31st Annual Society for Marketing Advances Doctoral Consortium Program

New Orleans, LA
November 5 – November 7, 2019
31\textsuperscript{th} Annual Society for Marketing Advances
Doctoral Consortium Program

Tuesday November 5, 2019
Location: TBA

6:00 p.m. - 7:30 p.m.  
SMA Doctoral Consortium Welcome Reception

Wednesday November 6, 2019
Location: TBA

8:30 a.m. – 8:45 a.m.  
Welcome and Introductions by Consortium Co-Chairs
Brian Rutherford, Kennesaw State University
Elten D. Briggs, University of Texas at Arlington
Kevin J. Shanahan, Mississippi State University

8:45 a.m. – 10:00 a.m.  
SESSION 1
Successfully Maneuvering the Promotion and Tenure Process
Narayan Janakiraman, University of Texas at Arlington
Astrid Keel, University of LaVerne

10:00 a.m. – 10:30 a.m.  
Refreshment Break

10:30 a.m. – 11:45 a.m.  
SESSION 2
Approaches to Effective Teaching
Danny Butler, Auburn University
Barbara Wooldridge, The University of Texas at Tyler

11:45 noon – 1:00 p.m.  
Lunch

1:00 p.m. – 2:15 p.m.  
SESSION 3
Research, Teaching, Service; The Importance of Professional Ethics
O.C. Ferrell, Auburn University
Linda Ferrell, Auburn University

2:15 p.m. – 3:30 p.m.  
SESSION 4
Building a Successful Career in Research and Publishing
Naveen Donthu, Georgia State University
Christopher Newman, University of Mississippi

3:30 p.m. – 4:00 p.m.  
Refreshment Break

4:00 p.m. – 5:15 p.m.  
SESSION 5
When it is Time to Move On
Diana Haytko, East Carolina University
Angeline Close Scheinbaum, Clemson University

5:15 p.m. – 5:30 p.m.  
First Day Wrap-up
Brian Rutherford, Kennesaw State University
Elten D. Briggs, University of Texas at Arlington
Kevin J. Shanahan, Mississippi State University

5:30 p.m.  
Adjourn for the day

6:00 p.m.  
SMA Welcome Reception
Thursday November 7, 2019
Location: TBA

8:00 a.m. – 8:15 a.m.  
**2nd Day Kickoff**  
Brian Rutherford, Kennesaw State University  
Elten D. Briggs, University of Texas at Arlington  
Kevin J. Shanahan, Mississippi State University

8:15 a.m. – 9:15 a.m.  
**SESSION 6**  
*What to Expect as You Begin Your Career*  
Holly Syrdal, Texas State University  
Lucy Matthews, Middle Tennessee State University

9:15 a.m. – 10:15 a.m.  
**SESSION 7**  
*Playing Well with Others: Managing Relationships in Academia*  
Sharon Beatty, University of Alabama  
Stephanie Gillison, University of Tennessee at Chattanooga

10:15 a.m. – 10:45 a.m.  
**Refreshment Break**

10:45 a.m. – 12:00 p.m.  
**SESSION 8**  
*Leveraging Quality and Performance for Long Term Career Success*  
Christopher Hopkins, Auburn University  
Joseph J. Cronin, Florida State University

12:00 p.m. – 1:30 p.m.  
**Lunch**

2:00 p.m. – 3:30 p.m.  
**SESSION 9**  
*Meet the Editors Location: TBA*  
Chair: Christopher D. Hopkins, Auburn University

**Panelists:**  
Scot Burton, U. of Arkansas, *J. of Public Policy and Marketing*  
Joseph J. Cronin, Florida State U., *J. of Services Marketing*  
Naveen Donthu, Georgia State University, *J. of Business Research*  
Christopher Hopkins Auburn U., *J. of Marketing Theory and Practice*  
Jan Kietzmann, Simon Fraser University, *Business Horizons*  
Victoria Crittenden, Babson College, *Journal of Marketing Education*  
Greg Marshall, Rollins College, European Journal of Marketing  
Mark Petersen, U. of Wyoming, *J. of Macromarketing*  
Leyland Pitt, Simon Fraser University, *Journal of Advertising Research*  
Kevin Shanahan, Mississippi State U., *J. of Global Scholars for Marketing*  
Barbara Wooldridge, U.T. Tyler, *Marketing Education Review*

3:30 p.m. - 4:00 p.m.  
**Refreshment Break**

4:00 p.m. – 5:15 p.m.  
**SESSION 10**  
*Building a Successful Academic Career Over the Long Haul*  
Greg Marshall, Rollins College  
Bill Moncrief, Texas Christian University

