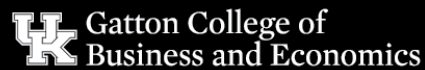


SMS 2025

SOUTHEAST MARKETING SYMPOSIUM



April 10-12, 2025

Department of Marketing and Supply Chain (MSC)

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Acknowledgements

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Gatton College of B&E Dean, Simon Sheather
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Gatton College of B&E Marketing and Communications Team & Lucy Tepper
Gatton College of B&E Marketing and Supply Chain PhD Students
Gatton College of B&E Marketing and Supply Chain PhD Alumni
Gatton College of B&E Marketing and Supply Chain Faculty
Dr. Shane Hunt and Dr. George Deitz for Saturday Lunch Sponsorship

About

University of Kentucky

The University of Kentucky is a public, land grant university dedicated to improving people's lives through excellence in education, research and creative work, service and health care. As Kentucky's flagship institution, the university plays a critical leadership role by promoting economic development and human well-being.

The University of Kentucky:

Facilitates learning, informed by scholarship and research.

Expands knowledge through research, scholarship and creative activity.

Serves a global community by disseminating, sharing and applying knowledge.

The university, as the flagship institution, plays a critical leadership role for the Commonwealth by contributing to the economic development and quality of life within Kentucky's borders and beyond.

Gatton College

At the Gatton College of Business and Economics, we're proud of our engaged and supportive academic community, our influential research and global reach. Our students do more than learn about the business world – they experience it through hands-on experience, innovative programs and the latest technology.

For 100 years, students at the University of Kentucky's Gatton College of Business and Economics have learned key business strategies from both market-leading executives and world-renowned faculty.

Department of Marketing & Supply Chain

The Department of Marketing & Supply Chain faculty have earned international reputations for knowledge creation in all areas of the customer value creation process, including buyer behavior, interorganizational relationships, marketing research, services and retail management and corporate social responsibility.

Need to Know Information

Wi-Fi Info: <https://its.uky.edu/wifihelp/uk-guest> (need to set up guest account)

Conference location:

Gatton College of Business and Economics
550 S. Limestone St. Lexington, KY



Downtown Lexington & Just Beyond

(suggested by current & former students)

Walking Distance Establishments:

For sitting and enjoying a drink: Harvey's, Centro, Georgie's, or Thirsty Fox

For larger groups, cocktails, and a rooftop deck: Belles

Good margaritas: Corto lima

Great downtown view: Infinity Sky Bar

Beverages, music, and video games: [The Burl](#) and Burl Arcade

The Distillery District: Located just outside of downtown Lexington. Home to the historic James E. Pepper Distillery which began making bourbon in 1879, before being abandoned for almost 50 years. It was revitalized in 2008 by a group of local entrepreneurs, and now a one-of-a-kind experience. The district is also home to a wide variety of other businesses, including the cheesy goodness of Goodfellas Pizzeria, and then creamy flavors of Crank & Boom Ice Cream Lounge. You'll also find Ethereal Brewing, which is the only brewery in town with a dedicated yeast lab. They're known for their Belgian farmhouse and American craft beer, but their selection also includes IPAs, Witbiers, and some out-of-the-norm brews.

For even more options and area information, visit [VisitLex](#), [Kentucky Bourbon Trail](#), [Red River Gorge](#), and [Kentucky Tourism](#).

SMS 2025 Code of Conduct

The UK SMS 2025 Program Committee seeks to foster a respectful, considerate, and professional event for all attendees in order to enhance the doctoral student learning experience during the conference. To this end, we ask that all participants (including attendees, guests, staff, contractors, and exhibitors; applies to all conference activities including sessions, tours, meetings, receptions, and other related on- or off-site events) conduct themselves in a manner that reflects professionalism and aligns with the SMS mission.

Itinerary

Thursday, April 10

4:00 PM	Hotel Check-in (Hilton Lexington/Downtown) Hotel Address: 369 West Vine St. Lexington Ky 40507
11:30 AM	Bus 1: Depart Hotel to Keeneland Racing Attendance (Optional)
12:30 PM	Bus 2: Depart Hotel to Keeneland Racing Attendance (Optional; when Bus 1 returns)
12:00-4:30 PM	Keeneland Racing Attendance (Optional)
4:30 PM	Bus: Depart Keeneland to Hotel (Lunch Voucher Provided) Bus will make an initial trip to the hotel at 2 pm. The last trip back to the hotel will be at 4:30 pm. If you stay late at Keeneland, use Lyft/Uber to return <i>to the hotel</i> .
6:00 PM	Welcome Reception and SMS Check-in at the Limestone Hall (5-minute walk from the hotel) Heavy hors d'oeuvres **ID Required for Drinks
9:00 PM	Event Concludes

Friday, April 11

7:00 AM	Breakfast at the Hotel on Your Own (Voucher Provided)
8:30 AM	Bus: Depart Hotel to Gatton College of Business
9:00 AM	Conference Welcome, Woodward Hall 3 rd floor
9:30-10:45 AM	Research Presentations Session A, Room 311 <i>Navigating the Digital Environment</i> Choice at a Glance: Exploring the Impact of Face Payment Technology on Consumer Food and Beverage Selection <i>Yuhao Lu, University of Florida</i>

Understanding Digital Product Ownership Rights and Firm Value
Jin Braithwaite, Florida State University

The Eyes Have It: Decoding the Power of Gaze in Advertising
Wanwan Yang, University of Georgia

Session B, Room 399
Consumer Stereotypes and Lay Beliefs

Breaking the Stereotype: The Role of Emotional Intelligence in Debiasing Effectiveness
Destin Hardesty, University of Tennessee

Perceived Product Gender and Sustainable Behavior
Rajat Sharma, University of Memphis

From Label to Logic: How 'Woman-Owned' Signals Shape Consumer Inferences of Environmental Friendliness
Tanisha Jain, University of Mississippi

10:45-11:00 AM

Refreshment Break

11:00-12:00 PM

Research Presentations

Session A, Room 311
From Filters to Emojis: Visual Cues in Marketing

Shortcuts to Beautiful: How Beauty Filters Affect Consumer Judgments
Megan Miller, University of Tennessee

Emojis for a Cause: The Impact of Visual Cues on Prosocial Behavior
Casey Waldsmith, University of Memphis

Session B, Room 399
Promoting Sustainability with Marketing

Can AI Drive Sustainable Consumption? The Role of Sentiment-Aware Recommender Systems in Influencing Consumer Choices
Manisha Shukla, University of Arkansas

Climate Marketing Strategies and Firm Value
Sakshi S. Babar, University of Georgia

12:00 PM

Lunch and Award Presentations (Atrium)

1:30-2:45 PM

Research Presentations

Session A, Room 311
Time, Religion, and Nature

Space and Time: The Role of Time Metaphors in Consumer Judgment and Decision Making
Tianjiao Liu, University of Kentucky

Marketing the Sacred and the Secular: How Religious and Non-Religious Messages Shape Consumer Perceptions
Colin P. Bisbee, Louisiana State University

Nature's Touch: Integrating Biophilic Design in Modern Retail Strategies
Qingshuo (Sherry) Chen, University of Alabama

Session B, Room 399
Navigating Changes in Brand, Sales, and Service

Can I Take a Mulligan? The Effects of Brand Backtracking on Brand Attitudes
Joseph "Joey" Lawall, University of Arkansas

Beyond Traditional Resources: A Multi-Theoretical Perspective on Salesperson and Managerial Bricolage
Donovan Gordon, University of Mississippi

The Dark Side of 'The Customer is Always Right': Examining the Role of Servility and the Normalizing Strategies in Mitigating Occupational Stigma
Ye "Terry" Tian, Florida State University

2:45-3:00 PM	Refreshment Break & Behavioral Research Lab Drop-In
3:00-4:00 PM	Networking Activity
4:15 PM	Bus: Depart Gatton College to Hotel
5:00 PM	Bus: Depart Hotel to Castle and Key Distillery
6:00-9:00 PM	Castle and Key Distillery Tour & Heavy Hors d'oeuvres **ID Required for Drinks
9:00 PM	Event Ends, Buses Depart for Hotel

Saturday, April 12

7:00 AM	Breakfast at the Hotel on Your Own (Voucher Provided)
8:00 AM	Bus: Depart Hotel to Gatton College of Business
8:30 AM	Department Chair and PhD Coordinator's Meeting (Rm. 330)
9:30 AM	Bus: Depart Hotel to Gatton College of Business
10:00 -11:15 AM	Research Presentations Session A, Room 311 <i>From Giving to Gambling</i> How to Increase Revenue in Cause Marketing Campaigns: Use Customer-donation Framing <i>Tongmao Li, University of Florida</i> Go For Broke: The Impact of Sportsbook Promotions on Gambling Outcomes <i>Alexander Hanson, University of Alabama</i> Session B, Room 399 <i>Frontline Employee Experiences</i> Relationship between Delivery Workers and Autonomous Delivery Robots (ADR): Friends or Enemies? <i>Zhao Liu, Mississippi State University</i> Soliciting Tips: Employee Well-Being <i>Mennatalla A.B. Abdelrehim, Louisiana State University</i> The Role of the Dark Triad in Customer Uncivil Behavior towards Employees <i>Faiyaz Hussain, Mississippi State University</i>
11:15 AM	Award Presentation and Closing Remarks (Atrium) *Sponsored by Dr. Shane Hunt and Dr. George Dietz
12:00 PM	Bus: Depart Gatton College of Business to Hotel

Faculty and Student Bios

University of Kentucky Faculty



Luis Abreu is an Assistant Professor of Marketing at the Gatton College of Business and Economics, University of Kentucky. His research examines how consumers perceive and respond to failures. In a second area of study, he investigates consumer-brand relationships and explores the impact of conversational A.I. technologies on these relationships and, more broadly, on consumer behavior. His work has been published in the *Journal of Personality and Social Psychology*. Luis received his B.S. and M.A. in Industrial Engineering and Management from Tecnologico de Monterrey (Mexico), an MBA from Brigham Young University, and his Ph.D. in Business Administration (Marketing) from Duke University.



Alexis Allen is the Associate Dean for Undergraduate Affairs and an Associate Professor of Marketing in the Gatton College of Business and Economics. 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 researches consumer behavior as an Associate Professor of Marketing and Carol Martin Gatton Fellow in the Gatton College of Business and Economics. He received his Ph.D. from the University of South Carolina and B.A.'s from the University of Kentucky in Psychology and Integrated Strategic Communication. His research utilizes techniques ranging from paper and online preference questionnaires to eye tracking and functional brain imaging (fMRI). His research on consumer financial decision making has been published in several outlets such as the *Journal of Marketing Research*, *Journal of Consumer Research*, and *Journal of Consumer Psychology*. In recent years, he served as the Membership Executive Manager for the Association for Consumer Research as well as a visiting fellow at the U.S. Securities and Exchange Commission, Office of the Investor Advocate.



Nicole Davis is an Assistant Professor of Marketing at the University of Kentucky. Nicole received her Master in Marketing from the University of South Florida and her PhD in Marketing from the University of Georgia. Her research focuses on critical issues related to race, gender, stigma, consumer identity, and branding. Her work can be found in prestigious marketing journals, including the *Journal of Consumer Research*. Nicole is particularly interested in exploring how representation in marketing appeals and consumer response to these depictions influence both consumer and managerial decisions. She is a strong advocate for the idea that effective marketing strategies can enhance consumer well-being and contribute to a better world. In the classroom, Nicole adopts a proactive approach, encouraging students to apply their knowledge to real-world scenarios and to navigate the complexities inherent in these applications.



Aaron M. Garvey researches consumer behavior as an Associate Professor of Marketing in the Gatton College of Business and Economics. Dr. Garvey's research into human-AI interactions, branded product consumption, and consumer decision-making has been published in academic journals including the *Journal of Marketing Research*, the *Journal of Consumer Research*, the *Journal of Marketing*, the *Journal of the Academy of Marketing Science*, the *Journal of Public Policy & Marketing*, the *Journal of Service Research*, the *Journal of the Association of Consumer Research*, and the *Journal of Advertising*. His research has been featured in numerous popular press outlets, including *NPR Morning Edition*, *The Today Show*, *The Wall Street Journal*, *The Economist*, *Harvard Business Review*, *Fast Company*, *Bloomberg Business*, and *Psychology Today*. Prior to earning his Ph.D. from Pennsylvania State University, Dr. Garvey spent six years in various product marketing and management positions in the Fortune 500. Before his industry career, he attended the University of Kentucky as a National Merit Scholar, where he received a B.A. in Geography with a minor in Computer Science and a Master of Business Administration.



