline's top journals. Faculty members serve on the Editorial Review Boards of leading journals, and as Editors of three leading specialty area journals.

Undergraduate marketing majors can choose to specialize in one of three areas: digital and visual marketing, professional selling, and customer & brand strategy. Student growth and development is supported by two award-winning organizations, AMAze®

the AMAze® group and the Professional Sales Leadership program, and by innovative programming delivered through the department's recently inaugurated Marketing and Sales Skills Lab. The department launched a cohort-based Master of Science in Marketing program in 2022, which distinguishes itself through its cutting-edge curriculum and level of industry integration. Importantly, the department is home to a vibrant doctoral program. With a steady state enrollment of eight students, the program prepares students for academic careers at research-focused institutions, and has a consistent record of successful academic placements.

Earlier this year, the department established the Marketing and Sales Innovation Alliance, MSI-A. The objective of the MSI-A is to deepen the department's connections with industry partners, alums and other stakeholders committed to supporting its students, faculty, and programs. The MSI-A oversees a variety of departmental priorities and initiatives, including the Marketing Department Advisory Council (MDAC), networking and career events, the MS in Marketing Distinguished Speaker Series, and alumni and donor outreach efforts.





# NEED TO KNOW INFO

## MAP AND DIRECTIONS



### FROM THE GRADUATE TO HASLAM BUSINESS BUILDING

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

1. Head northeast toward Melrose Place
2. Turn right between Massey Hall and Greve Hall
3. Turn left and walk under Greve Hall's underpass
4. Take a slight right and continue on the sidewalk aligned with Dunford Hall
5. Take a slight right onto Volunteer Blvd
6. Cross Volunteer Blvd at the first brick crosswalk
7. Turn right onto Volunteer Blvd
8. Turn left into the Haslam Business Building



**Access our full campus map here!**



## CAMPUS WIFI

### GUEST ACCESS TO UT WI-FI NETWORK

UT offers guest access on the ut-open wireless network while on campus. To access this network as a guest or to temporarily register a personal device on this network, please follow the instructions below:

1. Connect to “ut-open” from one of the available Wi-Fi networks on your device.
2. Open a web browser on your device.
3. Once you're redirected to the “UT Knoxville Wi-Fi Portal” page, click “No”.
4. Enter a non-UT email address in the “Unsponsored Guest” section of the UTK Visitor Wi-Fi Login page and click “Submit”.

\* If you are not automatically re-directed to the UT Knoxville Wi-Fi portal page, go to: <http://www.utk.edu>, and press “Enter”.

## ITINERARY

**THURSDAY, APRIL 13**

4:00 PM	HOTEL CHECK-IN	Graduate Knoxville
4:00–5:30 PM	SYMPOSIUM CHECK-IN	Graduate Knoxville Lobby
5:30 PM	DEPART TO RECEPTION VIA TROLLEY (GROUP 1) Start loading at 5:15 PM. Use Saloon 16 to enter and exit the hotel to Lake Avenue (road behind the hotel).	Lake Avenue
6:00 PM	DEPART TO RECEPTION VIA TROLLEY (GROUP 2) This trolley is for attendees anticipating a late arrival.	Lake Avenue
6:00–8:00 PM	WELCOME RECEPTION Heavy hors d’oeuvres, wine, beer, and cocktails will be served.	Five Thirty Lounge
6:15 PM	OPENING REMARKS	Five Thirty Lounge
8:00–10:30 PM	EXPLORE KNOX ON YOUR OWN	Market Square
8:00–10:30 PM	TROLLEY PICK-UP Trolley will continuously loop between Market Square and the Graduate.	Wall Street Located off Market Square

**FRIDAY, APRIL 14**

8:00–9:00 AM	BREAKFAST	Haslam 501
9:00–9:20 AM	CONFERENCE WELCOME	Haslam 501
9:30–10:45 AM	SESSION A	
	<i>Understanding Customer Satisfaction</i>	<i>Room 401</i>
	<b>The Sleepy Reviewer and Positive Reviews</b>	
	Jingjing Wu, University of Memphis	
	<b>Effect of Political Ideology on Consumer Return Behavior</b>	
	Manisha Shukla, University of Arkansas	
	<b>Good Morning, Sunshine: How Complaint Time-of-Day Submittal Affects Satisfaction with Company Response Time</b>	
	Della Garner, University of Memphis	
	SESSION B	
	<i>The Future of Retailing</i>	<i>Room 403</i>
	<b>The Merchants of Meta: A Research Agenda to Understand the Future of Retailing in the Metaverse</b>	
	Kiwoong Yoo, University of Tennessee	

# ITINERARY

## Through the Looking Glass: How Visibility into a Retail Space Impacts Customer Approach Behaviors

Elissa Shults, University of Alabama

## My Avatar is Me: Digital Avatar Identification and Information Disclosure in Virtual Retail Environments

Megan Miller, University of Tennessee

10:45–11:00 AM

## REFRESHMENT BREAK

Haslam 411

11:05 AM–12:20 PM

## SESSION C

### *Sensory Marketing*

*Haslam 401*

## Food Contagion: The Asymmetric Contagion Effects Between Healthy and Unhealthy Foods

Christian Arroyo, University of South Florida

## Effect of Color Saturation on Perceived Product Performance

Krissa Nakos, University of Georgia

## Auditory Cues and Their Effects on Consumer Behavior

Jordan R. Burkes, Louisiana State University

## SESSION D

### *Personal Selling*

*Haslam 403*

## A Synthesis of Research on Systems Thinking in Sales

Allison Crick, University of South Florida

## A Mixed Methods Approach to Understanding Systems-Savvy Selling and the Shared Decision-Making Process

Donovan Gordon, University of Mississippi

## A Review and Analysis of the Adaptive Selling Literature

Elizabeth McDougal, Louisiana State University

12:25–1:25 PM

## LUNCH

Haslam 501

Sponsored by Dr. Shane Hunt and Dr. George Dietz

1:30–1:55 PM

## AWARD PRESENTATIONS

Haslam 501

2:00–3:00 PM

## SESSION E

### *Pricing Strategy*

*Haslam 401*

## Personalized Pricing and Signaling Quality

Guangzhi Chen, University of Florida

## An Empirical Analysis of Extended Warranty: Designing a Dynamic Personalized Pricing Strategy

Vasavi Rayachoty, University of Arkansas

# ITINERARY

## SESSION F

### *Inclusivity in Marketing*

*Haslam 403*

#### **Let's Be Real: The Positive Impact of Body**

#### **Inclusivity in Branding and Marketing Appeals**

Lacey K. Wallace, University of Alabama

#### **When the Customer Journey Ends Before It**

#### **Begins: Revealing and Mitigating Racial**

#### **Discrimination in Financial Services**

Marina Cozac, Florida State University

**3:10–4:00 PM**

**READY. SET. NETWORK.**

**Haslam Atrium**

**4:00–5:15 PM**

**BREAK AT HOTEL**

**Graduate Knoxville**

**5:30 PM**

**DEPART TO THE ALLEY VIA  
TROLLEY (GROUP 1)**

**Lake Avenue**

Start loading at 5:15 PM.

**6:00 PM**

**DEPART TO THE ALLEY VIA  
TROLLEY (GROUP 2)**

**Lake Avenue**

Loading starts at 5:45 PM (this trolley ride will only occur if needed).

**6:00–8:00 PM**

**STRIKE UP A CONNECTION**

**The Alley at Maple Hall**

Bowling, heavy hors d'oeuvres, beer, wine, and cocktails will be served.

**8:00–10:30 PM**

**EXPLORE KNOX ON YOUR OWN**

**Old City**

**8:00–10:30 PM**

**TROLLEY PICK-UP**

**S. Central Street**

Trolley will continuously loop between the Old City and the Graduate.

First cross walk on S. Central St of Old City

## **SATURDAY, APRIL 15**

**9:00–9:45 AM**

**BREAKFAST**

**HASLAM 501**

**9:00–10:00 AM**

**COORDINATOR'S MEETING**

**HASLAM 334**

**10:00–11:15 AM**

**SESSION G**

### *Brand Messaging and Positioning*

*Haslam 401*

#### **Try Before You Buy: Increasing Attitude Through Experimentation**

Paulo Morilha Lanza-rini Gomes,  
Mississippi State University

#### **No Team in I: The Effects of Singular versus Plural Brand Frames**

Michael Jenkins, University of Kentucky

#### **Matching Inclusive Marketing Communication to Stigmatized Customers? Initial Insights into When and Why (Not) to Match and the Role of Artificial Intelligence in Service Inclusion**

Valentina O. Ubal, Florida State University



# ITINERARY

**“Green=Feminine” Exploring the Gendered Nature of Environmental Friendliness**  
Tanisha Jain, University of Mississippi

## SESSION H

*Sustainability and the Environment* **Haslam 403**

**Feeling Sustainable: Effect of Product Density on Consumer Recycling Behavior**  
Lyndsay Loomer, University of Georgia

**Simple is Eco-Friendly, but Complex is Effective: Inferences From Package Design**  
Soo Yon Ryu, University of Florida

**Exploratory Research on Consumers’ Attitudes Toward Electric Vehicles**  
Zhao Liu, Mississippi State University

**11:30–11:40 PM**

**DRS AWARD**

**Haslam 501**

**11:40–12:30 PM**

**LUNCH & CLOSING REMARKS**

**Haslam 501**

Grab N’ Go Lunch Provided

## UNIVERSITY OF TENNESSEE FACULTY



**ALEX R. ZABLAH** is the Gerber/Taylor Professor of Marketing and currently serves as head of the Department of Marketing. Zablah's research seeks to improve understanding of how frontline factors influence the quality of the interactions that occur between a firm and its customers, and ultimately, firm performance. His research has been published in leading marketing, management and information systems journals, including the Journal of Marketing, Journal of Applied Psychology, Information Systems Research, Journal of the Academy of Marketing Science and International Journal of Research Marketing. He currently serves on the editorial review boards of several premier journals including the Journal of Marketing, Journal of the Academy of Marketing Science, and International Journal of Research Marketing.



**JONATHAN HASFORD** is an Associate Professor and Director of Graduate Studies in Marketing. He holds a Ph.D. in Marketing from the University of Kentucky, an M.B.A from the University of Kentucky, and a B.S. in Business Management from the University of Louisville. Jonathan's research is primarily focused on how emotions influence consumer decision making and how training emotional intelligence can lead to healthier eating. His research has appeared in leading journals including the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Experimental Social Psychology, and the International Journal of Research in Marketing. Jonathan has previously taught at the University of Nevada, Florida International University, and the University of Central Florida.



**ANNIKA ABELL** is an Assistant Professor of Marketing and a behavioral researcher with interests in digital marketing and sensory marketing. Prior to becoming a professor, she co-owned a digital marketing agency in Germany specializing in social media and advertising. She also has more than ten years of work experience as a graphic designer and media buyer. Abell received two grants from the Association of Consumer Research (TCR group) for her research related to economically underprivileged consumer groups.



**EDDIE ARMBRISTER** is the Assistant Department Head for the Department of Marketing and Lecturer who teaches Global Marketing Strategy, Sales Force Management and Consumer Behavior. Eddie also serves as a Speech Communications Coach and Facilitator with the Physicians' Executive MBA Program. Prior to coming to UT for graduate school, Eddie worked as a professional magician with his own entertainment company, World of Wonder Productions, which he continues to operate today.



**NEERAJ BHARADWAJ** Dr. Bharadwaj's scholarly pursuits strive to combine academic rigor with practical relevance. His published articles appear in leading outlets such as the Journal of Marketing, Journal of the Academy of Marketing Science, International Journal of Research in Marketing and Journal of Product Innovation Management, among others. He is the founding member of the Sustainability Research Network, an interdisciplinary community of scholars at the Haslam College of Business and beyond who strive to understand the business implications of firms' environmental, social and/or governance initiatives. Neeraj has previously served as a consultant and seminar leader for government clients and leading multinational corporations, as well as on the faculty at Babson College, Temple University, University of Texas at Austin, and University of Chicago.