5:15 p.m. – 5:30 p.m.  
**Consortium Wrap-up and Adjourn**
Kevin J. Shanahan, Ph.D., Mississippi State University
Dr. Kevin J. Shanahan, (Ph.D. New Mexico State University), is the John and Carole Ferguson Notable Scholar and Associate Professor of Marketing at Mississippi State University. He has served as VP of Communication for the Society for Marketing Advances, Proceedings Editor for SMA, and Associate Editor for Marketing Education Review. Currently, Dr. Shanahan serves as Associate Editor for the Journal of Global Scholars of Marketing Science. He has published in such outlets as the Journal of the Academy of Marketing Science, Journal of Advertising, Journal of Public Policy and Marketing, Journal of Business Research, San Diego Rabbit News, and Journal of Business Ethics among others. Dr. Shanahan has won numerous teaching awards including the Houghton-Mifflin Pride-Ferrell Innovations in Teaching Award.

Brian Rutherford, Ph.D., Kennesaw State University
Dr. Rutherford is the Executive Director of the Doctoral Program for the Coles College of Business at Kennesaw State University (Kennesaw, Georgia). He received his Ph.D. in Marketing from Georgia State University. Prior to joining the faculty at Kennesaw State University, he was a faculty member at Purdue University (West Lafayette, Indiana). Dr. Rutherford has served on over 30 dissertation committees and has published over 50 peer-reviewed journal articles. His research appears in leading publications that focus on sales management and business-to-business marketing. Dr. Rutherford serves as the Editor of Marketing Management Journal and one of the three Associate Editors of The Journal of Marketing Theory and Practice.

Elten D. Briggs, University of Texas at Arlington
Elten Briggs (Ph.D., University of Oklahoma) is an Associate Professor and Chair of the department of marketing at the University of Texas at Arlington. His primary research interest is in the area of services marketing, with emphasis on B2B services, frontline employees, retailing, and multiculturalism. He has been honored at the Society of Marketing Advances Annual Conference as a winner of the doctoral dissertation proposal competition, and with the McGraw-Hill/Irwin Stephen J. Shaw Award for Outstanding Conference Paper. His research has been published in a variety of peer-reviewed outlets including the Journal of Service Research, Journal of Business Research, Journal of Advertising, and Industrial Marketing Management. Dr. Briggs is presently a member of the editorial review board for the Service Industries Journal. Since 2016, five students have completed their doctoral degrees with him serving their dissertation committee chair or co-chair.
2019 CONSORTIUM FACULTY

Sharon Beatty, Ph.D., University of Alabama, Emerita

Dr. Sharon E. Beatty (Ph.D., Oregon, 1980) is Professor Emerita, The University of Alabama. She conducts mostly services and employee-customer frontline research. She has published about 90 refereed journal articles, in journals such as Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Service Research, and Journal of Business Research, with over 23,000 citations. She is on four editorial review boards, Journal of Retailing, Journal of Service Research, Journal of Marketing Education and Journal of Business Research. In 1998, she was named AMS Distinguished Fellow, in 2001 SMA Distinguished Scholar, in 2014 SMA Distinguished Fellow, in 2015 she received the AMS Harold W. Berkman Distinguished Service Award, in 2016 the Southeast Marketing Symposium’s Outstanding Contributions to Doctoral Education award, and in 2019 the AMS Cutco/Vector Distinguished Marketing Educator award. She co-chaired three AMS Doctoral Consortia (Oslo, Norway 2009; Reims, France, 2011; Denver, 2015), and was Doctoral Coordinator at UA for 27 years (until 2014), chairing 24 dissertations.

Danny Butler, Ph.D., Auburn University

Dr. Butler’s core value is to “treat others as you would like to be treated.” He is a Thomas Walter Professor of Marketing and Director of Global Programs (400 students annually) in the Harbert College of Business. Danny’s career focus has been on pedagogical issues in marketing and international business. He is a member of the A.U. Business Engineering Technology Faculty where he teaches mixed engineering & business cohorts. His innovative ideas have been applied in the United States and abroad. In 2013 Dr. Butler was a Fulbright Fellow to Croatia and Serbia. He has lead MBA international programs across four continents. Danny is the recipient of thirty teaching and two research awards.
**J. Joseph Cronin, Ph.D., Florida State University**