David M. Hardesty is Carol Martin Gatton Endowed Chair of Marketing and serves as the Director of the Masters in Marketing. He has also served as the Director of the Behavioral Research Lab. Previously, he was a faculty member at the University of Miami and the University of Southern Mississippi. He has published in journals such as the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Retailing*, *Journal of Business Research*, *Journal of Advertising*, and the *Journal of Public Policy & Marketing*. David's research focuses on the behavioral aspects of pricing, emotional intelligence, knowledge, political ideology, and measurement. He serves as an associate editor for the *Journal of Retailing*. He is also on the editorial review boards for the *Journal of Consumer Research* and the *Journal of Marketing Research*. He won a Best Reviewer award for the *Journal of Retailing* in 2008 and 2015. He also co-edited special issues focused on pricing for the *Journal of Retailing* in 2009 as well as the *Journal of the Association for Consumer Research* in 2020. David's main teaching interests are Marketing

Research and Consumer Behavior. David was named a University Research Professor in 2017 and won the 2011 Robertson Outstanding Gatton Faculty Research Award. He received the prestigious Lifetime Achievement Award from the American Marketing Association's Retail and Pricing Special Interest Group in 2025. He was named the most outstanding faculty member in the MBA program at UK in 2007 and received the Bell South Outstanding Professor Award in the College of Business at the University of Southern Mississippi in 2001. David also has served on the Board of Trustees for The Club at Spindletop, been an assistant high school tennis coach and has consulted with the Promotional Products Association International as well as NASA.



Corinne M. K. Hassler is an Assistant Professor of Marketing in the Gatton College of Business and Economics. Corinne earned her Ph.D. in Marketing as well as her B.A. in Communications and Advertising at Florida State University. She has published in the *Journal of Marketing*, *Journal of Retailing*, *Journal of Public Policy & Marketing*, and *Journal of Service Research*. She has presented her research at the Association for Consumer Research Conference, the American Marketing Association Conference, the Marketing and Public Policy Conference, and the Organizational Frontlines Research Symposium. Corinne's research interests fall under the umbrella of consumer-based strategy, examining factors that influence consumer behavior at the organizational frontlines. Specifically, she is interested in social influence, prosocial behavior, services, retailing, sensory marketing, and food consumption, preferences, and perceptions. Corinne has won several awards for her research, including a 2017 ACR/Sheth Foundation Dissertation Award, a 2017 Organizational Frontlines Research Symposium: Young Scholar Research Award, a 2017 ACR Transformative Consumer Research Grant, a 2017 Emerald/EFMD Outstanding Doctoral Research Award, a 2018 Brenda Derby Memorial Award: Best Student Paper, a 2018 William O. Bearden Doctoral Student Research Award, and a 2018 Marketing Science Institute Research Grant. Additionally, Corinne was a fellow at the AMA/Sheth Foundation Doctoral Consortium and a visiting scholar at Karlstad University. Corinne is originally from Anchorage, Alaska and is an avid bowler. As an undergraduate she competed intercollegiately on the women's bowling team. Her career achievements include two perfect 300 games and one 811 series (i.e., total over three games).



Scott Kelley is the Simmons Endowed Professor of Marketing and Executive Associate Dean in the Gatton College of Business and Economics at the University of Kentucky. His research and teaching interests lie mainly in the areas of services marketing and sports marketing.

Anita Lee-Post's research interests include sustainability, supply chain management, e-learning, and knowledge management. She has published extensively in journals such as *Decision Support Systems*, *OMEGA*, *Decision Sciences: Journal of Innovative Education*, *Computers and Industrial Engineering*, *International Journal of Production Research*, and *Information and Management*. She is the author of Knowledge-based FMS Scheduling: An Artificial Intelligence Perspective. She serves on the editorial review boards of Production Planning and Control, International Journal of Business Information Systems, International Journal of Data Mining, Modeling and Management, and Journal of Managerial Issues. She is the recipient of the eLearning Innovation Initiative Grant, Fulbright U.S. Scholar Grant, Human Innovative Teaching Award, Teaching and Technology Innovation Program Award, and Kentucky Science and Engineering Foundation's Research and Development Excellence Program.



Yunke Mai is the Clark Materials Fellow and an Assistant Professor at the Gatton College of Business and Economics, University of Kentucky. Prior to joining Gatton, Yunke earned his Ph.D. in Business Administration (Decision Sciences area) from the Fuqua School of Business, Duke University. He also holds a B.S. degree in Mathematics from Pennsylvania State University. Yunke's research primarily focuses on strategic considerations, operational challenges, and long-term system dynamics in complex managerial problems related to innovations, emerging business models, and societal concerns. In his research, Yunke draws analytical tools and brings ways of thinking from classical/evolutionary game theory, dynamic modeling, and optimal control theory. His work has been published in *Management Science* and *Production and Operations Management* and has been recognized with the Gatton College's 2023 Junior Faculty Research Productivity Award and the 2018 INFORMS IBM Best Student Paper Award for Service Science.



Jordan Moffett is an assistant professor of Marketing at the University of Kentucky. Before joining the University of Kentucky, Moffett was a research fellow for the University of Washington's Center for Sales and Marketing Strategy and completed her Ph.D. at Louisiana State University. Moffett's research focuses on relationship marketing theory and strategy with an emphasis on digital communication and customer privacy in both business-to-consumer and business-to-business markets. Her research has received over 1,400 citations and appears in the *Journal of Academy of Marketing Science* and *Marketing Science Institute Working Paper Series*. It has been presented at numerous marketing conferences, featured as an MSI webinar, and received various media mentions. She has also co-authored a book chapter on customer engagement.



Brian Murtha is Professor and Carol Martin Gatton Chair in Marketing at the Gatton College of Business and Economics, University of Kentucky. His research focuses largely on marketing strategy and improving sales force performance. Brian's research has been published in the *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, and *Organizational Behavior and Human Decision Processes*. His research on marketing doctrine won the Shelby D. Hunt/Harold H. Maynard from the *Journal of Marketing* and was a finalist for the Sheth Foundation/Journal of Marketing Award. Brian is also an Associate Editor for the *Journal of Marketing*. He teaches courses to undergraduate, master's, and PhD students, and has won several teaching awards. Brian received a BS in business administration from the University of North Carolina at Chapel Hill and an MBA and PhD from the Georgia Institute of Technology.



John Peloza is the Associate Dean for Research, and the Associate Dean for International Affairs. He is the Carol Martin Gatton Professor at the Gatton College of Business and Economics. His research focuses on corporate social responsibility and prosocial consumer behavior. His work has been published in leading marketing and management journals. Before pursuing an academic career, John worked for over a decade in the marketing communications industry with firms such as InBev, IBM, Subaru, Hewlett-Packard, and Procter & Gamble to name a few.



Daniel Sheehan is currently the Interim Chair for the Department of Marketing and Supply Chain, the Director of the Gatton Behavioral Lab, and a Kincaid Endowed Associate Professor in the Marketing and Supply Chain Department at the Gatton College of Business and Economics. His research has been published in the field's top journals, such as the *Journal of Consumer Research*, *Appetite*, the *Journal of the Association of Consumer Research*, and the *Journal of Marketing* (where his paper was a finalist for the Marketing Science Institute/H. Paul Root Award representing an outstanding contribution to Marketing Practice). Dan's research primarily focuses on understanding the dynamics of how consumer behavior unfolds within a nested experience, such as a single shopping trip. He serves as an Editorial Review Board member for the *Journal of Retailing* and has previously served on the review board for *Decision Sciences*. Dan's main teaching interests are Consumer Behavior, Branding, and Research Methods. Dan has received the Outstanding Teaching Award in the Department of Marketing and Supply Chain (2017) and has been nominated for the Gatton College of Business Research Excellence Award (2020) and the Gatton College of Business Teaching Excellence Award (2020). He has also received external funding from the Marketing Science Institute and the National Science Foundation. Besides his work at the University of Kentucky, Dan is very active in the Lexington Community. He has served on the Board of Directors for the Lexington Lyric Theater and Community Center, the Data Chair for CivicLex's "On The Table" annual community engagement

project, and worked with local organizations, such as the Lexington Philharmonic, on related research and initiatives.



Evelyn O. Smith is an Assistant Professor of Marketing in the Gatton College of Business and Economics, University of Kentucky. Evelyn received her Ph.D. from Foster School of Business, University of Washington. Her research includes game theoretical, mathematical, and empirical modeling for the intersection between marketing and emerging technologies such as Artificial Intelligence (AI) content recommendation, generative AI, algorithmic policies, unsupervised machine learning deep neural networks, and blockchain. Her work has been published in *Production and Operations Management*. Additionally, Evelyn has worked with and consulted for top industry AI-related firms and government entities including Microsoft, Tata, and the UN.



Haoying Sun received her Ph.D. in Supply Chain & Operations Management from the University of Texas at Austin and her MS and BS in Electrical and Computer Engineering from the University of Minnesota and Zhejiang University, respectively. She has previously worked as a senior development engineer at Seagate Technology (Minneapolis, MN) and as an Assistant Professor at Texas A & M University (College Station). Haoying conducts research in the Operations Management, Marketing, and Management of Information System interface. Her research has been published in *Production and Operations Management*, *Manufacturing & Service Operations Management*, *Journal of Consumer Psychology*, *OMEGA*, *Journal of Marketing Behavior*, *Customer Needs and Solution*. Her work has been presented at various conferences, including MSOM, POM, and INFORMS annual conferences. She also holds two U.S. patents.



Leslie Vincent received her Ph.D. in Marketing and BS in Management from the Georgia Institute of Technology. She is an Assistant Professor and Department of Marketing and Supply Chain Associate Department Chair. She directs the MS Marketing program and serves on the UK Faculty Senate. Her research has been published in outlets such as *Management Science*, *Journal of Consumer Research*, *OBHDP*, and *Journal of Services Marketing* and has been funded by the National Science Foundation.



Haiyue (Felix) Xu is an Assistant Professor of Marketing in the Gatton College of Business and Economics. Prior to joining UK, Felix received his Ph.D. in Business Administration (Marketing) from the Pennsylvania State University. He also holds a M.Sc. degree in Marketing from Brock University (Canada) and a B.S. degree in Marketing from Nanjing University of Information Science and Technology (China). Felix's research mainly focuses on consumer judgment and decision making in marketing contexts with moral and/or prosocial implications, such as corporate social responsibility (CSR), sustainability, and company moral transgressions. His work also examines cross-cultural consumer behavior, in particular the ways cultural values shape consumer moral

judgment and prosocial/immoral behaviors in the marketplace. Felix's work has been published in the *Journal of Consumer Research*. He has also won several awards in recognition of research excellence, including the 2021 ACR/Sheth Foundation Dissertation Award and the 2021 Haring Symposium Best Paper Award.



Amir Zahedi is an assistant professor of marketing at the Gatton College of Business and Economics at the University of Kentucky. He received his Ph.D. in Marketing from Iowa State University and holds an M.Sc. in Entrepreneurship and a B.Sc. in Industrial Engineering from top universities in Iran. His research is focused on empirically studying the impacts of digital technology disruptions in the contemporary business landscape. His interests also extend to exploring digital technology disruptions in various contexts, including sales domains, entrepreneurial ventures, the entertainment industry, and B2B/B2G sectors. Amir's methodological expertise as a quantitative empirical modeler includes quasi-experimental causal inference, econometric modeling, panel data analyses, and event studies. He has also utilized web scraping, text analysis, topic modeling, survey research, and interviews to study various phenomena across his research. His academic excellence is highlighted by numerous prestigious awards, including: winner of the *first-place award in the PDMA Doctoral Dissertation Proposal Competition*, winner of the *Marketing Strategy SIG Doctoral Student Research Award*, winner of the *Best Paper Award in Track at the AMA Conference*, and finalist in *Institute for the Study of Business Markets (ISBM) Doctoral Support Award Competition*. He also received the *Iowa State University's Graduate College Research Excellence Award and Teaching Excellence Award*. His pre-academic career includes entrepreneurial roles in startups and managerial positions in SMEs. Outside academia, Amir, a former collegiate basketball player, still occasionally hits the court for a game and enjoys refining his coffee barista skills and cooking diverse cuisines.

University of Kentucky Students



Zeynep Erdem is a second-year doctoral student in the Department of Marketing and Supply Chain at the University of Kentucky. Before starting the doctoral program, Zeynep earned her bachelor's degree in Psychology, and her MBA from TOBB University of Economics and Technology with a full merit scholarship. Before starting the program, she worked as a research and teaching assistant, and also in non-profit organizations. Her research interests include emotion regulation, diversity, and consumer psychology.