**DANIEL CHAVEZ** earned his first doctorate in managerial economics at Texas A&M in 2020 while working toward his second doctorate in marketing and supply chain at the University of Kentucky, which he completed in spring 2022. Originally from the mountains in the coffee-growing region of Honduras, Chavez has lived in five countries and ten cities, largely because of the twelve years he spent in the private sector prior to graduate school, which included general management positions at a Global Fortune 300 firm. Chavez satisfies his curiosity through his research foci on sales and pricing; the projects currently in his portfolio focus on applying quantitative models to large data sets and conducting experiments to provide insights to sales organizations on those topics.



**MARK COLLINS** is the Director of the Master of Science in Marketing and a Distinguished Lecturer of Marketing. Prior to joining UT in 1999, he worked for almost 20 years in hotel management and development for chains such as Sheraton, Hilton, Holiday Inn, and Cooper Hotel Groups' Garden Plaza Hotels. Dr. Collins has taught across much of the undergraduate business programs curriculum, including marketing management, consumer behavior, marketing research and analytics, channel management, sales force management, personal selling, brand management, global marketing strategy, and strategic management and business policy, and advanced financial management for hotels and restaurants.



**AMY ENGSTROM CLUGG** is a lecturer in Marketing. Her career in marketing and advertising spans 30 years, during which she led brands such as Anheuser-Busch, Mars Inc, Mondelez, McDonald's, Johnson & Johnson, Dell, SC Johnson, Bridgestone and Amazon AWS. She has served as vice president and managing director at DDB, as well as chief strategy officer at OKRP. She currently leads her own global consultancy and corporate training and development company with Fortune 500 multinational clients across CPG, healthcare, B2B, tech, fashion, retail, computing and transportation.



**DANIEL J. FLINT** is the Regal Professor of Marketing and Faculty Lead for the Sales Program in the Department of Marketing. Dan has published in premier and content-specific journals and books in both marketing and supply chain management that cover topics such as customer value management, relationship marketing, buyer behavior, shopper marketing, corporate identity, sustainable supply chain orientation and proactive customer orientation. He is passionate about teaching, qualitative research, research and improved business practice in the wine industry and international travel, in particular Italy. He consults with businesses in all

of these areas. Dan is a former sales engineer and Naval Flight Officer with an engineering degree from Annapolis.



**KELLY HEWETT** is a Professor of Marketing and the Reagan Professor in Business. Prior to joining UT, she worked for five years at Bank of America, where she was a senior vice president in the firm's corporate marketing group. In that position, she led corporate insights work, developed marketing strategies and served as a liaison among marketing, innovation, and new product development groups. Previously, she had a 10-year academic career, specializing in marketing strategy. Her research has been published in top academic journals in both Marketing and International Business fields. She has received awards and recognitions

for her research and teaching. She currently teaches a course in the full-time MBA program on marketing insights, and also teaches in the Executive and Professional MBA programs on topics including strategic marketing planning and marketing insights.



**MELINDA MICHELETTO** Dr. Micheletto is a Senior Marketing Lecturer in the Haslam College of Business. Previously a professional specialist at the University of Notre Dame's Mendoza College of Business, Micheletto holds a Ph.D. in marketing from the University of Tennessee and specializes in consumer behavior and qualitative methodologies.



**YOUNGTAK KIM** is an assistant professor in the Department of Marketing. He received his Ph.D. in marketing from the University of Georgia in 2022. His research focuses on sustainability, new product introductions and marketing dualities. Specifically, he looks at the firm performance implications of sustainable new products using financial and market-based measures. His awards include the 2022 EMAC-Sheth Foundation Sustainability Research Competition, 2022 INFORMS Society for Marketing Science Research Grant and 2021 Business for a Better World Dissertation Proposal Competition. His research has appeared in the Journal

of the Academy of Marketing Science. Prior to his doctoral degree, he spent seven years working in consulting and market research.





**MARK A. MOON** is an Associate Professor of Marketing. Dr. Moon earned his Ph.D. from the University of North Carolina at Chapel Hill. He also holds MBA and BA degrees from the University of Michigan in Ann Arbor. Dr. Moon's primary research interests are in buyer/seller relationships, demand management, and sales forecasting. He has published in the International Journal of Forecasting, Supply Chain Management Review, Journal of Personal Selling and Sales Management, Journal of Business Forecasting, Journal of Marketing Education, Marketing Education Review, Business Horizons, Industrial Marketing Management, and

several national conference proceedings. Dr. Moon is also the author, along with Dr. John T. (Tom) Mentzer of *Sales Forecasting Management: A Demand Management Approach*, available from Sage Publications.



**JULES MORRIS** is a lecturer of marketing and has nearly 30 years of marketing and media experience, including both higher education and corporate environments. Jules' research interests cut across a range of disciplines, including marketing, media, communications, management and leadership. She is interested in how marketing leaders nurture creativity and innovation within their organizations. She is currently pursuing her Ph.D. at the University of Tennessee, Knoxville.



**CHARLES H. NOBLE** is currently the Jerry and Kay Henry Professor of Business and the Roy and Audrey Fancher Faculty Research Fellow. His research interests focus generally on design and development processes, as applied to both products and services. He has published in many leading journals, including the Journal of Marketing, Strategic Management Journal, Journal of the Academy of Marketing Science, Journal of Product Innovation Management, IEEE Transactions on Engineering Management and many others. Charles has consulted for many organizations, primarily in the airline, retailing, consumer goods and commercial real estate sectors.



**STEPHANIE NOBLE** is the Proffitt's Professor of Marketing and William B. Stokely Faculty Research Fellow in the Marketing Department. Her primary research interests involve customer experience management in retail and service settings. She has published in several top journals including the Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Retailing, Journal of Service Research, MIT Sloan Management Review, Harvard Business Review and many other outlets. Her teaching interests are in marketing research, relationship marketing, retailing and services marketing. Stephanie serves as an Area Editor for the Journal of the Academy of Marketing Science, Journal of Retailing, and is Co-Editor for the Journal of Service Research.





**CINDY RAINES** is a distinguished lecturer and Lee and Allison Herring Endowed Teaching Fellow in the Department of Marketing. Raines holds an MBA in marketing from Case Western University and a B.S. in business from Miami University. Her areas of focus include integrated marketing communications, strategic marketing, media, branding, positioning and packaging. She has successfully advised organizations across a variety of industries, including education, consumer packaged goods, manufacturing, pharmaceutical, athletics and real estate. Raines also serves as the faculty advisor for the award winning UT chapter of the American Marketing Association. She has won numerous Addy, Telly, Communicator and Public Relations Society of America (PRSA) awards for creative excellence, including a PRSA Best of Show for national media relations. She was invited for induction into the America Order of Merit for Professional Achievements and selected as a Woman of the Year in Education by the American Biographical Institute, Inc.



**MARISABEL ROMERO** holds a doctorate in marketing from the University of South Florida. Before pursuing her doctorate, she worked for the global beverage company SABMiller, where she was in charge of the development and management of new soft drink brands in the Honduran market. Prior to joining the University of Tennessee, Romero was an assistant professor of marketing at Colorado State University. Her research interests include visual information processing, numerical cognition, and experiential consumption. Her work on these topics has been published in the Journal of Consumer Research, Journal of Marketing Research and Journal of Advertising, among others.



**RUTA RUZEVICIUTE** completed her doctoral studies at Vienna University of Economics and Business (WU Vienna) and was previously on the faculty of the University of Amsterdam. Her research primarily focuses on sensory marketing. She investigates how specific sensory cues, such as scent, influence judgment and decision making. She also examines sensory interaction effects and the role of sensory imagery in the context of e-retail. Beyond sensory influences, Ruzeviciute is interested in healthful consumption, mindfulness and sustainability in consumer

behavior.

## UNIVERSITY OF TENNESSEE STUDENTS



**MELISSA BAUCUM** entered the marketing doctoral program at the University of Tennessee in Fall 2020. She received her B.A. in integrated marketing from Pepperdine University and a certificate in dispute resolution from the Pepperdine School of Law. Prior to entering the doctoral program, Melissa worked as a marketing strategy researcher for Hulu under the Walt Disney Company. Before moving to the entertainment industry, she spent three years leading research commissioned by Fortune 100 technology firms. Her current research interests involve how technology, digitization of services and business model innovation influence firm performance.



**ZAHRA FAKHRI** began her Ph.D. in marketing in the fall of 2022 at the Haslam College of Business. Marketing strategy, retailing, and artificial intelligence in marketing are among her current research interests. Moreover, her bachelor's degree in architecture is now influencing her research interests in biomimicry and product design in marketing. She completed her master's degree in business administration, professional and managerial accounting in Italy. She completed her master's thesis, as a visiting scholar at St. Thomas University's Opus College of Business.



**MEGAN MILLER** entered the marketing Ph.D. program in the fall of 2022. Her current research interests focus on consumer behavior and include sensory marketing, social media marketing, virtual reality and consumer well-being. Prior to joining the doctoral program, she was a student and employee at Colorado State University. She completed her MBA with a graduate certificate in marketing management and attained her bachelor's degree in business administration with a concentration in marketing and a minor in mathematics.

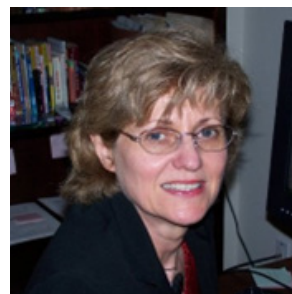


**GARRETT SHIPLEY** joined the doctoral program in fall 2019. Prior to that, he received degrees in psychology and neuroscience from the University of Cincinnati. Garrett's research interests are primarily focused on the influence of technology in retail and service settings.



**KIWOONG YOO** worked at Deloitte as an auditor and a consultant prior to joining the marketing Ph.D. program. He is a certified public accountant in the state of New York. Yoo received a B.B.A. in accounting from Hofstra University and a B.S. in interdisciplinary studies concentrating in biological sciences from Cornell University. At Cornell, he was the co-managing editor of the Ivy Journal of Ethics and a writer for The Research Paper. Kiwoong's research interests focus on international marketing strategy, as well as the marketing-finance interface and agile marketing.

## UNIVERSITY OF ALABAMA FACULTY



**Sharon E. Beatty** (Ph.D., Oregon, 1980) is Professor Emerita, Marketing, The University of Alabama. She conducts services and employee frontline research. She has published over 95 refereed articles in journals such as Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Service Research, and Journal of Business Research, and her work has received over 36,000 citations. She serves on several editorial review boards. In 1998, she was named an AMS Distinguished Fellow, in 2001 an SMA Distinguished Scholar, in 2014 a SMA Distinguished Fellow, in 2015 she

received AMS's Distinguished Service Award, in 2016 the SMS's Outstanding Contributions to Doctoral Education award, in 2019 AMS's Cutco/Vector Distinguished Marketing Educator award, and in 2022, she was inducted into UA's Culverhouse College of Business Hall of Fame. She has co-chaired three AMS Doctoral Consortia and co-founded SMS with Mike Brady. She was Doctoral Coordinator at UA for 27 years, and chaired or participated in over 45 dissertations.



**ADAM FARMER** earned his Ph.D. from the University of Kentucky in 2014 and is an associate professor in Marketing at the University of Alabama. Adam's research focuses on consumer behavior, specifically in the domains of political ideology and morality, sustainability, charitable giving, and retailing and consumer choice. He has published in the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *International Journal of Research in Marketing*, *Journal of Retailing*, *Journal of Public Policy and Marketing*, *Journal of Business Research*, and

*Journal of Consumer Affairs*. His work has also appeared at various conferences including the Association for Consumer Research, Society for Consumer Psychology, Academy of Marketing Science, and Society for Marketing Advances. Adam has also been featured in numerous outlets including HBR.org, Forbes, and AMA.org. He also serves on the Editorial Review Board for the *Journal of Retailing* and *Journal of Public Policy and Marketing* and is a reviewer for several top marketing journals.