Joe Cronin (Ph.D. The Ohio State University), holds The John R. Kerr Eminent Scholar Chair in Marketing and Service Innovation at Florida State University. The citations of his articles currently exceed 33,000 and in 2016 he was honored at the 100th Anniversary of The Ohio State University’s Fisher College of Business as the most cited graduate of its Department of Marketing & Logistics. His research has been published in the *Journal of Marketing, Journal of Retailing*, *Journal of the Academy of Marketing Science*, the *Journal of Services Research*, the *Strategic Management Journal*, the *European Journal of Marketing*, the *Journal of Advertising*, the *International Journal of Operations & Production Management*, and other marketing journals. He serves as an Associate Editor of the *Journal of Services Marketing* and the *Journal of Business Research* as well as on the editorial review boards of the *Journal of Marketing*, the *Journal of the Academy of Marketing Science*, the *Journal of Retailing*, the *Journal of Services Research*, the *Journal of Service Management*, the *Journal of Business Research, Managing Service Quality, Health Marketing Quarterly, and the Journal of Management Research*. Dr. Cronin has chaired seventeen dissertations placing his graduates at Cornell, Michigan State, Boston College, Auburn, and Texas Tech. Dr. Cronin has also been the recipient of an FSU University Undergraduate Teaching Award.

**Naveen Donthu, Ph.D., Georgia State University**

Naveen Donthu (Ph.D., University of Texas at Austin) is Distinguished University Professor, Katherine S. Bernhardt Research Professor and Chair of the Marketing Department at Georgia State University. He is the Editor-in-Chief of the *Journal of Business Research*. He has published in journals such as *Marketing Science, Management Science, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Harvard Business Research*, and *California Management Review*. Naveen received the Georgia State University Outstanding Faculty Achievement Award. He has served on the editorial boards of the *Journal of Marketing, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Advertising, Journal of Interactive Marketing, Journal of Service Research* and *Journal of Business Research*. 
Linda Ferrell, Ph.D, Auburn University

Dr. Linda Ferrell (Ph.D. University of Memphis), is Professor and Chair of the Marketing Department in the Harbert College of Business. Her research interests include marketing ethics, ethics training and effectiveness, the legalization of business ethics as well as corporate social responsibility and sustainability. She has published in *Journal of the Academy of Marketing Science, AMS Review, Journal of Business Ethics, Journal of Public Policy & Marketing, Journal of Business Research*, as well as others. She has co-authored numerous books including Business Ethics: Ethical Decision Making and Cases, Business and Society, Management, and Introduction to Business. Dr. Ferrell is on the Board of Directors of Mannatech, Inc. a NASDAQ listed, health and wellness company. She serves on the Executive Committee and Board of the Direct Selling Education Foundation. She is on the Cutco/Vector College Advisory Board. She is Immediate Past President of the Academy of Marketing Science and Past President of the Marketing Management Association. Dr. Ferrell also serves as an expert witness in ethics/legal disputes.

O.C. Ferrell, Ph.D, Auburn University

Dr. O.C. Ferrell is the James T. Pursell, Sr. Eminent Scholar in Ethics and Director of the Center for Ethical Organizational Cultures at the Raymond J. Harbert College of Business, Auburn University. Dr. Ferrell is President-Elect of the Academy of Marketing Science. He was formerly Vice-President of Publications for the Academy of Marketing Science and Past President of the Academic Council of the American Marketing Association. He received the AMS Cutco/Vector Distinguished Educator Award. He chaired 13 dissertations with his former students serving as Deans, Associate Provost, CBER Directors, journal editors, among others. He has published in the *Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of Business Ethics, Journal of Public Policy & Marketing, AMS Review, Journal of Business Research*, as well as others.
Stephanie Gillison, Ph.D., Auburn University

Stephanie Gillison is the UC Foundation Associate Professor of Marketing at the University of Tennessee at Chattanooga, where she teaches undergraduate Principles of Marketing. She received her Ph.D. in marketing from the University of Alabama in 2012. Her research interests include shopper deal seeking behaviors, shopper search behaviors, and retail front-line employee issues. Her work has been published in *Industrial Marketing Management, Journal of Business Research, Journal of Marketing Theory and Practice*, and *Journal of Consumer Marketing*, among other outlets. She serves on several editorial review boards, the Greater Chattanooga Area BBB Board, and is an active member of several college and university committees at UTC.