Jess Farace is a first-year doctoral student in the Department of Marketing and Supply Chain at the University of Kentucky. She earned bachelor's degrees in both Psychology and Digital and Mass Communication from the University of Kentucky. Before starting the doctoral program, Jess also worked as the administrator of the department's behavioral research lab. Her current research focus is on consumer behavior, with interests in identity and political ideology.



Michael Ryan Jenkins is in his fifth year at the University of Kentucky, where he recently earned his doctorate. Michael studies brand social dynamics with an emphasis on small, local, and entrepreneurial brands. His work has been published in the *Journal of Research in Marketing and Entrepreneurship* and presented at leading conferences. In 2024, he received the Doctoral Research Excellence Award from the University of Kentucky and was the runner-up for the 2023 William O. Bearden Competitive Paper Competition. He was also a 2023 AMA Sheth Doctoral Consortium Fellow. Before academia, Michael worked as a marketing director for various small businesses and start-ups, including Rapid Reboot. He holds a bachelor's degree in marketing from Brigham Young University (BYU) and additional degrees in statistics and creative writing. Michael, his wife, and their new son are thrilled to join Mississippi State (a fellow SMS school) this fall.



Tianjiao Liu is a second-year marketing doctoral student in the Department of Marketing and Supply Chain at the University of Kentucky. Prior to the doctoral program, she received her master's degree and bachelor's degree in business administration from Jiangnan University in Wuxi, China. Her current research interests focus on consumer judgment and decision making, time perception, and financial decision making.



Saeed Pakfard is a first-year Ph.D. student in the Department of Marketing and Supply Chain at the University of Kentucky. Originally from Persia, he holds both a bachelor's and a master's degree in marketing-related fields from his home country. Before starting the doctoral program, Saeed gained six years of industry experience in the food industry, spending the last three years as a marketing supervisor in a private food industry company. His research interests focus on consumer psychology, consumer beliefs, and numeric cognition, with a particular interest in topics related to the healthcare system.



Yuanming Song is a first-year doctoral student in the Department of Marketing and Supply Chain at the University of Kentucky. Before joining the program, she earned a bachelor's degree in Financial Management from the University of International Business and Economics (UIBE) in China and a master's degree in Economics from the University of Wisconsin-Madison. Her current research focuses on financial decision-making.



Jiayu Tang is a first-year marketing PhD student in the Department of Marketing and Supply Chain at University of Kentucky. Prior to the doctoral program, Jiayu Tang obtained her bachelor's degree in industrial engineering from Nankai University in China. Later Jiayu Tang earned her master's degree in innovation management from both Aalborg University in Denmark and University of Chinese Academy of Sciences in China. Her current research interests include retail innovation and policy.

University of Kentucky Alumni



Josh Lundberg is an Assistant Professor of Marketing at North Carolina Central University. His research focuses on sensory and digital marketing and has been published in journals. What Josh appreciates most in research is a good multimethod paper with a truly interesting question. Before joining academia, he worked in the service and hospitality industry at firms including O'Charley's and 21c Museum Hotels, and he brings this service mindset to the classroom, where he teaches Principles of Marketing and Marketing Research.



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 12 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. When not busy with his research and teaching, Chavez likes to play soccer and basketball, run and ride his bike. He loves cooking traditional Latino cuisine, watching anime, dancing, socializing and playing video games.



Wenjing Li earned her doctoral degree in marketing from the University of Kentucky. She has experience in teaching various marketing courses, including marketing principles, consumer behavior, marketing research and business-to-business marketing. Li's research interests include consumer behavior, mainly in the areas of behavioral pricing and visual display. Her research has appeared in many different journals and conferences.



Jonathan Hasford is the Douglas and Brenda Horne Professor of Business and director of the Ph.D. program in Marketing at the University of Tennessee. Jonathan's research focuses on emotions in decision making, including the study of emotional intelligence, food choice, and donation behavior. His research has appeared in *JCR*, *JMR*, *JM*, *IJRM*, and the *Journal of Experimental Social Psychology*, among others.

Florida State University Faculty



Dr. Tatiana M. Fajardo is an associate professor in the Dr. Persis E. Rockwood School of Marketing at Florida State University's College of Business. She also serves as the co-director of the college's marketing major in the Ph.D. Program. She currently teaches consumer behavior at the undergraduate level and previously taught marketing principles. Her research interests include symbolic consumption, branding and charitable giving. Fajardo's work has been published in top-tier academic journals, including the *Journal of Marketing*, *Journal of Consumer Research* and *Journal of Consumer Psychology* and has been presented at the Association of Consumer Research, Judgment and Decision-Making, and Society for Consumer Psychology conferences.



Colleen Harmeling is the Persis E. Rockwood Associate Professor of Marketing at Florida State University and Co-Director of the PhD. Program. Colleen's research focuses on stakeholder engagement and customer experience design with an emphasis on consumer vulnerability, the role of morality in consumption, healthcare decision-making, and understudied stakeholders. Her research appears in JMR, JCR, JM, HBR, JAMS, and JIBS. She is a Developmental Editor for *Journal of Marketing*, an Area Editor for *Journal of Academy of Marketing Science*, and on the ERB for the *Journal of Marketing Research*, *Journal of Service Research*, and *Journal of International Business Studies*. She has been named an MSI Scholar, ISBM Scholar, and the Erin Anderson Award winner. Her work on group marketing won the 2017 Shelby D. Hunt/Harold Maynard Award. Her work on online experiences was a finalist for the Paul Root Award and the AMA/Sheth Award. Her work on stigma was a finalist for the Paul E. Green Award and the AMA-EBSCO-RRBM Award.



Mike Brady is the Rockwood Professor of Marketing, Faculty Athletics Representative, and Assistant Provost at Florida State University. He is also an affiliated faculty member or honorary professor at six universities around the world. Mike's primary research interest lies at the intersection of customers and employees in frontline service transactions. He has published articles in many top scholarly journals, and his research articles have been cited over 35,000 times to date. Mike has won numerous awards for research, teaching, and service, including the Christopher Lovelock Career Contributions to the Service Discipline Award and the William R. Jones award. He is past president of the AMA Academic Council and the current Chair of the AMA Board of Directors. Mike is an area editor for *Journal of the Academy of Marketing Science*, incoming Associate Editor of *Journal of Marketing*, and the immediate past Editor-in-Chief of *Journal of Service Research*.

Florida State University Students



Matilda Vevera is a third year Ph.D. candidate at Florida State University. She also earned degrees in Actuarial Sciences and Risk Management from Florida State. Her research is focused on the services and consumer-based strategy areas, particularly in questions relevant to the healthcare and insurance industries. Her dissertation focuses on the effects of insurance on consumer decision-making in the healthcare market using experimental data. Matilda has presented her work at multiple academic conferences including Winter AMA and Frontiers in Services where it won the Junior Scholar Research Session Best Paper.



Terry Ye Tian is a second-year PhD student in the Marketing department at FSU. He is originally from China but has lived in South Florida for 13 years. Prior to joining FSU, he has been a teacher for 5 years, instructing Mandarin Chinese and traditional Chinese culture in South Florida. Other work experiences include running two restaurants for 3 years as the general manager and business partner, working at a luxury hotel in downtown Miami for 3 years, founding and running an ice cream shop in 2017, and volunteering for the 2008 Beijing Olympic Games... Given his background in hospitality, his research focuses on services marketing and consumer behavior. Specifically, his ongoing work examines how to mitigate the negative effects of occupational stigma on frontline employees (FLEs).



Michael Burrage II is a second-year doctoral student in the Rockwood School of Marketing at Florida State University. Before joining FSU, he worked as a salesman for a Fortune 100 company and later as a consultant for an international recruitment firm in his hometown of Chicago. Prior to his industry experience, Michael earned a Bachelor of Science in Music Technology from Columbia College Chicago, where he conducted undergraduate research on the effects of audio visualization on consumers. His research interests include human-computer interaction, services, and influencer marketing. Michael has presented his work at Frontiers in Service, American University's Race in the Marketplace Roundtable, and Boston College's Ideas in Progress Seminar.



Md. Hafez is a first-year doctoral student in the Rockwood School of Marketing at Florida State University (FSU). Before joining FSU, he served as an Assistant Professor of Marketing in the School of Business at Ahsanullah University of Science and Technology in Dhaka, Bangladesh. Before transitioning to academia, he earned a Bachelor of Business Administration (BBA) and a Master of Business Administration (MBA) in Marketing from the University of Dhaka. He was awarded the prestigious Dean's Honor Award and Dean's Merit Award from the Department of Marketing during his studies. His research interests

encompass social media, social exclusion, human-computer interaction, and consumer behavior.



Mariam Omolola Jinadu is a first-year doctoral student in Marketing at Florida State University. She holds a Higher National Diploma in Marketing from the Federal Polytechnic Ilaro and a National Diploma in Marketing from Moshood Abiola Polytechnic. Before pursuing her PhD, she gained industry experience in customer service and relationship management at Lotus Bank, Errand Africa Nigeria Limited, and Sweet Sensation Confectionaries. During her undergraduate studies, she provided academic support through student tutorial programs. Her research interests include family dynamics, consumer well-being, and customer relationship management. She is also actively engaged in community service, volunteering with Lagos Food Bank and the Maxwell Leadership Team in Nigeria.



Jin Braithwaite is a second-year doctoral student in the Marketing Department at Florida State University. Her research interest is in digital ownership. Before becoming a doctoral student at FSU, Jin was an adjunct professor in the Marketing Department at Florida State University. Jin received her MBA from New York University, and her bachelor degree from Fundan University in China. She has extensive experiences with global brand marketing and has led iconic brands like Dove, Axe, and L'Oréal Paris. Jin co-founded a marketing research-based consulting firm, specializing in bridging Asia and Western markets. She helped Western brands launch in China and Chinese brands launch in America. Clients include BMW, PVCP, Jahwa, Xiaomi, and Usmile. Jin has presented her work at 2024 Frontiers in Service Junior Scholar Research Session.

Louisiana State University Faculty



Ronald W. Niedrich is Professor and Robert S. Greer Chair in Marketing, E. J. Ourso College of Business, Louisiana State University. Professor Niedrich has been employed by LSU since 1999 and currently serves as the Department Chairman. He also served as the Director of the Professional Sales Institute from 2013 to 2015, the Marketing Department Ph.D. Advisor from 2008 to 2012, and the Behavioral Research Lab Administrator from 2000 to 2008. His research focuses on the judgment and decision processes that consumers employ in constructing brand choice, brand attitudes, price judgments, and other responses. His work regularly appear in prominent marketing journals, including Journal of Consumer Research, Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of Retailing, and others. Professor Niedrich teaches an undergraduate, MBA, and Ph.D. seminar in Consumer Behavior as well as The Applications of Marketing Theory Ph.D. seminar. He was recognized with the E. J. Ourso College of Business Research Excellence Award in 2011 and the LSU Tiger Athletic Foundation Undergraduate Teaching Award in 2007 and 2013. Professor Niedrich has a BS in Engineering from Clemson University, an MBA from the College of William and Mary, and a Ph.D. in Business Administration from the University of South Carolina.



Jianan Wu is professor and Ph.D. program advisor of marketing at E. J. Ourso College of Business of LSU. His research focuses on understanding consumer behavior and firm decisions in interactive marketing and has been published in Marketing Science, Journal of Marketing Research, Information System Research, among others. He serves on the Editorial Review Board of the Journal of Interactive Marketing.

Louisiana State University Students



Candice Marti is a fourth-year doctoral student in the Department of Marketing at the E.J. Ourso College of Business at Louisiana State University (LSU). Candice 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 frontline employee-customer interactions, the influence of service leaders in service firm strategy, superstition, retailing, the impacts of risky product consumption, and atmospherics. Prior to pursuing a Ph.D. at LSU, Candice held marketing leadership positions in multiple industries, including healthcare, financial services, public health, and transportation.



Elizabeth McDougal is a fourth-year doctoral student in the Department of Marketing at the E.J. Ourso College of Business at Louisiana State University. She holds an MBA and M.S. in Marketing from Georgia State University and a B.A. in Marketing from Southeastern Louisiana University. Her research interests center on how various factors within the sales environment—including organizational culture, management practices, and the psychological impacts of boundary-spanning work—affect the mental, emotional, and social well-being of salespeople and other organizational frontline workers. She has published past research focusing on brand storytelling and innovative marketing pedagogy. Before 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.