**NATE MARTIN** is an Assistant Professor of Marketing at the University of Alabama, having received his Ph.D. from the University of Cincinnati in 2022. His research primarily focuses on two facets of consumer information processing. First, he investigates factors impacting the initial stages of information processing, such as the processes, biases, and experiences shaping how consumers encode information. Second, he explores the social consequences of information processing—specifically, how consumers send and receive social signals to and from each other. His work has

been published in the *Journal of Consumer Psychology* and has been presented at multiple conferences, including the Association for Consumer Research, Society for Consumer Psychology, and the Society for Marketing Advances. Outside of work, Nate enjoys watching soccer, being a mediocre bass guitar player, and self-deprecating humor.



**STACEY ROBINSON** received her Ph.D. from Florida State University. Her research focuses on innovating and understanding the customer and frontline employee experience, in retail and service exchanges. Robinson's 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. She is a Senior Editor for the *Journal of Business Research* and serves on

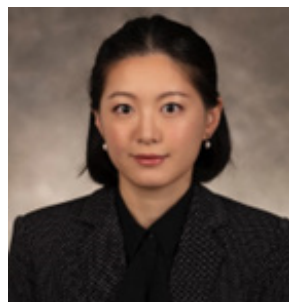
the editorial review board for the *Journal of the Academy of Marketing Science*, the *Journal of Service Research*, *Journal of Retailing*, and *Journal of Public Policy and Marketing*.



## UNIVERSITY OF ALABAMA STUDENTS



**NICOLE BOYLAN** is a first-year marketing Ph.D. student at the University of Alabama. Before beginning the program, she worked in B2B sales for a consumer packaged goods firm. Nicole earned her MBA, B.S. in Marketing, and B.S. in Management from West Chester University of Pennsylvania. Her general research interests include marketing strategy and sales.



**QINGSHUO (SHERRY) CHEN** Hailing from Tianjin China, is a first-year Ph.D. student of marketing from the University of Alabama. She holds a M.Sc. in Marketing Analytics and a Master of Teaching. Her previous professional experience in luxury sales fuels her passion for luxury marketing research, especially in status consumption, Gen Z luxury consumers, and thrifted luxury.



**ALEXANDER HANSON** is a first-year doctoral student at the University of Alabama. Prior to entering the Ph.D. program, he received his undergraduate degree in Marketing, and an MBA from the University of Central Arkansas. His research interests focus on curiosity, consumer well-being, and donation behavior.



**DAVID MATHIS** is a fourth-year doctoral student at the University of Alabama. Prior to entering the Ph.D. program he worked in marketing management for both private sector companies and public universities, and has experience working with several customer groups ranging from law enforcement and military clients to first generation and underserved incoming college students. He received his undergraduate degree in advertising from Brigham Young University, and an MBA from Utah State University. His research interests focus on digital marketing, online shopping behaviors, and the impact of ecommerce on traditional retail.



**ELISSA SHULTS** is a second-year doctoral student at the University of Alabama. She earned a master's degree in Marketing Analytics from the University of Alabama, and a bachelor's degree in business with an economics minor from Milligan University. Elissa worked as a market researcher in both the Corporate Strategy and the Innovation departments at Eastman Chemical Company, a Fortune 500 company. Her research focuses on consumer well-being and decision making, and examines the impact of negative emotions and sense of safety on consumers.



**LACEY K. WALLACE** is a second-year Ph.D. student at The University of Alabama. Her research examines Inclusion, Diversity, Equality, and Access (IDEA) topics, such as brand signaling, consumer well-being, and authenticity. She examines how these topics intersect to provide value for both practitioners and consumers, particularly stigmatized populations.



**TONGXI WANG** is a third-year Ph.D. candidate in Marketing at The University of Alabama. She earned her master's degree from Michigan State University. Her research interests include gift-giving, sustainable consumption, and service design. Wang has presented her research at AMA, SCP, and Frontiers in Service. Before starting the Ph.D. program, Tongxi worked as a senior marketing specialist at Seagate. She took charge of Seagate E-commerce business on Alibaba in China from a digital marketing perspective.

## UNIVERSITY OF ARKANSAS FACULTY



**SCOT BURTON** is a Distinguished Professor and Tyson Chair in Food and Consumer Products Retailing at the Sam M. Walton College of Business. His research interests include consumer health and well-being, public policy concerns, advertising and promotion, and survey measurement issues. He served as Co-editor-in-Chief of the Journal of Public Policy & Marketing from 2017-2020, and also as a special external consultant to the FDA Risk Communications Advisory Committee. Burton received the 2020 AMA Lifetime Achievement Award in the domain of Marketing & Society. His research has been published in more than one hundred journal articles, including the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Public Policy & Marketing, American Journal of Public Health, Journal of Applied Psychology, Journal of Retailing, JAMS, Tobacco Control, Public Opinion Quarterly, Journal of Advertising, Journal of Advertising Research, Journal of Management, MIS Quarterly, OBHDP, and others.



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



## UNIVERSITY OF ARKANSAS STUDENTS



**JOEY LAWELL** is a current first-year marketing Ph.D student in the Walton College of Business at the University of Arkansas. He received his BSM from Tulane University with a concentration in marketing and psychology in 2020. His research interests are focused on consumer behavior in areas such as social influence, consumer judgements, and digital marketing.



**MANISHA SHUKLA** is a third-year Ph.D. student in the Marketing department at Sam M. Walton College of Business, University of Arkansas. Her work primarily focuses on online word-of-mouth and consumer judgment and decision-making. She holds a master's degree in Computer Science from the University of Arkansas, Fayetteville. Before joining UARK, she worked as a Project Engineer at Center for Development of Advanced Computing, Pune, India.



**RAFAELA CANOVA DAVIDE** is a first-year Marketing Ph.D. student at the University of Arkansas. Her research interests center around Consumer Culture Theory and Gender Studies. Rafaela is a student rep for GENMAC, a feminist academic organization that is focused on gender research in marketing. A former college tennis athlete and originally from Brazil, Rafaela has been living in the U.S since 2016.



**VASAVI RAYACHOTY** is a fourth-year Ph.D. student in Marketing at Sam M. Walton College of Business. Her work primarily focuses on retailing and pricing, particularly on extended warranties. Other research interests include the impact of online technologies in marketing. Prior to joining UArk, she worked as a research associate in Marketing at Indian School of Business. She holds a bachelor's degree in civil engineering from Indian Institute of Technology, Roorkee, and certification in Business Analytics from Indian School of Business.

## UNIVERSITY OF FLORIDA FACULTY



**RICHARD LUTZ** is the Chairman of the Marketing Department and the Peter D. Sealey PhD Professor of Marketing at the University of Florida, where he has taught since 1982. He received his B.S., M.S. and Ph.D. in Marketing, all from the University of Illinois, Urbana-Champaign. He taught at UCLA for nine years before joining UF in 1982. He is a past president of the Association for Consumer Research and a former Vice President of Publications of the American Marketing Association (AMA). He is a past editor of the

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



**TIANXIN ZOU** is an assistant professor of marketing at Warrington College of Business. He received his Ph.D. in marketing in 2019 at John M. Olin Business School, Washington University in St. Louis. His research mainly focuses on online platforms, including the economic impacts of cutting-edge digital technologies, uprising business models, and platforms regulations. He also investigates how firms should design their strategies to consider consumers' psychological/non-economic considerations. His research appears in top marketing and management journals, including Marketing Science, Management Science, Journal of Marketing Research, and Production and Operations Management.

## UNIVERSITY OF FLORIDA STUDENTS



**GUANGZHI CHEN** is a second-year Ph.D. student in Marketing at Warrington College of Business. His research focuses on quantitative marketing. In particular, he is currently interested in pricing strategy, influencer marketing, and corporate social responsibility. Regarding research methodology, he has a wide range of interests from analytical modeling to machine learning and econometrics.



**YVONNE HUANG** is a second-year Ph.D. student in behavioral marketing at the University of Florida. Her interests include how consumers make judgments and choices under different contexts, particularly the influence of the current social environment, such as technology, social media, and political polarization on consumers' everyday consumption. Huang aspires to understand consumer experiences and improve consumer well-being through her research.



**SUJIN PARK** is a first-year Ph.D. student in the Marketing Department at the University of Florida. Her interests are studying how people make decisions and evaluations in different contexts and exploring interventions that can improve consumers' well-being. Additionally, her research interests extend to a range of topics of goals and motivation, emerging technologies, and conspicuous consumption.



**SOO YON RYU** is a third-year Ph.D. student at the University of Florida. Her research interests focus on aesthetics, inference-making and signaling, ethical consumption, and consumer minimalism. Her current projects investigate inferences from package designs, consequences of consumer minimalism, and unique forms of moral consumption.

## FLORIDA STATE UNIVERSITY FACULTY



**MICHAEL ("MIKE") BRADY** is the Bob Sasser Professor of Marketing and director of the marketing department at Florida State University. He is also an affiliated faculty member or honorary professor at six universities worldwide. Brady's primary research interest lies in the intersection of customers and employees in frontline service transactions. He has published articles in many top scholarly journals, and his research articles have been cited more than 27,000 times to date. Brady has won numerous awards, including the Christopher Lovelock Career Contributions to the Service Discipline Award; the SERVSIG Best Article Award; the M. Wayne Delozier, Robert Johnston, and Steven J. Shaw research awards; the Academy of Marketing Science and Florida State University outstanding teacher awards; the inaugural College of Business Distinguished Teaching Award; several outstanding reviewer awards; the Florida State University Graduate Student Mentoring Award; and the William R. Jones Award for mentoring minority doctoral students. Brady is a member of the Board of Directors of the American Marketing Association (AMA), past president of the AMA Academic Council, and Area Editor for the Journal of the Academy of Marketing Science, and is the immediate past Editor-in-Chief of the Journal of Service Research.



**MARTIN MENDE** Martin Mende is the Jim Moran Professor of Business Administration and professor of marketing at Florida State University, where he also serves as the co-director of the department's Ph.D. program. Mende earned two doctoral degrees, his first from the Catholic University of Eichstätt in Germany and his second from Arizona State University. He is the Chairperson of the ACR Transformative Consumer Research Advisory Board and serves as an area/associate editor for the Journal of the Academy of Marketing Science, Journal of Service Research, and Journal of Retailing. Mende's research focuses on relationship marketing, transformative service research, and consumer-based strategy and has appeared in leading scholarly journals. His research has been recognized with numerous international awards, including the AMA-EB-SCO-RRBM Award for Responsible Research. He has also won Best Paper Awards from both the Journal of Consumer Psychology and the Journal of Service Research. Additionally, his research has won multiple Marketing Science Institute Grants and ACR Transformative Consumer Research Grants. At FSU, Mende won a university-wide teaching award and the FSU College of Business Senior Faculty Research Award.





**MAURA SCOTT** (Ph.D. Arizona State University, M.S. and B.S. Purdue University) is the Dr. Persis E. and Dr. Charles E. Rockwood Eminent Scholar in Marketing in the Dr. Persis E. Rockwood School of Marketing at Florida State University. Her research interests include consumer behavior, consumer and societal well-being, public policy and services marketing. Her research examines how to help improve consumers' financial, health and food decisions, particularly among vulnerable populations. Scott is joint Editor-in-Chief of the Journal of Public Policy & Marketing (JPP&M).