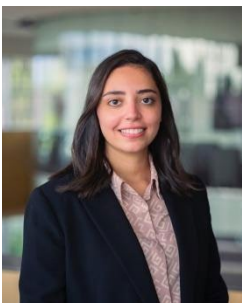
Jordan Ridley Burkes is a fourth-year doctoral student in the Department of Marketing at the E.J. Ourso College of Business at Louisiana State University (LSU). She graduated from Auburn University with an M.B.A. and M.S. in Finance and Texas A&M University with a B.S. in Business Administration. Her research interests include romance consumption, digital and social media marketing, and corporate social responsibility. Her dissertation focuses on the consumption of romance literature and the readers' immersion into the romantic experience. Prior to attending LSU, Jordan was the program coordinator for the Auburn Center for Ethical Organizational Cultures and writer for the Auburn Plainsman.



Md Nurul Alam is fourth year doctoral student in the Department of Marketing at E.J. Ourso College of Business at Louisiana State University. Prior to attending to the doctoral program, he completed his Master's in Finance with *honor* from the University of Tampa. He grew interests in Customer Relationship, B2B Marketing and Marketing Strategy while working as a practitioner at Coats Bangladesh Ltd., a subsidiary of Coats Plc, UK. His research interests broadly include Relationship Marketing, Marketing Strategy, political orientation and Sales. He has also co-authored research papers in *Sustainability*, *Foods*, and the *British Food Journal*.



Colin Bisbee is a Second-year doctoral student in the Department of Marketing at the E.J. Ourso College of Business at Louisiana State University (LSU). He graduated from Cornell University with an M.P.S. in Behavioral Marketing and from the University of Massachusetts Amherst with a B.S. in Psychology. His research interests include decision-making processes at the cognitive level and how we consume based on social groups. Prior to attending LSU, Colin held manager positions in both retail and food, served as Treasurer and Sergeant at Arms for a national co-ed service fraternity, and was a campus DJ for WMUA 91.1 in Western Massachusetts.



Mennatalla Abdelrehim is a Second-year doctoral student in the Department of Marketing at the E.J. Ourso College of Business at Louisiana State University (LSU). She graduated from Cairo University with a BSc in Business Administration with a Marketing minor. Her research interests include frontline employees, service provision, as well as the effect of false advertising on customers' behaviors. Prior to attending LSU, Mennatalla worked as a Marketing and Management teaching assistant, as well as a Marketing team leader and a consultant in the education industry.



Mostofa Soykoth is a second-year marketing doctoral student at Louisiana State University. He holds an MS in IT and an MBA from Emporia State University, USA. His research interests include the impact of technology on marketing and sales, big data analytics, and data-driven customer experience. He presented his work at prestigious academic conferences, including the American Marketing Association, the Academy of Marketing Science, and the Southwest Decision Sciences Institute.

Mississippi State Faculty



Joel E. Collier is the Dean W.C. Flewellen, Jr. Endowed Chair in 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*. He is also the author of the book *Applied Structural Equation Modeling Using AMOS: Basics to Advanced Techniques*.



Michael Breazeale is a Professor of Marketing at Mississippi State University. Mike's 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 reviewer for several top marketing journals. Mike has been named one of *Social Media Marketing Magazine's* Top 20 Marketing Professors on Twitter and a Top 100 Web Savvy Professor by *Best Online Universities*. He has published articles in *Journal of Retailing*, *Journal of Public Policy and Marketing* and *Journal of Business Research*, among others and has produced two best-selling books on consumer-brand relationships. Mike is also the doctoral coordinator for the marketing department at Mississippi State. Additionally, Mike is the director and co-founder of the Market Innovation Lab and Observatory (MILO) at Mississippi State.

Mississippi State Students



Paulo Gomes is a fourth-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 achievement of goals of firms.



Xinwei (Sylvia) Liu is a third-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.



Zhao (Zack) Liu is a third-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, USA. 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.



Faiyaz Hussain is a second-year marketing doctoral candidate, hailing from Dhaka, Bangladesh. He received a Bachelors of Science in Business and Administration, as well as a Masters of Science in Economic Development degree, both from the University of Southern Mississippi. His work experiences include working for an investment company in Dhaka, as well as a credit union in Flowood, Mississippi. His research interests are in cross-cultural research, specifically on factors causing differences in firm and consumer behavior from one region to another.

University of Alabama Faculty



Thomas L. Baker (PhD Florida State University) is the Ralph H. Cassel Endowed Professor of Marketing at the University of Alabama and is the Marketing PhD Program Coordinator. Dr. Baker's research focuses on interactions between customers and frontline employees in services contexts. His research has been published in journals such as the *Journal of Marketing*, the *Journal of Retailing*, the *Journal of the Academy of Marketing Science*, the *Journal of Business Research*, *Psychology and Marketing*, and the *Journal of Personal Selling and Sales Management*. Dr. Baker is currently an Associate Editor for the *Journal of Service Research* and the *International Journal of Management Reviews*. He is on the Editorial Review Board for the *Journal of the Academy of Marketing Science* and the *Journal of Services Marketing*.



Dr. Sharon E. Beatty (Ph.D., Oregon, 1980) is Professor Emerita, Marketing, The University of Alabama. She conducts mostly services and employee frontline research. She has published in journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Service Research*, and *Journal of Business Research*, and her work has over 41,000 citations. She serves on the editorial review boards of *Journal of Service Research*, *Journal of Marketing Education*, and *Journal of Business Research*. In 1998, she was named AMS Distinguished Fellow, in 2001 SMA Distinguished Scholar, in 2014 SMA Distinguished Fellow, in 2015 she received AMS's Distinguished Service Award, in 2016 the Southeast Marketing Symposium's Outstanding Contributions to Doctoral Education award, in 2019 AMS's Cutco/Vector Distinguished Marketing Educator award and in 2022 she was inducted into The University of Alabama's Culverhouse College of Business Faculty Hall of Fame. She has co-chaired three AMS Doctoral Consortia and was Doctoral Coordinator at UA for 27 years, chairing 24 dissertations.



Christine Ringler serves as an Associate Professor of Marketing at the Culverhouse School of Business at The University of Alabama. Her research interest relates to frontline employee-customer interactions, and sensory marketing. She has published in the *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Business Research*, and *Appetite*.

University of Alabama Students



Nicole Boylan is a third-year doctoral candidate at the University of Alabama. Her research interests focus on B2B relationship marketing, salesforce management, and personal selling. She holds an MBA from West Chester University of Pennsylvania and a B.S. in Marketing and Management. Prior to a career in academia, Nicole worked in B2B sales for a consumer packaged goods firm and started a digital selling firm in the services industry. She has experience working with B2B buyers and B2C customers.



Qingshuo (Sherry) Chen is a third-year doctoral candidate in Marketing at the University of Alabama. Her research focuses on consumer behavior, with an emphasis on how retail space design elements influence consumption decisions. She holds an M.Sc. in Marketing from the University of Alabama, as well as a Master of Teaching and a B.A. from the University of Melbourne in Australia. She has previously worked in the luxury industry and has experience in new media content creation and teaching. She is currently teaching Digital and Social Media Marketing.



Alexander Hanson is a Third-year Marketing PhD candidate at the University of Alabama. His current interests center around donation behavior and consumer well-being. Specifically, curiosities impact on donation behavior, predatory gambling promotions, and misleading donation methods. Prior to entering the PhD program, he received his undergraduate degree in Marketing, and an MBA from the University of Central Arkansas.



Landon McFarland is a second-year doctoral student at the University of Alabama. His research interests focus on frontline employee interactions, disability inclusion, and influencer marketing. Before starting the Ph.D. program, he earned his B.S.B.A. in Marketing and B.S. in Applied Economics from The University of Southern Mississippi.



Elissa Borchert Shults is a researcher in Consumer Behavior. Her research agenda centers around feelings of safety derived from physical environments in both retail and service spaces. She leverages evolutionary psychology to unpack the interplay between individuals and built environments. Prior to starting her PhD at the University of Alabama, she graduated with honors from Milligan University in Business with a minor in Economics. She earned a master's degree in Marketing Analytics from the University of Alabama. Following her graduation, she worked as a market researcher in both the Corporate Strategy and the Innovation departments at Eastman Chemical Company, a Fortune 500 company.



Ali Soltaninejad is a second-year doctoral student at the University of Alabama. Before joining the Ph.D. program, he earned his master's degree in Management Information Systems and a bachelor's degree in Business Management from Shahid Bahonar University. He also gained professional experience working in the marketing department of GAJ international publication. His research interests focus on digital marketing, particularly influencer marketing, and digital design.



Lacey K. Wallace is a fourth-year doctoral candidate at The University of Alabama. Before joining the Ph.D. program, she worked in graphic design and social media advertising. Her main area of research examines the positive impacts of challenging, discomforting, and emotionally charged experiences. More specifically, her dissertation explores how physical pain and the consumption of historical death and suffering shape emotions and downstream decision-making. She also studies body-type representation in retail settings, investigating how various mannequin body-types influence consumer perceptions and brand evaluations.

University of Arkansas Faculty



Judith Anne Garretson Folsie holds the Walmart Chair in Marketing and the R. A. and Vivian Young Endowed Chair while also serving as the Chair of the Department of Marketing in the Sam M. Walton College of Business at the University of Arkansas. Her research focuses on consumer-based strategy through explorations of source and message effects (persuasion), consumption emotions (e.g., gratitude, pride, regret, empathy), brand authenticity, and firm/customer interactions with theoretically and managerially relevant implications for bilateral and unilateral communications, services, and relationship marketing decisions. Her work has appeared in the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Retailing*, *Journal of Advertising*, *Psychology & Marketing*, *Journal of Advertising Research*, *Journal of Public Policy & Marketing*, *Journal of Business Research*, and others.



Daniel Villanova is an Assistant Professor and serves as the Doctoral Program Director in the Department of Marketing in the Sam M. Walton College of Business at the University of Arkansas. His research focuses primarily on consumer responses to numerical information with applications to financial decision-making (e.g., debt origination and repayment) and framing product attribute information (e.g., pricing). He also studies how individuals' identities shape their interactions with products and their behaviors on social media. His research has been published in various outlets, including the *Journal of Consumer Research*, *Journal of Marketing*, *OBHDP*, *Journal of Experimental Social Psychology*, *Journal of Experimental Psychology: Applied*, *Journal of Retailing*, *AMS Review*, and others.



Scot Burton is Distinguished Professor and Tyson Chair Emeritus, Sam M. Walton College of Business, University of Arkansas-Fayetteville. His research interests include consumer health and well-being, public policy concerns, advertising and promotion, and survey measurement issues. He served as Coeditor-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. He has received the AMA Lifetime Achievement Award in the domain of Marketing & Society, and outstanding article awards in several journals. His research has been published in more than one hundred refereed journal articles, including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Public Policy & Marketing*, *JAMS*, *Journal of Retailing*, *American Journal of Public Health*, *Journal of Applied Psychology*, *Tobacco Control*, *Public Opinion Quarterly*, *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Management*, *MIS Quarterly*, *OBHDP*, and others.

University of Arkansas Students



Manisha Shukla is a fourth-year doctoral student in the Department of Marketing in the Sam M. Walton College of Business at the 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. Before joining UARK, she worked as a Project Engineer at Center for Development of Advanced Computing, Pune, India.



Rafaela Canova Davide is a third-year doctoral student in the Department of Marketing in the Sam M. Walton College of Business at the University of Arkansas. Rafaela teaches consumer behavior to undergraduate marketing majors. Rafaela's dissertation research centers around Consumer Culture Theory, focusing on how individuals representing marginalized groups negotiate identity. She is currently active in the academic association Gender, Markets, and Consumers contributing to the leadership council as the graduate student representative. A former college tennis athlete and originally from Brazil, Rafaela has been living in the U.S since 2016.



Joseph "Joey" Lawall is a third-year doctoral student and Marketing Research Participant Pool Manager in the Department of Marketing in the Sam M. 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. Joey's research interests center around identity-based consumption, digital marketing, and brand management.

University of Florida Faculty



Alan Cooke is an Associate Professor of Marketing and Bealls Faculty Fellow in the Marketing Department in the Warrington College of Business, University of Florida, where he has taught since 1997. He received his Ph.D. in cognitive psychology and M.S. in marketing from UC Berkeley and his B.S. in engineering psychology from Tufts University. He has taught in the undergraduate, traditional and executive MBA, and Ph.D. programs in classes focused on marketing principles and customer analytics. His research focuses on consumer decision making, particularly the role of context and comparison processes on preference. His research has been published in academic journals such as the *Journal of Consumer Research*, *Journal of Marketing Research*, and *Journal of Experimental Psychology*. In his free time, he enjoys running, hiking, computer programming, and spending time with his family.