She also serves as Associate/Area Editor for the Journal of Consumer Research, the Journal of Marketing Research, and the Journal of the Academy of Marketing Science. She previously served as associate editor for the Journal of Marketing. She is an editorial review board member of leading journals including the Journal of Marketing and the Journal of Consumer Psychology. Scott is President of the American Marketing Association's Academic Council. Her research is published in leading scholarly journals and has been recognized with awards, including the Thomas C. Kinnear Best Paper Award (JPP&M), the AMA-EBSCO-RRBM Award for Responsible Research and a Robert Ferber Research Award Honorable Mention (JCR). She won the Williams-Qualls-Spratlen (WQS) Multicultural Mentoring Award of Excellence. She was also selected as a Marketing Science Institute (MSI) Young Scholar. At FSU, she received the College of Business Outstanding Senior Faculty Research Award. She also has won numerous MSI and ACR grants for her research. Dr. Scott's industry background includes marketing management positions at 3M, Dial Corporation and Motorola. Scott has taught undergraduate consumer behavior, marketing management, marketing principles and marketing strategy, and doctoral seminars in consumer behavior theory and consumer behavior research methods.

## FLORIDA STATE UNIVERSITY STUDENTS



**MARINA COZAC** is a fourth-year marketing doctoral candidate at Florida State University. She holds a Bachelor of Science degree in Mathematics and Statistics from the University of Nebraska. Her research interests are in Consumer Behavior and Transformative Consumer Research, especially in health and well-being. Marina's research examines news consumption, focusing on infodemics and interventions to protect individuals against misinformation, and is also interested in research on food consumption, financial services, and technology. Marina has a manuscript conditionally

accepted at the Journal of Marketing Research, and another manuscript invited for revision at the Journal of Public Policy and Marketing. In addition, her research is published in the Journal of Consumer Affairs, and is forthcoming in the Journal of Business Research. Marina has presented her research at Winter AMA, MPPC, ACR, and SMS conferences. She has also reviewed for the Journal of Consumer Affairs and was on the social committee for TCR. She seeks her doctoral degree under the guidance of Dr. Maura Scott and Dr. Martin Mende.



**VALENTINA UBAL** is a third-year doctoral student at Florida State University. Her research focuses on Transformative Consumer Research, specifically financial decision-making, news consumption, misinformation, and well-being. She presented her work at the Association for Consumer Research Conference and was session chair at the American Marketing Association Conference. She recently published a paper about sales well-being in the Journal

of Personal Selling & Sales Management and had her work also invited for revision at the Journal of Service Research and Journal of Public Policy & Marketing. She won a grant from the Association for Consumer Research Transformative Consumer Research Grants in 2021, and from the Marketing Science Institute and Journal of Public Policy & Marketing Research Competition IN 2022 for her research on misinformation. Valentina has been invited to review for the Journal of Public Policy & Marketing. She has taught undergraduate courses and has been a teaching assistant for Basic Marketing Concepts, Consumer Behavior, Service Marketing, and Retail Management courses. Before becoming a doctoral student at FSU, Valentina completed a Bachelor of Business Administration degree at the Federal University of Pampa (Brazil) and a Master of Science in Marketing degree at the Federal University of Rio Grande do Sul (Brazil). She has also taught undergraduate students in several business-related courses in Brazil.



**RACHEL HOCHSTEIN** is a fifth-year Ph.D. candidate at Florida State University. She also has an undergraduate degree in Theatre and Hospitality Management and an MBA from Florida State University. Her work focuses on wellness marketing, consumer self-care, consumer mental health, and engagement marketing from a consumer-based strategy perspective combining both qualitative and quantitative methods. Rachel is a two-time fellow at the Marketing Strategy Consortium and her research has been presented at AMA, ACR, and CCT conferences.



**DAN R. BRADBURY** is a fifth-year doctoral candidate and currently works with Dr. Willy Bolander and Dr. Joe Cronin, primarily specializing in systematic reviews with interests in CSR, digital assets, and sustainability. He currently has one publication in the Journal of the Academy of Marketing Science, along with Willy Bolander, Nawar Chaker, and Alec Pappas, titled “Operationalizing salesperson performance with secondary data: aligning practice, scholarship, and theory.” For his dissertation, Dan is challenging current paradigms around what it means to be “green.”



**MATILDA VEVERA** is a first-year doctoral student at Florida State University. She has undergraduate degrees in Actuarial Sciences and Risk Management & Insurance also from Florida State University. Her current research interests include the Healthcare and Insurance industries along with applications of risk within marketing.

## UNIVERSITY OF GEORGIA FACULTY



**ANINDITA CHAKRAVARTY** is an Associate Professor of Marketing at the Terry College of Business. Her research interests lie in marketing strategy and digital marketing. She has published in top-tier marketing journals such as Marketing Science, Journal of Marketing, Journal of Marketing Research, Management Science, and the International Journal of Research in Marketing. In terms of service to the field, she is an associate editor at the Journal of Marketing Research and serves on the editorial boards of the



Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Interactive Marketing, and the International Journal of Research in Marketing. She won the Lehmann Award in 2017 and was awarded the 2020 Varadarajan award for early career excellence in strategy research. She was also recognized as an MSI scholar in 2020.



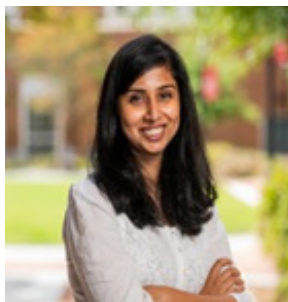
**JOHN HULLAND** is the Emily H. and Charles M. Tanner, Jr. Chair in Sales Management, and Professor of Marketing at the Terry College of Business. His research interests include understanding how social interactions – particularly in online communities – influence attitudes and behaviors. He is also interested in Dark Web, chatbot, and online privacy issues. John’s research has appeared in a wide variety of leading journals, including Journal of the Academy of Marketing Science (JAMS), Journal of Consumer Research, Marketing Science, Journal of Marketing Research, and

Journal of Marketing. John is currently ranked 36th for lifetime research impact in the marketing discipline (based on published data compiled by an interdisciplinary team of scientists, ranking the top 2% of all scholars across 174 academic fields of study). He is also the current Editor-in-Chief of JAMS.

## UNIVERSITY OF GEORGIA STUDENTS



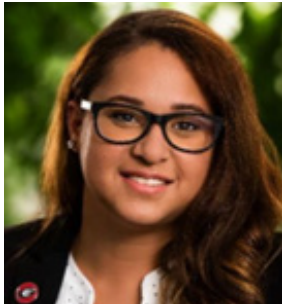
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**SAKSHI BABAR** is a second-year Ph.D. student at the Terry College of Business. Her research interests are in the areas of climate change and marketing, business-to-government selling, and emerging markets.



**JOCELYN CAO** is a first-year Ph.D. student at the Terry College of Business. Her research interests are in the areas of influencer marketing, social media, and metaverse in business-to-business.



**NICOLE DAVIS** is currently pursuing a Ph.D. in Marketing from the University of Georgia. She is a third-year doctoral student with research interests in diversity and inclusion, consumer-based strategies, and branding.



**LYNDSAY LOOMER** is a third-year Ph.D. student at the Terry College of Business. She previously worked in brand management, received her MBA in Marketing from Indiana University, and has a Bachelor of Arts in Journalism (A.B.J.) from The University of Georgia. She studies consumer behavior and her research interests include packaging, retailing, and sustainability.



**KRISSA NAKOS** is a third-year Ph.D. student at the Terry College of Business. Her primary research interest is in data privacy, specifically the tradeoff between privacy and personalization.



**LAN ANHTON** is concluding her final year as a Ph.D. student at the Terry College of Business. Her research investigates aesthetics, authenticity, and emotions. She is joining Texas Christian University as an Assistant Professor in Marketing in the Fall of 2023.



**BEESON SHIN** is a first-year PhD student at the Terry College of Business. Her research interests include authenticity, consumer decision-making, and gift-giving.

## UNIVERSITY OF KENTUCKY FACULTY



**ALEXIS ALLEN** is an Assistant Professor of Marketing at the University of Kentucky. Her research focuses on aspects of service encounters that can lead to higher quality customer experiences, as well as aspects of sales strategy from the firm perspective and the impact on both customer relationships and firm performance. Her research has been published in several premier outlets, including *Journal of Marketing*, *Journal of the Academy of Marketing Science*, and *Journal of Marketing Research*. Prior to working in academia, Alexis worked in the retail industry, as well as in collegiate athletics. She received her Ph.D. in Marketing from Florida State University. She also has an M.B.A. and a B.S. in Management, both from Southern Illinois University.



**ADAM CRAIG** is the Carol Martin Gatton Associate Professor of Marketing in the Gatton College of Business and Economics at the University of Kentucky. He received his Ph.D. from the University of South Carolina. His research utilizes techniques ranging from paper and online preference questionnaires to eye-tracking and functional brain imaging (fMRI) to study consumer and financial decision-making. Over the last three years, he has also served as a research fellow at the U.S. Securities and Exchange Commission, Office of the Investor Advocate. Adam is currently the Director of Graduate Studies for the Marketing department.

## UNIVERSITY OF KENTUCKY STUDENTS



**MICHAEL R. JENKINS** is a third-year marketing doctoral candidate and is a recipient of the Lockett Fellowship and the Gatton Scholarship. He has presented his research at the Southeastern Marketing Symposium and the American Marketing Association winter and summer conferences. His research interests are in brand linguistics and brand semiotics with an emphasis on small, local, and personal brands. Michael currently teaches Consumer Behavior at Kentucky. He enjoys playing basketball, camping, and occasionally attempting yoga.

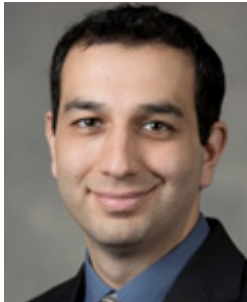


**JOSH LUNDBERG** is a fifth-year Ph.D. student in Marketing at the Gatton College of Business and Economics at the University of Kentucky. Prior to becoming a doctoral candidate, Josh worked in service/hospitality for what felt like forever. These days, Josh researches sensory stuff, like the influence of temperature on risk-taking, or imagery stuff, like how mental simulation can increase prosocial behavior. Other than that, Josh likes to hang out with his wife, dog, and cats, grow plants, play tennis, and spend time in the sunshine. Come on down.



**UMAIR USMAN** is a fifth-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 and the Lockett Scholarship Award. He received his BSc (Hons) Accounting and Finance degree in 2015 from Lahore University of Management Sciences, Pakistan. Usman's research interests focus on consumers' interaction with new technology such as blockchain and Artificial Intelligence (AI) and how it affects consumers' behavior. He is also interested in studying the role of daily life emotions, such as envy, on a consumer's behavior. Outside of work, he is interested in soccer and video games.

## LOUISIANA STATE UNIVERSITY FACULTY



**NAWAR N. CHAKER** is an Assistant Professor of Marketing at the E.J. Ourso College of Business. He earned a Ph.D. in Marketing from the University of Tennessee. Prior to joining academia, he spent several years in selling roles. His main research interests revolve around understanding drivers of salesperson performance, emotions in sales, the salesperson-sales manager interface, cross-functional sales relationships, and front-line employee management. His research has appeared in the Journal of the Academy of Marketing Science, Production and Operations

Management, Decision Sciences, Journal of Service Research, Journal of Business Ethics, Industrial Marketing Management, Journal of Personal Selling & Sales Management, among others. He is also an editorial review board member at the Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Personal Selling & Sales Management, and Journal of Marketing Theory and Practice.



**RONALD W. NIEDRICH** is Professor and Robert S. Greer Chair in Marketing at E. J. Ourso College of Business. He has been employed by LSU since 1999 and has been serving as Department Chair since 2013. He served as the Director of the Professional Sales Institute from 2013-2015, the Marketing Department Ph.D. Advisor from 2008-2012, and the Behavioral Research Lab Administrator from 2000-2008. His research focuses on consumer judgment and decision-making and has appeared in Journal of Consumer Research, Journal of Marketing Research, Journal of the Academy

of Marketing Science, Journal of Retailing, and others. Niedrich 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. Niedrich has a B.S. in engineering from Clemson University, an MBA from the College of William and Mary, and a Ph.D. in business administration from the University of South Carolina.