Chris Janiszewski is Distinguished Professor and the Russell Berrie Eminent Scholar Chair, Warrington College of Business Administration, University of Florida. His current research focuses on how people pursue goals, how they derive utility from experience, and how experienced utility becomes associated with product features (i.e., how people determine the value of products and services). Professor Janiszewski has published in the *Journal of Marketing*, *Journal of Marketing Research*, and the *Journal of Consumer Research*. Professor Janiszewski has been an Associate Editor at the *Journal of Consumer Research* (2010-11, 2014-2020), *Journal of Consumer Psychology* (2018-present), *Journal of Marketing Research* (2006-2009, 2010-2012), and *Marketing Science* (2014-2015). He is the Past-President of the Association for Consumer Research (2009) and an ACR Fellow (2019). He was the Marketing Department Ph.D. program coordinator (1993 to 2005) and is the College Ph.D. program coordinator (2009 – 2016, 2017-present). Professor Janiszewski has chaired over 20 dissertations and served on over 80 Ph.D. committees. He is a strong advocate of Ph.D. student development and success.

University of Florida Students



Tongmao Li (tongmao.li@warrington.ufl.edu) is a second-year PhD student in the Department of Marketing at the Warrington College of Business, University of Florida. His recent research interests focus on prosocial behavior and consumer choice, including designing more effective charitable appeals to enhance donation efficiency and understanding factors that influence consumers' preference for automated machines. When he is not conducting research, he enjoys playing traditional Chinese instruments and engaging in outdoor activities.



Yuhao Lu is a second-year Ph.D. student in Marketing at the University of Florida. With a keen interest in the intersection of AI and consumer behavior, his research explores how technologies influence purchasing decisions and market trends. He is particularly interested in how AI can leverage big data to enhance customer experience, drive sustainable marketing practices, and guide marketers toward more ethical and effective strategies.

University of Georgia Faculty



Anindita Chakravarty is Professor of Marketing at the Terry College of Business, University of Georgia. 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, Journal of the Academy of Marketing Science. In terms of service to the field, she is an associate editor at Journal of Marketing Research and Journal of Marketing. She serves on the editorial boards of Journal of the Academy of Marketing Science and Journal of Interactive Marketing. She has won multiple awards including the Lehmann Award in 2017, the 2020 Varadarajan Award, 2020 MSI Scholar and 2022 Louis W. Stern Award.



John Hulland is the Nalley Distinguished Chair in Business, and Professor of Marketing at the Terry College of Business, University of Georgia. His recent research interests include developing best practices for the design and use of scales, describing the video game ecosystem, and 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 the former Editor-in-Chief of JAMS and is currently doing penance as department head. His personal interests include shouting at clouds in the winter and swearing at missed golf shots in the summer. He collects old video games and pinball machines, and is equally bad at both. John's passions include frequent use of the word "peachy" and wearing colorful sports shirts.

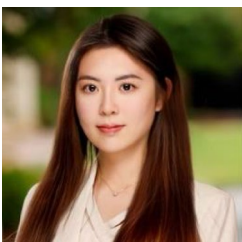
University of Georgia Students



Sakshi Babar is a fourth year Ph.D. candidate at the University of Georgia. Her research interests include climate marketing strategies, marketing-finance interface, and business-to-business marketing. Sakshi has been named an ISBM Doctoral Fellow and is the recipient of the 2022 ISBM Doctoral Support Award and the 2023 EMAC-Sheth Sustainability Grant Award. She holds a bachelor's in technology in Computer Science from National Institute of Technology Hamirpur and an M.B.A. from Indian Institute of Management Udaipur.



Jocelyn Cao is a third-year PhD student at the Terry College of Business, University of Georgia. Her research interests are in the areas of influencer marketing, social media, and metaverse in business-to-business.



Jiaqi Cao is a second-year PhD student at the Terry College of Business, University of Georgia. Her primary research interests include numerical cognition and pricing.



Madhur Mohan is a second-year PhD student at the Terry College of Business, University of Georgia. His primary research interest is in technologies, platforms, and digital marketing.



Suyoung Moon is a first-year PhD student at the Terry College of Business, University of Georgia. Her primary research interests include social media, influencer marketing, and luxury and fashion brands. She holds an M.S.B. in Marketing from the University of Wisconsin-Madison, as well as an M.S. in Marketing, a B.P.G. in Economics, Law, and Public Administration, and a B.A. in English Language and Literature from Korea University.



Krissa Nakos is a fifth-year PhD student at the Terry College of Business, University of Georgia. She received her Master's degree in Marketing Research and her bachelor's degree in Marketing and International Business from the University of Georgia. Her research focuses on consumer behavior, specifically in the areas of aesthetics, sensory marketing, and packaging.



Wanwan Yang, a third-year PhD student at the Terry College of Business, University of Georgia. She primarily focuses on digital and social media marketing. She is also interested in service marketing and the adaptive application of Generative AIs. Wanwan received her MS in Analytics from Northeastern University and holds a Bachelor of Hospitality Management from the Beijing Hospitality Institute.

University of Memphis Faculty



Susana Jaramillo is an Assistant Professor of Marketing at the University of Memphis. She earned her Ph.D. in Marketing from The University of Alabama. Her research explores the emotional dynamics of service interactions, service recovery, and consumer vulnerability, with a focus on how firms and frontline employees can mitigate negative consumer experiences and enhance well-being. Her work has been published in leading academic journals, including the *Journal of Service Research*, *Journal of Service Management*, *Journal of Services Marketing*, *Psychology & Marketing*, and *International Journal of Market Research*.



Subhash Jha is an Associate Professor of Marketing and a George Johnson Research Fellow at the University of Memphis (UofM). Holding two Ph.D.s in Business Administration—one from ICFAI Business School, Hyderabad, India, and another from the University of Memphis, USA—Subhash has a rich academic background. He also completed postdoctoral research at the University of Wisconsin-Madison, focusing on haptic imagery and information processing. He has guided and mentored more than 10 Ph.D. students at the University of Memphis. With 15 years of research leadership, he has successfully led several projects funded by the State of Tennessee, including those supported by the Tennessee Highway Safety Organization and Tennessee Department of Economics and Community Development, worth of more than one million US dollar as a PI. He employs diverse research methodologies, such as traditional surveys, laboratory and field experiments, computational linguistics, and advanced physiological measures like eye tracking, GSR, EEG, and facial expression analysis. He has an impressive publication record, with over 30 peer-reviewed articles in mainstream marketing journals, including the *Journal of Consumer Psychology*, *Journal of Retailing*, *Journal of Service Research*, and others. He continually addresses business challenges in Memphis, providing consultancy to organizations such as BlueOval SK, CenterStone, AutoZone, ServiceMaster, My City Rides, and St. Jude Children's Research Hospital. Additionally, he serves as an Associate Editor for the *Journal of Marketing Theory and Practice*.



Ganga Urumutta Hewage is an Assistant Professor of Marketing in the Fogelman College of Business & Economics at the University of Memphis. Her research focuses on consumer decision making in experiential and material purchases and visual perception. Her work has appeared in premier journals such as *Journal of Business Research*, *Marketing Letters*, *Journal of Service Research*, and *Journal of Experimental Psychology*. She also serves as the Director of Consumer NeuroInsights Research Lab (C-NRL) and Director of Marketing Research at the Tennessee Institute of Gambling Education and Research. She has received numerous internal and external research grants including Communities of Research Scholars (CoRS, University of

Memphis) and Transformative Consumer Research (ACR-AMA). She is a professionally qualified Chartered Marketer and a Fellow of the Chartered Institute of Marketing (UK).

University of Memphis Students



Casey Waldsmith joined the Fogelman College of Business and Economics in Fall 2021. Before beginning her Ph.D. program, she was a full-time senior program manager for KSU Journey Honors College and an instructor of marketing for Coles College of Business at Kennesaw State University (KSU). During her tenure at KSU, she increased Honors College enrollment by 177% through a variety of marketing strategies. She also worked closely with a team at KSU to secure a \$10 million dollar endowment for student scholarships, the largest gift in KSU history. Casey will be joining the Coles College of Business at KSU as a tenure-track assistant professor of marketing beginning in Fall 2025. Her research interests include donations, prosocial behavior, digital marketing, and social media.



Siddhartha Kushwaha is a Marketing PhD candidate at the Fogelman College of Business and Economics (FCBE). He received his Bachelor of Engineering in Mechanical Engineering, MBA, and his first PhD in Operations Management from Universities in India. He is a 2024 SMA Doctoral Consortium Fellow. He was a full-time Assistant Professor for seven years at two of the top B-schools in India. His research interests include consumer behavior, lay beliefs, consumable choices, consumer well-being, packaging and signage design, product returns, reverse supply chain, and environmental regulations. His research on product returns by heterogeneous consumers under mandatory remanufacturing regulation and carbon-cap-and-trade regulation has been published in the *International Journal of Production Research* (ABDC-A) and the *Journal of Cleaner Production* (ABDC-A).



Yupal Shukla is a PhD candidate in marketing at the Fogelman College of Business and Economics, University of Memphis. His research focuses on sustainability, recycling, and technology-enabled services. He serves as the research coordinator for the Institute for Intelligent Systems Student Organization at the University of Memphis (UofM). During his doctoral studies at UofM, he has published in *Psychology & Marketing* and the *Journal of Service Management*. He is also a recipient of the Liam Glynn Scholarship, awarded by SERV SIG and the Arizona State University's Center for Services Leadership.



Rajat Sharma is a second-year Ph.D. student at the Fogelman College of Business and Economics, University of Memphis. He comes with rich industry experience of more than 14 years in sales and operations roles. Rajat has also served as the lead consultant on Corporate Social Responsibility (CSR) for one of the world's largest container ports, where he designed and implemented several projects aligned with the United Nations' sustainable development goals. His primary research interests lie in CSR, sustainable marketing, and consumer well-being.



James Youn is a Marketing Ph.D. Student at the Fogelman College of Business and Economics. He is a member of the Graduate Student Association (GSA) and serves on the Executive Board of the Institute of Intelligent Systems Student Organization (IISSO) as the Vice President and Treasurer at the University of Memphis. Before joining the Ph.D. program, he was an Instructor in the Marketing Department at Southeast Missouri State University for six years and taught various Marketing courses; Principles of Marketing, Consumer Behavior, Marketing Research, Professional Selling, and Strategic Marketing. James has published in the *Journal of Business Research* and possesses extensive industry experience in entrepreneurship, trade, sport marketing, sales, and manufacturing. The broad area of James' dissertation topic is Political Ideology and Consumer Choice.

University of Mississippi Faculty



Barry J. Babin, Ph.D. (Louisiana State University, 1991), is Phil B. Hardin Professor of Marketing and Chair of the Department of Marketing, Analytics, and Professional Sales (MAPS) at the Ole Miss Business School. Barry also serves as the Executive Director of the Academy of Marketing Science® (www.ams-web.org). He has authored over 200 professional publications with research appearing in the *International Journal of Wine Business Research*, *Journal of the Academy of Marketing Science*, *Journal of Marketing*, *Journal of Retailing*, *Journal of Business Research (JBR)*, *Journal of Consumer Research*, *International Journal of Research in Marketing*, the *Journal of Wine Research*, and many others (h-index = 94, 270K+ citations). His research emphasis areas include wine marketing, marketing analytics, meta-analysis, sales management, and designing effective value-delivering retail customer experiences. Barry is past-president of the Academy of Marketing Science® (AMS), a recipient of the 2024 Vector Marketing/AMS Outstanding Marketing Educator Award, and the AMS Harold W. Berkman Distinguished Service Award. He co-authors several leading books including *CB: A Consumer Value Framework*, *Multivariate Data Analysis*, and *Essentials of Marketing Research*. He is internationally known as an expert in marketing research and is a frequent guest speaker at universities and conferences. He has directed over 20 Dissertations and served on over 90 dissertation committees or HDR juries. He has served as a consultant to institutes of higher learning in structuring graduate business programs. In industry, he consults as an expert witness on matters involving marketing/consumer research.



Cong Feng is an Associate Professor of Marketing, the Morris Lewis Endowed Lecturer, and the Departmental Ph.D. Program Coordinator at the School of Business Administration, University of Mississippi. He received his Ph.D. in Marketing from Syracuse University. His research interests center around marketing strategy, retailing, top management teams, and sales management. His research has been published in (or accepted by) the *Journal of the Academy of Marketing Science*, *Journal of Management Information Systems*, *Journal of Retailing*, *Journal of the Association for Information Systems*, *Journal of Public Policy & Marketing*, *Journal of Business Research*, *Industrial Marketing Management*, *European Journal of Marketing*, *Journal of Retailing and Consumer Services*, *Journal of Personal Selling and Sales Management*, *INFORMS Service Science*, *Review of Managerial Science*, and *Journal of Marketing Theory and Practice*. He is the recipient of the 2022 & 2020 Outstanding Junior Researcher Awards from the School of Business Administration at the University of Mississippi, the sole runner-up prize for the 2017 Service Science Best Article Award from INFORMS, the All-University Doctoral Prize from Syracuse University, and the Dr. Torpey

Teaching Award from the Whitman School of Management at Syracuse University.



Dr. David Mathis is an Assistant Professor of Marketing at the University of Mississippi. His research interests focus on digital marketing, online shopping behaviors, and the impact of eCommerce on traditional retail. His classroom experience includes courses taught on principles of marketing, marketing strategy, digital & social media marketing, and supply chain management. Dr. Mathis earned a Ph.D. in marketing from the University of Alabama and holds an MBA from Utah State University and a B.A. in advertising from Brigham Young University. Prior to a career in academia, Dr. Mathis worked in marketing management for 15 years at both private-sector companies and public universities. He has experience working with several customer groups including general consumers, law enforcement & military clients, and first-generation or underserved college students.

University of Mississippi Students



Masoom Agrawal is a PhD student in Marketing at the University of Mississippi with a focus on digital marketing and pricing strategies. She has experience in data analysis and applying quantitative methods to study marketing strategies. Masoom is excited to attend the SMS Marketing Conference to connect with industry professionals and academics, exchange ideas, and explore emerging trends in strategic marketing.



Melika (Mel) Charkhkard is a first-year PhD student in Marketing at the University of Mississippi, where she also serves as a Teaching Assistant and Research Assistant. She earned her master's degree in hospitality management from Iowa State University, where her thesis examined the impact of social media influencers' expertise on trust, destination image, and travel intention. Mel's current research focuses on the ethical and psychological implications of AI in sales and marketing.



Donovan Gordon is currently a 3rd Year Marketing Ph.D. Candidate at The University of Mississippi. Within the academic community, Donovan actively participates in various organizations, holding significant roles. He serves as the President of The Ph.D. Project's Marketing Doctoral Student Association and is an integral part of the Southern Regional Educational Board Scholars, Deans Elite Scholars, and the American Marketing Association's DocSig, where he previously assumed the role of Vice Chair for Special Projects and Partnerships. Before joining The University of Mississippi, Donovan earned his Master of Business Administration with a minor in Marketing from Mississippi State University, where he also completed his undergraduate studies in Biochemistry and Molecular Biology with a minor in Spanish. Donovan's primary research interests explore how sales practices, sales management, and marketing strategies influence firm performance within dynamic business environments.



Tanisha Jain is a third-year doctoral candidate 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. Her previous research experience also includes working as an RA for Dr. Berger at Wharton Business School at UPenn. She has also worked as a senior analyst in digital marketing. Tanisha is primarily interested in consumer behavior and decision making. Her interests include consumer inference making, social influence, and sustainable consumer behavior.



Chrissy Ross is a second-year doctoral student at the University of Mississippi. Prior to joining the marketing program, she completed her undergraduate degree in Marketing and worked at a full-service marketing agency, gaining experience in holistic strategy, digital marketing, and content development. She is interested in consumer behavior.



Maggie Whitman is a first-year doctoral student in the Department of Marketing, Analytics, and Professional Sales at the University of Mississippi. She graduated from the University of North Carolina Wilmington with a B.S. in Business Administration with honors in marketing. Before attending the University of Mississippi, Maggie worked as an Inside Sales Representative for Reliance, a Fortune 500 company. Maggie's primary research interests include consumer-decision making, digital marketing, and value-creation.

University of Tennessee Faculty



Alex R. Zablah is the Gerber/Taylor Professor of Marketing in the Haslam College of Business at the University of Tennessee, Knoxville, and currently serves as head of the Department of Marketing. Zablah's research seeks to improve understanding of how frontline factors (organizational processes, employees and technologies) 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 in Marketing.



Jonathan Hasford is the Douglas and Brenda Horne Professor of Business and director of the Ph.D. program in Marketing at the University of Tennessee. Jonathan's research focuses on emotions in decision making, including the study of emotional intelligence, food choice, and donation behavior. His research has appeared in JCR, JMR, JM, IJRM, and the Journal of Experimental Social Psychology, among others.



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.



Annika Abell is an assistant professor of marketing and a behavioral researcher with interests in digital marketing and sensory marketing. She is also James A & Natalie Haslam Faculty Fellow. 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.

University of Tennessee Students



Garrett Shipley received undergraduate degrees in neuroscience and psychology from the University of Cincinnati. Garrett's research is at the intersection of consumer behavior and marketing analytics. His dissertation leverages a combination of web scraping, text analytics, and experimental design to examine the factors driving consumer engagement in sports betting communities. Outside of his dissertation, Garrett is working on projects investigating the influence of monochromatic color palettes in television advertisements and the strategic use of experiential versus functional product descriptions. In his free time, he builds open-source packages in Python and R that make marketing measures and methods more readily available to practitioners and researchers alike.



Kiwoong Yoo is a fifth-year Marketing Ph.D. Candidate at the University of Tennessee's Haslam College of Business. His research examines how firms leverage marketing strategies to navigate disruptions. His work has been published in the *Journal of Retailing*, and his dedication to impactful research has been recognized through the 2025 AMA Retail and Pricing SIG Doctoral Student Award. He was also selected as a finalist for the 2024 Haslam College of Business Outstanding Doctoral Student Researcher Award. He holds a B.S. in Interdisciplinary Studies (Biological Sciences and Sociology) from Cornell University and a B.B.A. in Accounting from Hofstra University. He is a certified public accountant (CPA) in New York, where he worked as an auditor and consultant at Deloitte, advising clients across industries such as gaming and healthcare insurance. Beyond research, he actively engages in the academic marketing community, having served as Vice Chair of Communications for the AMA Doctoral SIG.



Melissa Baucum earned a B.A. in integrated marketing (Pepperdine University) before starting her career at a research agency in Los Angeles. There, she gained valuable experience conducting research for Fortune 500 clients in tech and consumer packaged goods. Baucum then moved client-side as a marketing strategy researcher for Hulu (Disney Streaming Services), where she discovered a passion for answering firm questions using secondary data. After deciding to pivot to a career in academic research, she joined Haslam's marketing doctoral program in 2020. Since then, Baucum has garnered recognition for her research in frontline strategy (AMA's OFR Young Scholar Competition Award 2023; AMA's Strategy SIG Student Research Award 2023) and teaching (finalist for Haslam Outstanding Doc Student Teacher).



Megan Miller entered the marketing Ph.D. program at the University of Tennessee, Knoxville's Haslam College of Business in fall 2022. Her current research interests focus on consumer behavior and include sensory marketing, digital marketing, and aesthetics. Prior to joining the doctoral program in 2022, she was a student and employee at Colorado State University. She completed her MBA with a graduate certificate in marketing management and obtained her bachelor's degree in business administration with a concentration in marketing and a minor in mathematics. She was also employed by Colorado State University's Office of Admissions and most recently served as the assistant director for scholar recruitment, where she gained experience in territory management, employee supervision, and event planning.



Laurel Johnston entered the marketing Ph.D. program in fall 2023. Her research interests fall in marketing strategy, with current projects focusing on customer data privacy, service recovery and customer re-acquisition. She is also skilled in consumer research and has supported projects in music and gender stereotypes. Johnston is a 2024 Marketing Science Institute Marketing Strategy Doctoral Scholar and 2024 AMA Marketing and Public Policy Junior Scholar. She is a graduate of Western Kentucky University with a B.S. in strategic marketing and a certificate in applied data analytics. Johnston's professional experience includes public communications for the Federal Reserve Board of Governors, digital marketing and consulting with various nonprofit organizations.



Destin Hardesty is a first-year Marketing Ph.D. candidate at the University of Tennessee's Haslam College of Business. She earned her undergraduate degrees in Marketing and Psychology from the University of Kentucky. Her research focuses on consumer behavior, with interests in digital marketing, sensory marketing, visual processing, and debiasing stereotypes. Before beginning her doctoral studies, she gained professional experience as a Junior Salesforce Analyst at Coastal Cloud and worked as a marketing and social media intern for a financial firm and a financial podcast.



Quinn M. Gordon is a first-year marketing Ph.D. student. While working on her B.S.B.A. in Marketing, Gordon gained experience in palliative care services as a care assistant and operations coordinator. Upon completing her undergraduate degree, she entered the MBA program at The University of Mississippi and began to explore preventative care; earning certifications through the American Red Cross, the National Academy of Sports Medicine, and on-the-job training. During this time, Gordon began work on her research interests through her graduate assistantship. Following graduation, Gordon relocated to Knoxville, TN, to pursue her research interests in healthcare sales, palliative care services, and wellness marketing strategy.

Special Guest



George D. Deitz, Ph.D. is a Professor of Marketing at the University of Alabama at Birmingham. He previously served as University Research Professor and Marketing Ph.D. program coordinator at the University of Memphis. He received his Ph.D. from the University of Alabama and holds Bachelor and Master's degrees from West Virginia University. Prior to beginning his academic career, he spent 11 years as a sales and marketing executive for several leading software companies. Dr. Deitz's substantive research involves strategic marketing issues, primarily in the context of services, retail, and "creative industries" (e.g., software development, film). In directing consumer neuroscience research labs at UM and UAB, he also pursues research opportunities that emphasize the application of biometric measurement systems in studying the influence of attention and emotion upon decision making. His work has been published in a number of leading journals, including the *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Business Venturing*, *Journal of Services Research*, *Industrial Marketing Management*, and *Journal of Business Logistics*. He currently serves as AE for the *Journal of Business Research* and is on the editorial review board for the *Journal of Business Logistics*.

Research Presentation Abstracts (Details & Locations)

Friday, April 11, 9:30-10:45 AM

Session A, Room 311

Navigating the Digital Environment

Choices at a Glance: Exploring the Impact of Face Payment Technology on Consumer Food and Beverage Selection

Yuhao Lu (second year doctoral student)
University of Florida

In various regions globally, the adoption of face payment systems, underpinned by facial recognition technology, is on the rise among businesses seeking to offer convenient and contactless payment options. Despite ongoing debates about privacy concerns associated with face payment systems, a key question for businesses is when and where to deploy face payment because of its potential impact on customer behavior. In a series of four studies, involving secondary data, field research, and online studies, we investigated how face payment technology influences consumer choices in public versus private settings. Our findings indicate that consumers, when using face payment methods in public contexts, show increased attention to their own faces during the transaction process. This heightened self-awareness systematically sways their choices towards healthier food or beverage options, as opposed to less healthy alternatives. We identified that this shift is mediated by an enhanced commitment to health-related goals during the decision-making process. Our research is among the first to investigate face payment as a new technology to influence customer choice and decision making, providing insights into how to manage face payment in different contexts and settings.

Understanding Digital Product Ownership Rights and Firm Value

Jin Braithwaite (second year doctoral student)
Florida State University

Ownership rights are foundational to markets, facilitating the transfer of value from firms to customers. As physical products shift to digital, firms and customers may disagree on what constitutes ownership transfer and the rights it entails. Firms often restrict customers' ownership rights (e.g., right to transfer) of digital products through product terms and conditions to maximize profits and protect their competitive advantages. However, this may conflict with deeply instilled social norms and customers' assumptions that digital products carry similar, unrestricted ownership rights to physical products (e.g. right to transfer). Thus, legal conflicts often ensue. Using four event studies across the United States (US) and European Union (EU), which vary in regulation of digital ownership, this research investigates how competing notions of digital ownership rights impact firm value and how firms can strategically use ownership

technologies to enhance firm value. Using matched legal cases on digital ownership rights, Study 1 finds that when regulation aligns with firms' notions of ownership, firm value enhances (US), yet when it aligns with customers it erodes (EU). In the US, when firms more explicitly define the level of product ownership they transfer to customers, the positive effect is magnified. Study 2 finds that in the context of ownership technologies (e.g., nonfungible tokens), where firms retain intellectual property rights while granting customers the right to resell, digital ownership technologies increase firm value in regulatory environments that align with firms' digital ownership terms (US). In contrast, in environments that conflict with firms' ownership terms (EU), these technologies have no significant impact on firm value. Additionally, these effects are weaker for products designed for less institutionalized digital environments (e.g., the metaverse).