## LOUISIANA STATE UNIVERSITY STUDENTS



**JORDAN RIDLEY BURKES** is a second-year doctoral student in the Department of Marketing at the E.J. Ourso College of Business. She graduated from Auburn University with an MBA and M.S. in Finance and from Texas A&M University with a B.S. in Business Administration. Her research interests include digital and social media marketing as well as the effects of corporate social responsibility on consumers' perceptions. Prior to attending LSU, Jordan was the program coordinator for the Auburn Center for Ethical Organizational Cultures, president of the Student Center for Public Trust, and writer for the Auburn Plainsman.



**MD NURUL ALAM** is a second-year doctoral student in the Department of Marketing at E.J. Ourso College of Business. Prior to attending the doctoral program, he completed his Master's in finance with honors from the University of Tampa. He grew interested in customer relationships, B2B marketing, and marketing strategy while working as a practitioner at Coats Bangladesh Ltd., a subsidiary of Coats Plc, UK. His research interests broadly include relationship marketing, marketing strategy, and innovation. He has also co-authored research papers in Sustainability, Foods, and the British Food Journal.



**ELIZABETH MCDUGAL** is a second-year doctoral student in the Department of Marketing at the E.J. Ourso College. She holds an MBA and M.S. in Marketing from Georgia State University and a B.A. in Marketing from Southeastern Louisiana University. Her current research interests include buyer-seller relationships in the contexts of professional sales and B2B digital marketing. She has published past research focusing on brand storytelling and innovative marketing pedagogy. Prior to attending LSU, Elizabeth worked as a university marketing instructor, as well as a marketing manager and consultant in multiple industries, including the aerospace, financial services, media, education, and industrial sectors.



**CANDICE MARTI** is a second-year doctoral student in the Department of Marketing at the E.J. Ourso College of Business. She earned her B.A. in social science with a minor in psychology and her M.B.A. with an emphasis in marketing and international business from Chapman University in Orange, CA. Her research interests include the impacts of risky product consumption, atmospherics, frontline employee-customer interactions, and the influence of service leaders in service firm strategy. Prior to pursuing a Ph.D., Candice held marketing leadership positions in multiple industries, including financial services, public health, transportation, and healthcare.



## UNIVERSITY OF MEMPHIS FACULTY



**GEORGE D. DEITZ** received his Ph.D. in Marketing in 2006 from The University of Alabama. He also holds a M.S. in Sport Management as well as B.S. in Marketing and B.A. in English Literature degrees, all from West Virginia University. Prior to earning his Ph.D., Dr. Deitz worked for more than a decade for several leading application software and enterprise software firms, fulfilling a host of sales and marketing management responsibilities.



**SUSANA JARAMILLO** is an Assistant Professor of Marketing in the Marketing and Supply Chain Management Department in the Fogelman College of Business and Economics. 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 and a Ph.D. in Marketing from the University of Alabama. Susana's areas of interest are the role of emotions in service interactions, service relationships, service recovery, and transformative consumer research. She is specifically interested in determining frontline employees' behaviors that can help to alleviate consumers' negative experiences during service interactions. Additionally, Susana has a particular interest in understanding consumers' behaviors to improve their well-being.



**SUBHASH JHA** is the current marketing Ph.D. coordinator and is an Assistant Professor of Marketing at the Fogelman College of Business & Economics. Prior to joining the department, he had five years of experience as an assistant professor of marketing from his time in India and in the states. He has garnered over 1,000 citations from publishing over 30 peer-reviewed research papers in several leading journals. His article "Effects of frontline employee role overload on customer responses and sales performance," published in the European Journal of Marketing, has been selected as a highly commended paper in the 2018 Emerald Literati Awards for Excellence. He currently serves on the editorial review board for the Journal of Business Research and the Journal of Service Theory and Practice.

## UNIVERSITY OF MEMPHIS STUDENTS



**DELLA GARNER** joined the Fogelman College of Business and Economics as a Marketing Ph.D. student in the fall of 2020. She received her B.S. in Marketing at Clemson University in 2007 and was working on her MBA at the University of Alabama at Birmingham prior to joining the program. She brings 13 years of relevant corporate experience within multiple facets of marketing and advertising. She has experience teaching at both the undergraduate and graduate levels. Her research interests lie within consumer behavior, advertising, and stigma. In addition to her research, Della serves on the executive boards of both the Graduate Student Association (GSA) and the Institute for Intelligent Systems Student Organization (IISSO).



**PRIYANKA SINGH** is a fourth-year doctoral student at the University of Memphis. She is UGC-NET (JRF) and has academic experience of more than 10 years. She is a member of the American Marketing Association and INFORMS Society for Marketing Science (ISMS). Besides her teaching interests, she is also equipped with software skills which include SPSS for multivariate Data Analysis; AMOS for structural equation modeling, Analytical Hierarchy Processing (AHP), DEMATEL, ISM, and TOPSIS. Her research interests include digital marketing strategy, marketing-finance interface, multi-criteria decision-making, and cybersecurity breaches.



**SVETLANA TOKAREVA** is a fourth-year Ph.D. student in the Department of Marketing & Supply Chain Management at the University of Memphis. Prior to entering the Ph.D. program, Svetlana worked for Kohler as a Senior Marketing Analyst and for Kraft and Coca-Cola as a Brand Manager. She received her MS degree in Marketing from The University of Tampa in 2018. Her research interests include brand management, marketing strategy, biometric research (EEG, GSR, eye tracking), and consumer behavior. In her spare time, Svetlana loves traveling with her family, meeting new people, and exploring new places.



**CASEY WALDSMITH** joined the Fogelman College of Business and Economics as a Marketing Ph.D. student in the Fall of 2021. Before beginning her Ph.D. program, she was a full-time Senior Program Manager for KSU Journey Honors College and instructor of Marketing for Coles College of Business at Kennesaw State University. During her tenure at KSU, she recruited and retained top students at the institution, ultimately increasing Honors Program enrollment by 177%. Casey also worked closely with the Dean of KSU Journey Honors College to secure a \$10 million dollar endowment for student scholarships, the largest gift in KSU history. Her research interests include consumer behavior, digital and social media, digital targeting, and neuromarketing.



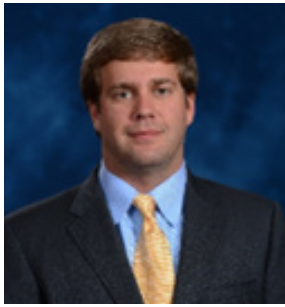
**JINGJING WU** joined the Fogelman College of Business and Economics as a Marketing Ph.D. student in the fall of 2021. She received her M.S. in Marketing Analytics and M.S. in Accountancy at the University of Houston. She worked as a marketing research project manager and instructional assistant at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

## UNIVERSITY OF MISSISSIPPI FACULTY



**MELISSA CINELLI** (Ph.D., University of Florida) is an Associate Professor of Marketing and serves as the SONA coordinator for the Department of Marketing. Dr. Cinelli's research broadly examines the social functions that brands and products serve for consumers, specifically examining how brands and consumers' identities interact to shape brand evaluations, impression forma-

tion, and impression management.



**CHRISTOPHER L. NEWMAN** is an Associate Professor of Marketing and holds the P.M.B. Self and William King Self Chair of Free Enterprise. He also serves as the Marketing Doctoral Program Coordinator. Newman's research focuses on marketing and public policy issues, primarily within the domains of 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*, *Journal of Business Research*, *Industrial Marketing Management*, and the *American Journal of Health Promotion*, among others. Newman received the 2021 Responsible Research in Marketing Award from the American Marketing Association (AMA) and EBSCO, and was named the 2018 Emerging Scholar by the AMA's Marketing & Society Special Interest Group. The Ole Miss Business School has twice honored him with the Outstanding Publication of the Year Award and twice named him the Outstanding Junior Researcher of the Year. He currently serves on the Editorial Boards of the *Journal of Public Policy & Marketing*, *Journal of Service Research*, *International Journal of Advertising*, and the *Journal of Consumer Affairs*.

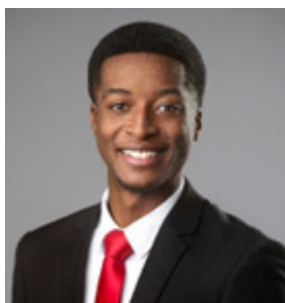
## UNIVERSITY OF MISSISSIPPI STUDENTS



**TANISHA JAIN** is a first-year doctoral student in Marketing at the University of Mississippi. She has a master's degree in social psychology from The University of Chicago. Prior to attending Ole Miss, Tanisha was working as an RA at IIM Bangalore. She has also worked as a senior analyst in digital marketing. Tanisha is primarily interested in consumer behavior and decision-making.



**AISHA GHIMIRE** is a third-year Ph.D. student at the University of Mississippi. Her research interests include marketing leadership, branding strategy, innovation, and product development.



**DONOVAN GORDON** is a first-year doctoral student in Marketing at The University of Mississippi. He is a member of several organizations which include The Ph.D. Project's Marketing Doctoral Student Association, Southern Regional Educational Board Scholars, Deans Elite Scholars, and the American Marketing Association's DocSig, where he serves as the Vice Chair of Special Projects and Partnerships. Before coming to The University of Mississippi, Donovan completed his master's degree in Business Administration with a minor in Marketing at Mississippi State University. Prior to that, he completed his undergraduate studies in Biochemistry and Molecular Biology with

a minor in Spanish, also at Mississippi State University. Donovan's research interests include sales/sales management and marketing strategy with an emphasis on the medical device industry.



**EMMA WELCH** is a third-year doctoral student in the Department of Marketing at the University of Mississippi. As a consumer behavior researcher, Emma's primary interests include understanding consumer's perceptions towards persuasive marketing communications, as well as how those consumers react and cope with marketing communications and interactions with brands in different contexts, like through co-creation opportunities on social media. Prior to attending Ole Miss, Emma was a social media manager for a clinical sports psychologist. She has also worked as a digital account manager, managing different marketing channels for clients as well as overseeing several rebranding projects.

## MISSISSIPPI STATE UNIVERSITY FACULTY



**MICHAEL BREAZEALE** is an Associate Professor of Marketing at Mississippi State University. His primary areas of research encompass consumer-brand relationships, retail atmospherics, branding applications for non-traditional organizations, and social media marketing. He has won multiple awards for both teaching and research and serves as a reviewer for several top marketing journals. Breazeale 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. Breazeale is also the director and co-founder of the Market Innovation Lab and Observatory (MILO) at Mississippi State and the Inclusion and Diversity Officer for the College of Business.



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

## MISSISSIPPI STATE UNIVERSITY STUDENTS





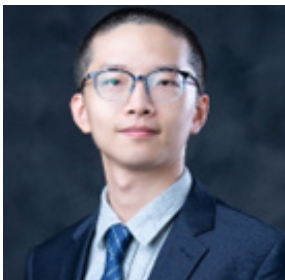
achievement of goals of firms.

**PAULO GOMES** is a second-year Marketing PhD student, originally from Curitiba, Brazil. He received a Bachelor of Arts in Law degree from the Pontifical Catholic University of Parana, a Master of Science degree in Marketing from the University of South Florida, and an MBA from the Federal University of Parana. His previous work experience includes supply chain in a Brazilian telecom company and marketing in a global bank. His research interests include marketing strategy and marketing communications, with a focus on the effects of propositions of value on performance and



facing and incorporating that into her research. She has recently published in the Journal of Services Marketing and the Journal of Product and Brand Management.

**HALEY HARDMAN** is a fifth-year doctoral candidate 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 retail strategy and branding. She enjoys working directly with companies to help solve problems they are currently



**ZHAO (ZACK) LIU** is a first-year Marketing PhD student at Mississippi State University. He received his Bachelor degree in Information and Calculation Science from South China Agricultural University in China and MBA degree from Emporia State University in Kansas. His work experience includes research and teaching experience at Emporia State University. His research interest lies in green marketing, consumer satisfaction, social median marketing and service marketing.



**XINWEI (SYLVIA) LIU** is a first-year Marketing PhD student originally from Henan, China. She received a Bachelor of Science in Psychology from Emporia State University. She won a Second Research Prize for Great Plains Students' Psychology Convention as an undergraduate. Now her research interest lies in consumer behavior, especially how to improve online consumption satisfaction, how gender role affects consumer behavior, and what factors shape consumption beliefs. She enjoys working with the interdisciplinary topics between psychology and marketing.



received the 2021 Mississippi State University College of Business Outstanding Doctoral

**JUTONG WEN** is a fifth-year Marketing Ph.D. candidate from Guangdong, China. He received his MBA from the University of Montana, M.S. degree in Applied Finance from Pepperdine University, and a B.S. degree in Economics from Sun Yat-sen University. Before entering academia, he worked in commercial banking as an assistant account. He has published research in the conference proceedings of Society for Marketing Advances, Academy of Marketing Science, SMS, and has taught various marketing courses. In recognition of his teaching performance, he

Student Teaching Award. His research interests include service robots and self-service technology, advertising linguistics, social media marketing, international and cross-cultural marketing, and branding.

## UNIVERSITY OF SOUTH FLORIDA FACULTY



**DIPAYAN BISWAS** is the Frank Harvey Endowed Professor of Marketing and the Marketing Ph.D. Coordinator at the University of South Florida. His key research interests are in sensory marketing and its effects in the domains of food consumption, digital marketing, and retailing. His research has been published in Journal of Consumer Research (JCR), Journal of Marketing (JM), Journal of Marketing Research (JMR), Journal of the Academy of Marketing Science (JAMS), and Journal of Business Research (JBR), among other journals. He is Co-Editor-in-Chief of JBR, Associate Editor at JMR and at JAMS and on the editorial review boards of JCR and JM. His research has been covered extensively by over 200 media outlets, including WSJ, ABC, CBS, CNN, NBC, NYT, and WaPo, among others. He has been a visiting professor at universities in Austria, Finland, France, Germany, Netherlands, Norway, and Sweden.

## UNIVERSITY OF SOUTH FLORIDA STUDENTS



**CAITLYN ALBERS** is a first year, Marketing Ph.D. student at University of South Florida. She has an MBA with concentrations in Data Analytics and Project Management, and a BBA with a concentration in Marketing. She is a behavioral researcher with interests in sensory marketing, e-marketing, and product labeling. She has published one of her master's projects in the Young Consumers journal.



**CHRISTIAN ARROYO** is a second-year Ph.D. student in Marketing at the University of South Florida. He holds a bachelor's degree in Business Administration and an MSc in Management from the Icesi University in Colombia. His research interest is sensory marketing in the food domain. He has an inclination towards transformative consumer research: He believes that marketing research should help us build a better world. His work has been published at journals such as Appetite and Food Quality and Preference.



**ALLISON CRICK-SMITH** is a second-year Marketing Ph.D. student at USF. She previously received her bachelor's degree in accounting and marketing with a sales management concentration as well as her MBA from Indiana State University. Her corporate experience includes roles in marketing, business analytics, accounting, finance, consulting, and sales. Her research interests include salesperson effectiveness, sales management influence, sales-marketing interface, and buyer-seller interactions. She currently serves as the Vice President of the Ph.D. Student Organization at the Muma College of Business and the Assistant Vice Chair of

Content Management for AMA DocSIG.



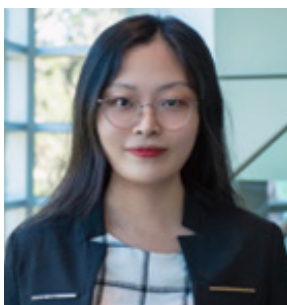
**JIHEE HWANG** is a first-year Ph.D. student in Marketing at the University of South Florida. With a Master's degree in Agricultural Economics from Seoul National University and a Bachelor's degree in Food Science and Technology from Seoul National University of Science and Technology, she brings a unique and valuable perspective to her studies. Her major research focus is on understanding the external factors that drive individuals' product preferences, specifically in the areas of product sensory experiences. This line of inquiry sheds light on the complex and multifaceted nature of consumer behavior, and the role that

sensory experiences play in shaping product preferences. In addition, Jihee is also exploring the ambivalent feelings that consumers may have towards innovative sustainable products in the context of risk communication. This line of research sheds light on the importance of effectively communicating the benefits and potential risks of sustainable products, and how this can impact consumer behavior.



**MIKYOUNG LIM** is a third-year Ph.D. candidate in Marketing at the Muma College of Business. Prior to academia, she worked in the health & beauty industry for four years as a project manager in a strategy & planning team. While working in the retail sector, she developed an interest in designing retail environments to enhance the consumer experience. Her substantive interests are in managerially relevant behavioral research in retail settings, with emphasis on topics related to consumer well-being, and happiness, in the domain of sensory marketing and digital marketing. As a

former marketing practitioner, she is keen to work on research that can directly influence the business practices of companies, linking industry with academia.



**MINGXI YANG** is a third-year Ph.D. student at the Muma College of Business. Her research involves using empirical models to analyze the marketing strategy and financial success of digital products with multiple distribution channels in the motion picture industry.

## UNIVERSITY OF TENNESSEE SMS ALUMS



**ADAM HEPWORTH** is an Assistant Professor of Marketing and Associate Director of Client Relations and faculty advisor in the Center for Consumer Research and Analytics (CRA) at the University of Ohio. He received his PhD from the University of Tennessee, Knoxville. His research interests focus on consumer-based strategy, customer-employee interactions, and frontline employees. Prior to academia, Adam worked for several years in the field of digital marketing



**RILEY T. KROTZ** is an Assistant Professor of Marketing at Texas Tech University and will be joining the faculty of Florida State University in Fall 2023. Riley's research explores digital marketing and technology in retail and service settings; focusing on the organizational frontlines, public policy, and blood donations. Riley's research has received over \$175,000 in grant funding and is invited for revision at the Journal of Marketing, the Journal of Marketing Research, and is published in the Journal of Supply Chain Management, and the Journal of Public Policy & Marketing. Riley has received numerous recognitions and awards, including a

Congressional Commendation by the United States Senate; the AMA RAPSIG Best Paper Award for Significant Contributions to the Literature; the AMA DocSIG Mathew Joseph Emerging Scholar Award; the Organizational Frontlines Young Scholar Award; the Life-Share Advancement in Blood Science Award; the City of Lubbock Chamber of Commerce Top 20 Under 40 Award; the Outstanding Faculty Mentor Award; the Hidden Gem Recognition for Supporting Student Success; the Texas Tech Faculty C-Startup Teaching Award; the Runner-Up for AMA SERVSIK Best Dissertation Award; the Difference Maker Award for Outstanding Community Contributions; the Dr. Marva Rudolph Award for Diversity, Equity, and Inclusion; among others.



**NA YOUNG LEE** is an assistant professor of marketing at the University of Dayton. She received her PhD from the University of Tennessee in 2018 and her MBA with a concentration in marketing strategy from Vanderbilt University in 2015.



**HEATH MCCULLOUGH** is an assistant professor of marketing at Auburn University. He earned his doctorate at The University of Tennessee, a master's in marketing analytics from The University of Alabama, and a bachelor's in economics from the University of North Alabama. McCullough's previous work experience includes five years in the US Marine Corps with 1st F.A.S.T. (Fleet Anti-Terrorism Security Team) and 2nd Battalion, 4th Marines Scout Sniper Platoon as a scout sniper.



**TYLER MILFELD** is an assistant professor at Villanova University. After earning his MBA in Marketing from McCombs School of Business, the University of Texas at Austin and from Pontificia Universidad Católica de Chile, Milfeld served in various marketing roles in a series of companies. He recently earned his Ph.D. in Marketing from the University of Tennessee, Knoxville, conducting research on brand communication and consumer responses, and has taught Principles of Marketing, Digital Marketing, and Brand Management.





**MOHAMMAD (MIKE) SALJOUGHIAN** is an assistant professor of marketing at the University of Missouri. He received his PhD in marketing and a master's degree in statistics and data science from the University of Tennessee, Knoxville. Saljoughian is currently conducting research on customer engagement and front-line employees. His research relies heavily on quantitative models, empirical modeling, big data analysis, deep and machine learning, causal inference, natural language processing (NLP), and Bidirectional Encoder Representations from Transformers (BERT). His work has appeared or is under review in leading journals such as the Journal of the Academy of Marketing Science and Journal of Marketing Research.



**ANNETTE TOWER** joined the department at Clemson University in 2019 and holds a Ph.D. in Marketing from the University of Tennessee. In her research, she leverages econometric models and innovative datasets to investigate strategic marketing issues such as resource allocations, interfirm relationships, and global marketing strategies. Annette has work experience in PR, sales, and small business development. As a native of Germany, she enjoys traveling, exploring the outdoors, and Fußball with her family.



**ROMAN WELDEN** joined the Marketing Department at the University of Indiana in August 2022. He earned his Ph.D. in Marketing at the University of Tennessee. Roman is a marketing strategy researcher, and his primary research areas include video game marketing, influencer marketing, social influence, and social media. Currently his main research interest is understanding the marketing process throughout the video game ecosystem. His research has been published in the Journal of Marketing Research and the International Journal of Research in Marketing.

# RESEARCH PRESENTATION ABSTRACTS

UNIVERSITY OF TENNESSEE: APRIL 13-APRIL 15, 2023

## SESSION A

### UNDERSTANDING CUSTOMER SATISFACTION

FRIDAY, APRIL 14

9:30-10:45 AM

HASLAM 401

SESSION CHAIR: RUTA RUZEVICIUTE

#### **The Sleepy Reviewer and Postive Reviews**

*Jingjing Wu, University of Memphis*

This research assesses the impact of customers' sleepiness on their online reviews. Using multiple methods (regression discontinuity design, text analysis, and experiments), the authors discovered that sleepier consumers tended to leave nicer reviews. The effect of sleepiness on positive reviews uncovered in this research is somewhat nonintuitive, in the sense that, a priori, one might expect sleepiness to lead to more negative than positive reviews. The authors discuss implications of the findings for different research areas and for marketing practice.

#### **Effect of Political Ideology on Consumer Return Behavior**

*Manisha Shukla, University of Arkansas*

Research in political psychology has demonstrated that liberals and conservatives differ from one another in numerous areas, including personality traits and cognitive processing styles (Jost, 2017), leading to differences in consumer behaviors (e.g., Barra, 2014; Farmer, Kidwell, & Hardesty, 2014; Khan et al., 2013). In this study, we attempt to address the following questions. First, we examine whether and how consumers' political identities influence their product return behaviors. Second, we consider how such an impact differs across products with different characteristics (e.g., between national brands vs. private labels, price level, etc.). We cast our proposed model in the context of grocery shopping. We hope findings from our study could lead to implications for retailers to design more effective targeted policies of product returns.

#### **Good Morning, Sunshine: How Complaint Time-of-Day Submittal Affects Satisfaction with Company Response Time**

*Della Garner, University of Memphis*

We find evidence that the time of day of complaint submittals can impact customer satisfaction with company response times. As mental accounting theory considers variables outside the basic economic model of consumer choice, we posit that perceptions of time change as the day progresses. We find that consumers who submit complaints in the morning (vs. afternoon) are more satisfied with companies' prompt responses. We expand on the recovery timing literature by revealing that the time of day of complaint submittals (a previously unexamined variable) significantly impacts customer satisfaction with companies' response times. Across three experimental studies, we demonstrate that having a standardized timing process for responding to customers can backfire. We provide clarity on how companies should prioritize responses to customer complaints based on the time of day of the submittal. While prior literature has mainly focused on responding to customers within a certain timeframe, this research illustrates how the time of day in which a complaint is initiated can impact customer satisfaction with companies' response time.