The Eyes Have It: Decoding the Power of Gaze in Advertising

Wanwan Yang (third year doctoral student)
University of Georgia

This research explores how different eye contact directions in advertisements influence consumer purchase intentions. By examining how psychological engagement and purchase motivation vary across gaze directions, firms can refine their advertising strategies to enhance consumer response. Using cross-sectional data from a public e-commerce platform specializing in the gaming industry, this study analyzes the top 1,000 ranked products. The research employs two distinct econometric models and secondary data analysis, integrating AI-based image API analysis to classify gaze directions and extract data on model features and image attributes. The findings reveal that product-directed gaze strengthens consumer self-referencing and increases purchase motivation, whereas direct eye contact with the audience reduces purchase intent. Additionally, in advertisements featuring two models, the mutual gaze does not significantly impact sales, while excessive product-directed gaze exhibits diminishing returns. By uncovering the psychological effects of gaze direction in advertising, this study provides valuable insights for optimizing visual marketing strategies.

Friday, April 11, 9:30-10:45 AM
Session B, Room 399

Consumer Stereotypes and Lay Beliefs

Breaking the Stereotype: The Role of Emotional Intelligence in Debiasing Effectiveness

Destin Hardesty (first year doctoral student)
University of Tennessee

This research investigates why stereotype debiasing efforts often produce mixed results in marketing contexts. Drawing on expectancy violation theory, the current research examines how consumers' emotional intelligence (EI) significantly impacts their responses to different types of debiasing messages. Across three studies in different stereotype domains (auto care, beauty, and technology) we demonstrate that low and high EI consumers respond differently to group versus individual level debiasing messages. Low EI consumers, who struggle to recognize

the negative impact of stereotype violations on specific individuals, respond more favorably to group level debiasing messages that highlight the overall size and influence of marginalized groups. However, high EI Consumers, who are better at recognizing the negative impact of stereotype violations on specific individuals, respond more favorably to individual level messages, featuring specific examples of stereotype-incongruent individuals. The findings of this research offer practical guidance for marketers seeking to reduce stereotypes and expand their customer base through more effective marketing strategies.

Perceived Product Gender and Sustainable Behavior

Rajat Sharma (second year doctoral student)
The University of Memphis

Consumers frequently associate brands and products with gendered characteristics based on design elements such as color, typography, and shape. While prior research has examined the impact of gendered brand cues on consumer perceptions, their influence on pro-environmental behavior remains unclear. Across multiple studies, we find that products perceived as feminine (vs. masculine) elicit stronger recycling intentions. These findings offer insights for marketers and policymakers on leveraging brand gender cues to promote sustainability.

From Label to Logic: How 'Woman-Owned' Signals Shape Consumer Inferences of Environmental Friendliness

Tanisha Jain (third year doctoral student)
University of Mississippi

Consumers frequently rely on inference-making to bridge informational gaps when evaluating products and firms. This study examines how “woman-owned” label influences consumer perceptions, particularly in terms of environmental friendliness. Drawing on signaling theory, lay theories, and the green = feminine bias, we propose that consumers infer greater prosocial and eco-friendly tendencies from firms labeled as woman-owned. Using experimental methods, this study investigates how consumers process ownership labels as heuristic cues in their decision-making. Results from two experiments supports our hypothesis wherein consumers perceive labeled products as more environmentally friendly when no explicit information about greenness of the product was available. We also found evidence for a mediation such that woman-owned brands were perceived as being more “warm” which resulted in higher perceptions of a product’s greenness.

Friday, April 11, 11:00-12:00 PM
Session A, Room 311

From Filters to Emojis: Visual Cues in Marketing

Shortcut to Beautiful: How Beauty Filters Affect Consumer Judgments

Megan Miller (third year doctoral student)
 University of Tennessee

The use of beauty filters (i.e., face filters which are designed to beautify the user by reshaping facial features) is widespread across social media. While emerging research has studied how exposure to beauty filters could affect perceptions of the self, little is known about how the technological reshaping of facial features could affect how consumers perceive others. Our research shows that while beauty filters might enhance perceived attractiveness, their application can backfire. With the help of eight experiments and secondary data analysis, our results demonstrate that displaying a beauty filtered (vs. unfiltered) appearance leads consumers to cast moral judgment on the filtered person. This negative effect is due to consumer perceptions of beauty filter use as a shortcut behavior, in that users immediately reap benefits of appearance alteration without exerting effort into standard beauty practices. These findings offer a timely investigation of how technology-based changes to appearance affect person perceptions and carries.

Emojis for a Cause: The Impact of Visual Cues on Prosocial Behavior

Casey Waldsmith (fourth year doctoral student)
 The University of Memphis

Across a series of studies, this research compares the effectiveness of two types of visual cues: facial and non-facial emojis. Previous research has highlighted the widespread use of facial emojis, which are regarded as more effective than plain text in digital communications. Anchored in expectancy violations theory, this research is the first of its kind as it directly compares the effectiveness of facial versus non-facial emoji use in the context of prosocial behavior.

Friday, April 11, 11:00-12:00 PM
Session B, Room 399

Promoting Sustainability with Marketing

Can AI Drive Sustainable Consumption? The Role of Sentiment-Aware Recommender Systems in Influencing Consumer Choices

Manisha Shukla (fourth year doctoral student)
University of Arkansas

As sustainability becomes a growing concern in consumer markets, e-commerce platforms are exploring artificial intelligence (AI)-driven solutions to encourage eco-friendly purchasing behavior. However, the extent to which AI-powered recommender systems can influence sustainable consumption remains unclear. This study examines the role of sentiment-aware recommender systems in shaping consumer choices for eco-friendly products. Grounded in self-perception theory and digital choice architecture, we explore whether sustainability cues in product descriptions correlate with consumer sentiment and how sentiment-driven AI recommendations impact product visibility and engagement. Using a dataset of Amazon reviews and product metadata, we employ natural language processing (NLP) and machine learning to extract sustainability attributes and analyze consumer sentiment. We develop a hybrid recommendation model that integrates content-based filtering, sentiment-aware ranking, and social proof to nudge consumers toward sustainable alternatives. Our preliminary analysis suggests that sustainability-related product descriptions may be associated with more positive sentiment, which could enhance the effectiveness of AI-driven recommendations. Future research will further evaluate how sentiment-aware recommendation strategies influence consumer attitudes and engagement with sustainable products. This study contributes to marketing literature by integrating AI-driven personalization with consumer behavior theories, offering insights into how digital nudging mechanisms can be leveraged to promote sustainable shopping behaviors in e-commerce.

Climate Marketing Strategies and Firm Value

Sakshi S Babar (fourth year doctoral student)
University of Georgia

Firms have primarily viewed climate change as a risk, requiring mitigation through non-marketing actions. However, with customers' increased willingness to buy and growing government incentives for the manufacturing and purchasing of climate-friendly offerings, firms have begun to view climate action as a market opportunity. This paper integrates text analysis of managerial interviews and climate discussions in annual reports with signaling research to conceptualize climate marketing strategies a firm's *customer marketplace actions to leverage climate-created opportunities* to deliver shareholder value. Analysis using natural language processing, large language models, and econometric methods on a panel dataset of over 72,000 quarterly earnings calls shows that firm disclosures of unanticipated climate market strategy information increase firm value. Specifically, a 1 standard deviation increase in unanticipated climate marketing strategy disclosures in a firm's earnings calls translates to a .70 standard deviation increase in firm value. This effect is further strengthened for firms with higher customer demandingness and firms with climate supply chain alliances. Furthermore, the positive effect of climate supply chain alliances is stronger for firms that demonstrate ambidextrous marketing capabilities. A causal forests analysis to examine heterogeneity in effects finds that this effect is stronger for larger firms and for firms in the Energy sector. Additionally, firms face a greenwashing penalty as indicated by a weaker response for

disclosures with a more positive tone, while firms with a higher share of dedicated institutional investors, that potentially mitigate greenwashing, gain a premium.

Friday, April 11, 1:30-2:45 PM

Session A, Room 311

Time, Religion, and Nature

Space and Time: The Role of Time Metaphors in Consumer Judgment and Decision Making

Tianjiao Liu (second year doctoral student)
University of Kentucky

Two distinct spatial metaphors for the passage of time—ego-moving (“we approach the future”) and time-moving (“the future approaches us”)—influence how people perceive time and make decisions. However, prior research has yielded inconsistent findings regarding impatience: some studies suggest that ego-moving metaphors increase perceived temporal distance and heighten impatience in waiting contexts, whereas others find that they lead to shorter predicted task durations, potentially indicating reduced impatience. To clarify these discrepancies, this exploratory research investigates how time metaphors affect intertemporal choice and patience-related behavior. Across two studies, we examine the effects of time metaphors on intertemporal choice and perceived control, exploring perceived control as a potential explanation.

Marketing the Sacred and the Secular: How Religious and Non-Religious Messages Shape Consumer Perceptions

Colin P. Bisbee (second year doctoral student)
Louisiana State University

This research assesses the impact of explicitly religious communications compared to non-religious communications. Social Identity Theory argues that firms can benefit from religious consumers but also suffer costs through exclusion of non-religious consumers. Understanding how religious communications impact both attitudinal and behavioral outcomes for consumers is key to help firms positively manage their image. This issue has only compounded with the demand from consumers for businesses to have an image representative of their values. Using a sample of 450 online participants, the authors demonstrate how non-religious communications compare to religious communications across three pertinent contexts: mission statements, social media, and packaging. Furthermore, one’s own religiosity is found to be a key factor of how the message is perceived by consumers. The paper concludes with practical implications for managers considering religious communications, an understudied topic in the field of marketing.

Nature's Touch: Integrating Biophilic Design in Modern Retail Strategies

Qingshuo (Sherry) Chen (third year doctoral student)
University of Alabama

Biophilic design is a comprehensive design philosophy that encourages the incorporation of natural elements into the built environment (Lee 2019; Gillis and Gatersleben 2015). In recent years, brands have started including biophilic elements, such as Anthropologie's London location which features a live plant wall or Singapore's Changi Airport, which features an indoor rainforest.

Existing research in psychology and management has demonstrated that exposure to natural elements offers various benefits, such as stress reduction (Grahn and Stigsdotter 2003), improved mood, and workplace satisfaction (Larsen et al. 1992; Zadeh et al. 2014). In marketing, biophilic design has been shown to elicit a connection to the space, which increases feelings of contentment and happiness (Castro et al. 2022). Additionally, Bruckberger et al. (2023) conceptually propose that biophilic design can lead to favorable consumer outcomes via increased feelings of groundedness.

Building upon past research and using Habitat Selection Theory (HST), we examine how biophilic design impacts consumer engagement behaviors due to consumers' desires to explore the biophilic environment. HST posits that humans are evolutionarily predisposed to prefer environments that offer abundant resources, safety, and navigability, and are more likely to explore those environments (Orians 1980, 1986). Natural elements in biophilic design (e.g., live plants) signal survival-related advantages such as food sources and the existence of water (Orians 1980, 1986), should encourage these exploration-related behaviors.

Through two experiments, we show that retail environments incorporating biophilic design increase consumers' purchase intentions, repatronage intentions, and intentions to engage with the store employees. These effects are driven by the motivation to further explore and engage with novel spaces (i.e., diversive exploration). This research contributes to the literature by empirically testing the effect of biophilic design on consumer behavior and identifying the underlying mechanism. Additionally, this research applies HST to marketing, highlighting its relevance beyond evolutionary psychology.

Friday, April 11, 1:30-2:45 PM

Session B, Room 399

Navigating Changes in Brand, Sales, and Service

Can I Take a Mulligan? The Effects of Brand Backtracking on Brand Attitudes

Joseph "Joey" Lawall (third-year doctoral student)
University of Arkansas

This research explores the effect of brand backtracking on brand attitudes. Brand backtracking occurs when a brand reverts to a previous state after a recent change (e.g., increasing the price then reverting to the previous price) or does not follow through on a recently

planned change (e.g., announcing a price increase but then not following through). Across 3 studies we probe the boundaries of and mechanisms for the effect of backtracking. When a brand ends up in an objectively consumer-favorable end state (e.g. price decrease or lack of a price increase), backtracking (vs. having not backtracked) decreases brand attitudes, but when the brand ends up in an objectively consumer-unfavorable end state (e.g. price increase or lack of price decrease), backtracking does not significantly influence consumer attitudes toward the brand. Relatedly, when the brand's maneuvers concern a social topic (e.g., rolling back diversity, equity, and inclusion initiatives), the effect of backtracking depends on whether the end state is congruent with the consumer's preferences on the particular social topic. We find that the effect backtracking on brand attitudes operates through perceptions of credibility and consumer centrism.

Beyond Traditional Resources: A Multi-Theoretical Perspective on Salesperson and Managerial Bricolage

Donovan Gordon (third year doctoral student)
University of Mississippi

Bricolage refers to the process of individual actors' ability to intuitively and creatively integrate and orchestrate resources within a firm's ecosystem to provide solutions and co-create value in constrained environments. Within the context of sales, as recently introduced to the sales literature, bricolage is a dynamic capability that enables salespeople and sales managers to adapt, reallocate, innovate, and navigate their ecosystem with constrained resources to drive performance. Despite its roots in management and entrepreneurial research, bricolage remains underexplored within the sales literature. The purpose of this research is to advance sales literature by integrating Service-Dominant Logic (SDL), Resource-Based View (RBV), Knowledge-Based View (KBV), Resource Orchestration Theory (ROT), and Dynamic Capabilities (DC) to examine how salespeople and sales managers engage in bricolage to create and sustain competitive advantage. Consistent with the stated purpose, this research provides (1) a review of bricolage research within marketing and sales, (2) an integration of Service-Dominant Logic (SDL), Resource-Based View (RBV), Knowledge-Based View (KBV), Resource Orchestration Theory (ROT), and Dynamic Capabilities (DC) perspectives with salesperson bricolage, and (3) a research agenda and propositions to further highlight and investigate how salespeople and sales managers serve in roles that engage in salesperson bricolage to co-create value and sustain competitive advantages.

Relationship between Delivery Workers and Autonomous Delivery Robots (ADR): Friends or Enemies?

Zhao Liu (third year doctoral student)
Mississippi State University

The technology for self-driving vehicles is advancing quickly, with one significant application being Autonomous Delivery Robots (ADRs). These robots have attracted considerable interest from both academia and industry. However, there's a notable gap in research regarding how delivery workers feel about this emerging technology. This study

investigates the factors influencing delivery workers' willingness to use ADRs in the workplace and examines the mediating effect of fairness. A field survey and an online survey methodology were used to test relationships of interest. The results reveal that perceived usefulness, perceived ease of use, perceived anthropomorphism, and perceived social influence positively impact ADR acceptance, while perceived insecurity serves as an inhibitor. Additionally, perceived fairness mediates the relationships between these factors and willingness to adopt ADRs. This research bridges the gap in understanding employee-technology interactions within marketing strategies that emphasize the efficiency and ease of use of ADRs in communications targeted at employees by extending Technology Acceptance Model (TAM) to incorporate social and relational dimensions from Service Robot Acceptance Model (sRAM). The results highlight the significance of functional, social, and relational aspects of new technology in influencing employees' willingness to collaborate with new technology such as ADRs.

Saturday, April 12, 10:00-11:15 AM

Session A, Room 311

From Giving to Gambling

How to Increase Revenue in Cause Marketing Campaigns: Use Customer-donation Framing

Tongmao Li (second year doctoral student)
University of Florida

In a cause marketing campaign, an appeal can be structured to maximize benefits for the company (e.g., brand attitude, brand image, brand loyalty, sales) or to maximize benefits for the charity (e.g., revenue). One key factor influencing the company's benefits from cause marketing is appeal framing—phrasing the appeal in ways that affect its effectiveness. This research demonstrates that appeal framing also impacts the benefits received by the charity. Converging evidence from seven studies shows that when an appeal separates customers' contributions to the charity from their purchase (i.e., customer-donation framing), rather than embedding the contribution into the product or service price and emphasizing the firm's role in making the donation (i.e., firm-donation framing), both sales and charitable revenue increase. This effect holds across field settings (S1) and online settings (S2), regardless of whether the total price remains the same (S3a) or the base price remains the same (S3b). Furthermore, using orthogonal manipulation, we found that this effect is driven by the entity responsible for the donation rather than voluntariness (S4). We also measured alternative accounts, including consumer advocacy, prosocial motivation, and perceptions of self-enhancement, and found that consumer advocacy for the cause best explains the observed effect (S4-S6). Additionally, customer-donation framing proves to be a viable strategy when the donation size is small (S5) and when the deviation from a performance norm in cause marketing campaigns is negative (S6).

Go For Broke: The Impact of Sportsbook Promotions on Gambling Outcomes

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University of Alabama

Since the recent legalization of sports betting in the U.S., the industry has surged, with bookmakers flooding potential bettors with promotional offers. With this rapid expansion, there has been a lack of government oversight, which has led the industry to police itself (Sullivan, 2022), often prioritizing profit over consumer well-being. The relentless advertising is seen by some as predatory, as “it’s incessant and it glamorizes gambling” (Meyersohn, 2023).

While making a wager on a sporting event can be fun and harmless for many people, the problem with gambling is the subtle way it can take over your behavior potentially leading to addiction. In an industry currently lacking regulations, these strategies underscore the potentially predatory nature of sports bookmakers marketing practices, aiming to maximize revenue from their most vulnerable consumers, and raises significant ethical concerns regarding consumer well-being.

With the use of a dataset involving sports bettors who have collectively deposited over \$3.1 million and received over 2200 promotions, we find these promotions disproportionately target individuals experiencing losses and negative account balances. Subsequent experiments reveal that sports bettors largely misunderstand the arguably predatory nature of promotions due to complex and often obscured terms and conditions making it near impossible for sports bettors to ever win. Contrary to the usual risk aversion following a loss, promotional offers can induce optimism, enticing sports bettors back into a cycle of betting and increasing their willingness to gamble more. However, disclosures can be utilized to help curb the impact, decreasing the likelihood that the bettor takes advantage of the targeted promotion. Our findings highlight the predatory nature of sports bookmaker promotional offers and raise significant concerns for personal well-being, especially with the increasing number of sports bettors becoming addicted to gambling.

Saturday, April 12, 10:00-11:15 AM

Session B, Room 399

Frontline Employee Experiences

The Dark Side of 'The Customer is Always Right': Examining the Role of Servility and the Normalizing Strategies in Mitigating Occupational Stigma

Ye “Terry” Tian, PhD Student (second year doctoral student)
Florida State University

Although existing research has examined the antecedents of service employees’ low job satisfaction, such as role conflict and ambiguity, as well as strategies to address them (e.g. Hartline & Ferrell, 1996; Singh, 1993), few studies have explored a core characteristic of service jobs: servility. Frontline employees often perceive servility due to their “boundary spanning

roles” between organizations and customers (Shamir, 1980), facing power imbalances with external parties, such as customers, and internal actors, including owners, managers, and supervisors. However, frontline service jobs vary in their levels of servility and stigma. This study first examines why certain service occupations are perceived as servile and stigmatized, identifying key antecedents such as economic factors (pay, benefits, and growth opportunities), behavioral attributes (physical or mental task demands), educational requirements, skill levels, and occupational prestige. Second, while Ashford and Kreiner (1999) suggested that servile relationships are likely to reduce occupational prestige, no empirical evidence supports this correlation. This study disentangles servility from prestige, demonstrating that highly servile roles—regardless of perceived prestige—can lead to feelings of devaluation and lower job satisfaction. Third, this research explores how servility and stigma influence employees’ perceived social devaluation and occupational stigma, which, in turn, impact job satisfaction, job performance, and turnover rates. Finally, it investigates the effectiveness of normalizing strategies—reframing, recalibrating, and refocusing—as potential buffers against negative outcomes.

This study makes three key contributions: advancing the underexplored concept of servility, empirically testing normalizing strategies beyond Ashforth and Kreiner’s (2007) qualitative work, and critically assessing how the prevailing business belief that “the customer is always right” may exacerbate servility, ultimately harming employee well-being. Findings will provide insights for organizations to mitigate occupational stigma and support frontline employees more effectively.

Soliciting Tips: Employee Well-Being

Mennatalla A.B. Abdelrehim (second year doctoral student)
Louisiana State University

This research examines the impact of tip solicitation on employee well-being across different service contexts. Recent disruptions in service industries have led to tipping confusion among consumers, especially with increased deliveries and new technologies, which have led to the introduction of tipping in new contexts and the solicitation of tips. While previous research has focused on customers' reactions, this study shifts attention to employee stress and well-being, drawing on the transactional theory of stress and coping. Using a sample of frontline employees, we demonstrate that tip solicitation has a negative effect on FLE's well-being, mainly when tipping is unexpected. However, using technology to solicit tips can help mitigate some of these adverse effects on FLEs. Understanding how the method and context of tip solicitation affect employee stress and well-being allows firms to manage workplace policies better.

The Role of the Dark Triad in Customer Uncivil Behavior towards Employees

Faiyaz Hussain (second year doctoral student)
Mississippi State University

Consumer uncivil behavior towards an employee is more and more commonplace every day. A lot of the times, such uncivil behavior is the result of the consumer experiencing service failure at a business (Walker et al, 2017). However, different individuals can be faced with the

same service failure but choose to respond differently, while one customer may choose to respond with understanding and patience, another customer may respond with an outburst resulting in a rude uncivil response (Smith and Bolton, 2002). What are some specific differences in individuals' mental make-up that cause them to treat the same situation in differing manners is a question worth exploring. According to Paulhus and Williams (2002), the three main negative personality traits that influence deviant behavior are namely psychopathy, narcissism, and machiavellianism. Combined together, these three socially aversive personality traits have come to be known as the "Dark Triad". This study explores the role that each of these three personality traits psychopathy, narcissism, and machiavellianism – individually plays in terms of agreement with the uncivil behavior and the likelihood of engaging in uncivil behavior towards a front-line employee. Restaurant and hotel settings were utilized across two studies to test the impact that the dark triad has on an individual's tendency to behave rudely with an employee when encountering a service failure. Both studies were conducted through an online survey platform and included two different scenarios: a minor service failure and a major service failure. 120 participants were recruited for the restaurant study and 150 were recruited for the hotel study, and participants were split evenly between the two scenarios on both occasions. A manipulation check helped confirm that the participants viewed the scenarios differently. For both studies, psychopathy (α : study 1 = .80, study 2 = .82), narcissism (α : study 1 = .81, study 2 = .81), and Machiavellianism (α : study 1 = .83, study 2 = .83) were measured using the SD3 scale (Jones and Paulhus, 2013) on a 5-point Likert scale. An index of responses was created which consisted of 3 pretested civil responses and 3 pretested uncivil responses and was utilized across both studies. Agreement with the consumer response and likelihood of engaging in a similar manner as the consumer response were both measured using single items based on a 5-point Likert scale.

The data collected from each study was analyzed using a MANOVA conducted on SPSS. For psychopaths, significance was found for both agreement with uncivil behavior as well engagement in uncivil behavior in both the restaurant study (P_{agreement} = .013, P_{engagement} = .004) and the hotel study (P_{agreement} < .001, P_{engagement} < .001), suggesting that psychopathy has a key impact on an individual's tendency to respond rudely toward a frontline employee when faced with service failure. For narcissists on the other hand, significance was found only for agreement in the restaurant study (P_{agreement} = .008, P_{engagement} = .162), while only engagement came back to be significant in the hotel study (P_{agreement} = .364, P_{engagement} = .007). This suggests that narcissism does have a role to play in influencing uncivil behavior towards frontline employees, but further studies need to be conducted to clarify what that role is. Finally, for machiavellians, none of agreement or engagement came back significant in either the restaurant study (P_{agreement} = .440, P_{engagement} = .336) or the hotel study (P_{agreement} = .103, P_{engagement} = .776), suggesting that machiavellianism is not a key influencer of uncivil behavior towards frontline employees when encountering service failure.

From a managerial perspective, this study is able to shine light on the individuals who are more likely to behave in an uncivil manner towards an employee, while providing an explanation as to what distinguishing personality traits lead them to process and respond differently when faced with a service failure. Greater understanding of these individuals and their mental make-up will help businesses design training programs that not only protect the mental well-being of their employees, but also create processes that provide a clearer route to service recovery in the case of service failure. As for academic contributions, this study extends the understanding of consumer misbehavior by identifying specific personality traits that increase the propensity for

individuals to engage in uncivil behavior towards an employee. Moreover, this study provides further empirical evidence for the relationship between specific negative personality traits and adverse behaviors, thus contributing to current literature that utilizes individual characteristics and attributes to help predict behaviors and actions.