## SESSION B

### THE FUTURE OF RETAILING

FRIDAY, APRIL 14

9:30–10:45 AM

HASLAM 403

SESSION CHAIR: MOHAMMAD (MIKE) SALJOUGHIAN

#### **The Merchants of Meta: A Research Agenda to Understand the Future of Retailing in the Metaverse**

*Kiwoong Yoo, University of Tennessee*

Due to rapid technological developments, the metaverse is quickly garnering attention from all areas of retailing. With a projected market of \$800 billion by 2024, the metaverse is expected to radically reshape retailing in the digital world. However, very little is known about the metaverse from a customer, retailer, or brand perspective. This article summarizes how the metaverse has been conceptualized thus far in the literature and the popular press. The authors offer a new conceptualization of the metaverse that contains four distinct dimensions: online collaboration, high consumer immersion, unique digital assets, and digital personas. Considering that the technologies currently used to provide high consumer immersion and unique digital assets are not fully developed or commercialized, the authors also propose the concept of a transitory metaverse to understand the current stage of metaverse development better. The authors conclude by providing 27 directions for future research based on a full factorial of how the metaverse dimensions amplify three customer touchpoints in the digital experience (digital economic exchange, complex social relationships, direct environment interaction) for the three main stakeholders of any retailing exchange (consumers, retailers, brands) along the entire customer journey (pre-purchase, purchase, post-purchase).

#### **Through the Looking Glass: How Visibility into a Retail Space Impacts Customer Approach Behaviors**

*Elissa Shults, University of Alabama*

This paper explores how visibility into a store impacts customer approach behaviors. Research conducted in this paper contributes to a growing body of literature on customer interaction with storefronts. The hypotheses developed in this paper rely on prospect and refuge theory, a subset of evolutionary psychology, alongside research in environmental psychology to justify the positive effect of visibility into stores on customer approach behaviors. Prospect and refuge theory suggests a biological preference for environments with high levels of visibility is driven by an evolutionary desire to inhabit regions that offer protection from possible threats while still permitting vision to exist. We hypothesize visibility into a store will increase approach behaviors because of an evolutionary preference for the ability to prospect, driven by the desire for safety. Findings from this paper are applicable in a vast array of contexts including restaurant, retail, hospitality, and entertainment settings.

#### **My Avatar is Me: Digital Avatar Identification and Information Disclosure in Virtual Retail Environments**

*Megan Miller, University of Tennessee*

As consumers begin to embrace virtual and augmented reality in their everyday lives, retailers are engaging with the development of virtual storefronts in the metaverse. Virtual retailing is expected to become more commonplace, and as retailers start offering this online experience, consumers will have the opportunity to create and adopt digital avatars (i.e. digital representations of the user) to navigate these virtual environments. Avatars are typically fully customizable, where users have options to create an avatar that is similar (i.e. avatars that resemble the user with similar gender, hair color, body type, etc.) or dis-

similar (i.e. avatars that do not resemble the user with dissimilar gender, hair color, body type, etc.) to themselves. As this increase in digitization of the consumer journey expands, research is needed to explore how consumers might behave when navigating shopping via an avatar. Accordingly, we explore a relationship between avatar similarity (versus dissimilarity) and information disclosure, driven by consumer feelings of psychological ownership. Our findings expand developing research surrounding retailing in the metaverse and clarification on consumer privacy concerns with the increase in digitization of retail shopping experiences.

## SESSION C

### SENSORY MARKETING

FRIDAY, APRIL 14

11:05 AM-12:20 PM

HASLAM 401

SESSION CHAIR: ANNIKA ABELL

#### **Food Contagion: The Asymmetric Contagion Effects Between Healthy and Unhealthy Foods**

*Christian Arroyo Mera, University of South Florida*

The law of contagion states that when a source gets in contact with another entity, the source's essence transfers to this entity. Although this effect has been shown chiefly between humans that get in touch with other humans, or other objects, limited research has shown that when products are in contact with other products, the general evaluations (i.e., willingness to try, purchase intention) transfer from one product to the other. Expanding this stream of research, this research theorizes that the healthfulness attribute can be transferred between food products. However, drawing from negativity bias ideas, an empirical study demonstrates that this transference is asymmetric. When unhealthy food is in contact with healthy food, the healthy food is perceived as less healthful. In contrast, there is no change in the healthfulness perception of unhealthy food. Likewise, based on research on the organization of stimuli and mental representations, this research explores how the lateral display of food products interacts with the contagion effect. The findings suggest that the contagion effect is contingent upon the lateral display of the products and how this display encourages processing fluency. The results provide theoretical implications regarding the law of contagion and managerial insights applicable to product display and communications design.

#### **Effects of Color Saturation on Perceived Product Performance**

*Krissa Nakos, University of Georgia*

This research investigates how the color saturation of products and their packaging affects perceptions of product performance. In three experiments, we show that consumers' preferences for products with low versus high saturation color depend on their particular consumption goals. Specifically, we demonstrate that consumers are more likely to purchase a product with high saturation color when they aim to find a product that is arousing (e.g., an energizing product), whereas they are more likely to purchase a product with low saturation color when they aim to find a product that is not arousing (e.g., a calming product). Illuminating the underlying mechanism, we find that the effects of color saturation on preferences are driven by perceived power, which has subsequent effects on inferences about the product and brand. That is, high (vs. low) saturation colors increase perceived power of the product, which heightens overall judgments of brand prominence (Study 1) and the expected intensity of the product (Study 2). In turn, these inferences drive product preferences. These effects hold for both products and packaging and are robust across multiple hues. This research contributes to the literature on the effects of color in marketing and provides relevant managerial insights related to the strategic use of color in product and packaging design.



The response of humans to sounds has been extensively studied across multiple domains, including biology, anthropology, and marketing. Specifically, auditory cues such as music and voice have been shown to have evolutionary underpinnings that can influence subsequent behaviors. However, marketing research has yet to examine the response of other commonly heard noises, such as laryngeal vocalizations (grunts). Musical properties have been shown to trigger and affect emotions, emotional states, and physiological reactions. Emotions are identifiable and can be understood from sounds only. Therefore, it's reasonable to assume that laryngeal vocalization might influence emotions and, thus, subsequent consumer behavior. This study addresses this gap by examining how laryngeal vocalizations influence subsequent consumer behavior.

## SESSION D

### PERSONAL SELLING

FRIDAY, APRIL 14

11:05 AM-12:20 PM

HASLAM 403

SESSION CHAIR: DANIEL CHAVEZ

#### **A Synthesis of Research on Systems Thinking in Sales**

*Allison Crick, University of South Florida*

Salespeople work in complex social systems where they are expected to engage with many stakeholders both internal and external to their organization. The traditional perspective of the sales process as being linear with the simple buyer-seller dyad has shifted to the perspective of the sales process including salesperson engagement with many stakeholders. The salesperson role has become broader where functions among firm employees have blurred. This conceptual research responds to the call for sales research to have a more holistic approach and consider other organizational elements to understand value co-creation. By applying systems thinking at the organizational level, the interfaces between sales and other corporate functions (e.g., marketing, finance) are presented with implications for salesperson and organization outcomes (e.g., sales performance). This research reviews existing literature on sales interfaces with corporate functions and outlines the opportunities for future research to apply systems thinking as a more holistic approach to studying organizational elements.

#### **A Mixed Methods Approach to Understanding Systems-Savvy Selling and the Shared Decision-Making Process**

*Donovan Gordon, University of Mississippi*

Marketing researchers rarely observe and research relationships within the medical device industry, despite its increasing importance and relevance. Yet, medical device sales represent a large and constantly evolving industry that accounts for over 180 billion dollars in revenue according to the U.S. Medical Device Manufacturers Market Report 2021 – 2028 (Gordon & Jain 2022). This research uses a mixed-methods design by combining a constructivist, grounded theory approach with an emphasis on structuration theory to propose an implementable model for understanding the value chain's shared decision-making process. Specifically, the purpose of the proposed model is to help better understand the effects of thinking processes on the sales performance of salespeople and sales managers in the orthopedic medical device industry. The study builds upon the methods utilized in St. Clair, Hunter, Cola, and Boland (2018) by implementing qualitative research involving in-depth interviews with sales professionals. An interpretive approach examines salespersons' lived experiences within the workplace. The research later incorporates quantitative research to develop and compare scale items that reflect systems-savvy selling and capture the value chain's shared decision-making processes.

## **A Review and Analysis of the Adaptive Selling Literature**

*Elizabeth McDougal, Louisiana State University*

Over the 40 years since first being introduced by Weitz (1981), adaptive selling has become an especially notable and influential concept within the sales literature and remains an active research topic today. Despite being widely discussed in both scholarly research and managerial practice, a comprehensive theoretical understanding of adaptive selling remains missing in the academic literature. To uncover the state of the literature and move towards the development of a theory of adaptive selling, we utilize two distinct methodologies. In Study 1, we employ a main path analysis, which is a novel approach to quantitatively examining the state of the literature. As part of this, we shed light into the network structure of the adaptive selling literature by highlighting the key articles as well as the relevant flow of knowledge in this stream. Building off the findings in Study 1, and digging deeper into the literature on adaptive selling, we conduct a systematic literature review in Study 2 that includes over 100 articles across multiple reputable journals (e.g., Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Personal Selling and Sales Management). Our findings offer critical insights into adaptive selling by bringing together the many fragmented results found within the extant literature, identifying areas of disagreement, and presenting new underlying themes. In doing so, we offer an integrated view of adaptive selling, leading to a theory of adaptive selling that is informed by the literature. We also offer a future research agenda for scholars to take new directions in exploring the theory of adaptive selling.

## **SESSION E**

### **PRICING STRATEGY**

FRIDAY, APRIL 14

2:00–3:00 PM

HASLAM 401

SESSION CHAIR: YOUNGTAK KIM

#### **Personalized Pricing and Signaling Quality**

*Guangzhi Chen, University of Florida*

We study the market effects of a firm's personalized pricing (PP) capabilities when some consumers are uncertain about the firm's product quality and can infer it from the price. We argue that although PP capabilities allow the firm to price discriminate consumers based on their willingness to pay, a consumer may no longer observe the firm's price offerings to other consumers. Consequently, PP capabilities can weaken a high-quality firm's ability of signaling its quality with its price, which may lower its profit but raise consumer surplus. The results sharply contrast with the conventional wisdom that PP capabilities will benefit a monopoly firm but hurt consumers.

#### **An Empirical Analysis of Extended Warranty: Designing a Dynamic Personalized Pricing Strategy**

*Vasavi Rayachoty, University of Arkansas*

Despite the commercial importance (e.g., high-profit margin) of extended warranty services (EW) that are offered on electronic products, a few related issues still remain less well understood. For instance, many retailers of EWs employ a one-size-fits-all pricing strategy that accounts for a very limited variation across underlying products and consumer characteristics. Obviously, such a pricing strategy would be sub-optimal. To address this issue, we first propose a demand model of EWs, where we posit that EW purchase decisions depend on a number of factors related to consumers' store loyalty, experience with the underlying product category, and price sensitivity. The model is estimated using

EW purchase data from a major retailer in the US. Based on our model estimates, we further conduct a series of optimizations, wherein we solve for the optimal price based on the above-mentioned characteristics of each consumer. Given that these characteristics are both individual-specific and time-varying, solution to the price optimization based on our proposed demand model indeed leads to a dynamic personalized pricing strategy of EWs. While our proposed pricing strategy is effective in driving revenue (approximately 12% more), it is also costly to implement, with the consideration of data and computational requirements. To address this issue, we also develop a simplified approach to cater to firms that do not have enough resources to run the more complex optimization model.

## SESSION F

### INCLUSIVITY IN MARKETING

FRIDAY, APRIL 14

2:00–3:00 PM

HASLAM 403

SESSION CHAIR: MARISABEL ROMERO

#### **Let's Be Real: The Positive Impact of Body Inclusivity in Branding and Marketing Appeals**

*Lacey K. Wallace, University of Alabama*

As consumers seek inclusion in mainstream markets, brands pursue ways to signal authenticity and diversity, especially to underrepresented, stigmatized groups. However, in the fashion and beauty industry, the narrow definition of beauty makes 70% of women feel underrepresented in media, such as the body types of the women they see or how women are portrayed (PRNewswire, 2019). With consumers increasingly expecting brands to take a more proactive approach in promoting diversity and inclusion, this study relies on a signaling theory perspective to explore female consumers' responses to the use of female models in marketing appeals featuring inclusive body types (i.e., both thin and plus-size body types). Study 1 established a strong main effect of the positive benefits of body-inclusive portrayals using a mass-market brand context. An advertisement for a women's fashion brand featuring two women with diverse body types (i.e., one thin and one plus-size) enhances purchase intentions compared to an advertisement portraying two women with similar, slender body types. To further test the robustness of study 1 and more directly test the underlying process driving these effects, study 2 examined how body-inclusive advertisements increase purchase intentions through higher perceived brand authenticity. Regardless of the brand type (i.e., luxury or mass-market), study 2 suggests that female consumers are more likely to hold more enhanced authenticity perceptions of a brand and take positive actions toward a brand that commits to featuring body inclusivity. Overall, this work sheds light on female consumers' perceptions of body inclusivity and how brands can more authentically integrate plus-size models into branding and marketing appeals.

#### **When the Customer Journey Ends Before It Begins: Revealing and Mitigating Racial Discrimination in Financial Services**

*Marina Cozac, Florida State University*

This research explores racial discrimination in financial loan services and its mitigating factors. In three field studies and a laboratory experiment, the results show that service employees provide Black (vs. White) customers with inferior service outcomes (financial products offered), Black (vs. White) customers experience inferior service processes (employees' warmth and competence), and Black (vs. White) customers report lower loyalty intentions toward the firm. However, drawing on the theory of person perception and the relevance of cue-inconsistency, the results show when and why racial discrimination is mitigated: namely, when Black customers signal higher socioeconomic status, or a Black customer's company (for which they seek the loan) has a more complex and sophisticated legal structure. Exploring this mitigation effect through the service provider's lens, the re-

sults reveal a serial mediation such that a more sophisticated business structure increases the service provider's trust toward Black customers, which reduces the perceived default likelihood and increases the likelihood of offering a loan; yet, this process does not emerge for White applicants. The findings point to various managerial and policy implications to mitigate racial discrimination.

## SESSION G

### BRAND MESSAGING AND POSITIONING

SATURDAY, APRIL 15

10:00–11:15 AM

HASLAM 401

SESSION CHAIR: KELLY HEWETT

#### **Try Before You Buy: Increasing Attitude through Experimentation**

*Paulo Morilha Lanza-rini Gomes, Mississippi State University*

Online shopping has been increasingly present in consumer's life, but the need for experimentation of a product may present as a challenge for online retailers (Rucker et al., 2014). To reduce the uncertainty and risk associated with online purchase of such products, brands have developed programs to allow consumers to try a product before any commitment to purchase is made. Unlike other forms of experimentation, such as samples, demonstrations, or money back guarantees, these programs, known as 'try-before-you-buy' (TBYB), allow consumers to fully experience goods without any upfront payment, while also facilitating returns (Park et al., 2022). Although these programs are amply used by online retailers, little is known as to the mechanisms that make consumers favor such retailers. Therefore, this study seeks to analyze the role of cognitive mechanisms that can place TBYB programs as a signal of commitment to quality, thus increasing consumer's attitude toward the retailer. This study draws from signaling theory, as TBYB programs are positioned as the signals conveyed to the marketplace that reduce asymmetry of information on the characteristics of the product being purchased, hence increasing customers response to the offer (Connelly et al., 2011). This study contributes by positioning TBYB programs as signals that increase reliability of brands quality in online purchase. It also provides guidance to practitioners to increase attitude of consumers in online purchases.

#### **No Team in I: The Effects of Singular versus Plural Brand Frames**

*Michael Jenkins, University of Kentucky*

Sole proprietors and other micro brands often have the option of using singular or plural brand framing when communicating with consumers. For example, a freelance plumber can choose between singular framing ("Contact me and I'll fix the leak.") or plural framing ("Contact us and we'll fix the leak."). While linguistic framing has long been studied for its simple yet powerful influence on consumer behavior, little is known about singular versus plural brand framing, especially in the context of small, micro, and sole proprietor brands (Packard, Moore, and McFerran 2018). The present research uses impression formation theory to develop a model for the effects of singular (plural) branding across the consumer journey. Individual impressions are formed online, resulting in a primacy impression bias for singular-framed brands. Group impressions are instead memory-based, resulting in a recency bias for plural-framed brands (Susskind et al. 1999). The different impression formation routes impact consumer brand attitudes differently at the pre-purchase and post-purchase stages of the consumer journey and are moderated by various brand traits, consumer traits, and consumer goals.

#### **Matching Inclusive Marketing Communication to Stigmatized Customers? Initial Insights into When and Why (Not) to Match and the Role of Artificial Intelligence in Service Inclusion**



*Valentina O. Ubal, Florida State University*

Although calls for inclusiveness in services are becoming more vigorous, empirical research on how to design inclusive services for stigmatized consumers remains scant. This manuscript proposes that companies can tailor the (a) source and (b) content of marketing communications to better include stigmatized consumers. The authors examine this idea in three experiments in healthcare/well-being settings. In terms of message source, the results show that companies can employ the principle of homophily in human-to-human interactions to improve help-seeking intentions of stigmatized consumers (Study 1). In contrast, homophily-inspired communications to stigmatized consumers can backfire in the context of artificial intelligence (AI)-based interactions (human-to-avatar interactions; Study 2). Moreover, in terms of message content, Study 3 explores how, and under which conditions, companies can leverage thinking AI versus feeling AI for service inclusion. Finally, the studies reveal anticipated consumer well-being as a crucial mediator driving effective service inclusion among stigmatized consumers. The results not only contribute to an emerging theory of service inclusion but—with its focus on innovative technologies (which is further enriched by a set of exploratory interviews with addiction therapists)—this research also provides service researchers and managers with some of the first empirical results on the role of AI in inclusive services.

### **“Green=Feminine” Exploring the Gendered Nature of Environmental Friendliness**

*Tanisha Jain, University of Mississippi*

Prior research suggests a connection between femininity and sustainability (Brough et al. 2016) wherein green products are perceived as gentle (Lin and Chang 2012; Luchs et al. 2010) as well as positively associated with traits such as generosity, trustworthiness, and sincerity (Aaker, Vohs, and Mogilner 2010). Additionally, traits such as toughness, aggressiveness and strength are associated with masculinity while femininity is associated with traits like warmth, gentleness, and kindness (Nesbitt and Penn 2000; Rosenkrantz et al. 1968). Based on existing literature on masculinity and femininity, in this paper, we hypothesize that when describing environmental friendliness in action-oriented (vs emotion-oriented) terms, it will be construed as masculine (vs feminine). In this paper, we aim to construct a scale that separately measures the feminine and masculine aspects of environmental friendliness.

## **SESSION H**

### **SUSTAINABILITY AND THE ENVIRONMENT**

FRIDAY, APRIL 15

10:00 AM–11:15 AM

HASLAM 403

SESSION CHAIR: NEERAJ BHARADWAJ

### **Feeling Sustainable: Effect of Product Density on Consumer Recycling Behavior**

*Lyndsay Loomer, University of Georgia*

What if the inputs to sustainable behavior are not just in a consumer's head, but also in their hands? This research explores the role of product density and its haptic qualities on a consumer's decision to recycle. The issue of recycling is timely and impactful, and much has been written in the last several years on consumers and their waste (for a review see White, Habib, and Hardisty 2019). Most of this research focuses on consumer motivations and personal characteristics, but little attention has been given to the physical product attributes that inform sustainable consumption. Across six studies, including both observed behavior and survey-based experiments, we demonstrate that consumers are more likely to trash low-density (vs. high-density) recyclable products. Our findings show this behavior occurs because product density provides cues regarding potential future usefulness,

with low-density products viewed by consumers as less useful and therefore more likely to be disposed of in the garbage, as opposed to reused or recycled, than high-density products. However, we find perceptions of usefulness and associated disposal outcomes can be moderated through marketing language about material reprocessing. Adding relevance and urgency to this issue is the manufacturing trend of lightweighting, a process that reduces raw material usage and results in more low-density products in the marketplace. Understanding how product density influences downstream consumer recycling decisions allows us to assess the ultimate environmental impact of this sustainability-focused manufacturing strategy.

### **Simple is Eco-Friendly, but Complex is Effective: Inferences from Package Design**

*Soo Yon Ryu, University of Florida*

Package design often conveys information about product characteristics, but can the mere level of its visual complexity produce specific inferences? We suggest that complex package designs lead consumers to perceive products as more efficacious whereas simple designs lead them to perceive products as more eco-friendly. Consequently, consumers prefer visually complex package designs when an efficacy goal is salient, but simple designs when an environmental goal is salient. These effects emerge because consumers associate visually complex (vs. simple) packaging with increased (vs. reduced) tangible resource usage, which in turn leads them to infer greater product efficacy (vs. eco-friendliness).

### **Exploratory Research on Consumers' Attitudes toward Electric Vehicles**

*Zhao Liu, Mississippi State University*

Electric vehicles (EVs), powered by new and clean energy, are playing an increasingly important role in people's lives and in the US economy. This is not only evidenced by accelerating sales of EVs in recent years, but also reflected in recent policies initiated by the federal and some state governments to promote the sale and use of EVs. However, consumer uncertainty about EVs as a new personal transportation option and existing attitudes toward more traditional gas-powered vehicles suggest that EV adoption may not follow accepted technology adoption models. Therefore, a series of investigations into consumers' attitudes around EVs are designed, to identify key influences. Two focus group discussions explore beliefs and attitudes that influence more widespread adoption of EVs by consumers, such as technology advances, pricing, convenience, public policy, contribution to the environment, and the role of the traditional cars in Americans' identities. These are followed by several in-depth interviews. Relevant findings from the qualitative research will inform a theoretical model that will be empirically tested. From an academic standpoint, this research can provide new boundaries to standard diffusion models. From the managerial perspective, this exploratory research can provide practical tips for the EV industry. It will also provide important suggestions to policy makers, contributing to a better future in which EVs can indeed benefit society-at-large.

# 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 epitomize productivity, collegiality, and fun.



The faculty and students of the LSU Department of Marketing created The DRS Award as a new tradition for SMS. The award was announced during the 7th annual SMS hosted by LSU in Baton Rouge, Louisiana where all three of these individuals who inspired this award gave a keynote presentation. Each year, during the annual symposium, SMS attendees will select one school as The DRS Award recipient. Each school's attendees share their vote with their school's doctoral coordinator, who casts a vote, and all participating schools are eligible except for the host school. The traveling award will be a reminder to SMS participants to strive for productivity, collegiality, and fun.

## PAST AWARD RECIPIENTS

**2022**

University of Kentucky

**2021**

University of Kentucky

**2019**

Florida State University

**2018**

University of Arkansas

**2017**

University of Mississippi

**2016**

University of Tennessee

**2015**

Louisiana State University

**2014**

Mississippi State University

**2013**

University of Kentucky

## 2023 DRS AWARD BALLOT

A QR code will be provided at the Coordinator's Meeting to cast your university's vote for the 2023 DRS Award winner (only one vote will be recorded per school). Please select the university that your group collectively believes has exemplified the characteristics of the DRS Award at this year's SMS event.