Diana L. Haytko, Ph.D., East Carolina University

Dr. Diana L. Haytko is Professor and Chair of the Department of Marketing and Supply Chain Management at East Carolina University. Previously, she was the Marguerite and Guy Howard Professor of Marketing at Florida Gulf Coast University, Professor of Marketing at Missouri State University and Assistant Professor at Texas Christian University. Dr. Haytko received her degrees from the University of Colorado (B.S.) the University of Illinois (M.S.) and the University of Wisconsin (MBA, PhD). Prior to her academic career, she worked in Account Service at several large advertising agencies. She has won several teaching awards and also the Harold and Muriel Berkman Faculty Achievement and Development Award. Her research spans consumer behavior, international marketing, retailing and interorganizational relationships and has been published in the *Journal of Consumer Research*, the *Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Business Research* and many others.
Christopher D. Hopkins, Ph.D., Auburn University

Dr. Christopher D. Hopkins, (Ph.D. Mississippi State University), is the McLain Family Professor of Marketing at Auburn University. Prior to joining Auburn’s Harbert College of Business, he spent 16 years at Clemson University. He is a Past President of the Society for Marketing Advances, has served as Program Chair, Treasurer, Consortium Chair/Faculty, and on the Board of Governors. He was twice awarded the Steven J Shaw Best Paper in Conference award and was awarded 11 best paper in track awards. He has served as track chair for SMA and the Academy of Marketing Science on multiple occasions. To date Dr. Hopkins has published over 90 articles in both refereed journals and conference proceedings, appearing in such outlets as the Journal of Advertising, Journal of Public Policy and Marketing, Journal of Business Research, Psychology and Marketing, Journal of Business Ethics, Journal of Current Issues in Research in Advertising, and the Journal of Personal Selling and Sales Management among others. He has received Article of the Year awards from the Journal of Marketing Education, Journal of Consumer Marketing and Marketing Education Review. He also was awarded teaching excellence awards at both Auburn and Clemson Universities. Dr. Hopkins was a CUSHR Faculty Scholar and was named the College of Business Outstanding Emerging Scholar, MBA Professor of the Year and voted “Best Professor on Campus,” while on the faculty at Clemson University. He is the current Editor-in-Chief of the Journal of Marketing Theory and Practice and an Associate Editor of the Journal of Business Research as well as serving on 5 editorial review boards. He also has seven years of experience in the banking and financial services industries.

Narayanan Janakiraman, Ph.D., University of Texas at Arlington

Professor Janakiraman is Associate Professor of Marketing at the University of Texas at Arlington. He is a consumer psychologist interested in researching how consumer behavior is affected by a firm’s marketing actions, and in turn how marketers design strategy to influence consumer behavior. Examples of his work include the effect of return policy on consumer returns, how consumers use price to judge quality and how consumer waits influence reneging from queues. His research has been published in leading marketing academic journals such as the Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, Journal of Marketing Research among others. He also works extensively with industry in communicating the results of his research findings and in helping marketers better their marketing strategy. He teaches courses on creativity, innovation, product design, marketing strategy and consumer behavior.
Astrid Keel, Ph.D., University of La Verne
Astrid L. Keel (Ph.D., Emory University) is an Associate Professor of Marketing at University of La Verne. She has published in *Journal of Advertising, Psychology & Marketing, Journal of Services Marketing*, among others. Her research interests are the marketing-finance interface and celebrity endorsements. Dr. Keel serves on several Editorial Review Boards.

Greg Marshall, Ph.D., Rollins College
Greg W. Marshall (Ph.D., Oklahoma State University; BSBA and MBA, University of Tulsa) is the Charles Harwood Professor of Marketing and Strategy in the Crummer Graduate School of Business at Rollins College and Academic Director of the Rollins Executive DBA program. Greg is Editor of the *Journal of Marketing Theory and Practice* and from 2002-05 was Editor of the *Journal of Personal Selling & Sales Management*. He serves on the editorial review boards of the *Journal of the Academy of Marketing Science, Industrial Marketing Management*, and *Journal of Business Research*, among others. Greg has published over 50 refereed journal articles, with topics centered on sales force selection, performance, and evaluation; decision making by marketing managers; and intraorganizational relationships. He is co-author of *Marketing: Real People, Real Choices 7th* ed. (Prentice Hall, 2012), *Marketing Management* 2nd ed. (McGraw-Hill, 2015), *Sales Force Management* 11th ed. (Routledge, 2013), and *Contemporary Selling 4th* ed. (Routledge, 2013).

Lucy Matthews, Ph.D., Middle Tennessee State University
Lucy M. Matthews is an Assistant Professor of Marketing in the Jones College of Business at Middle Tennessee State University where she teaches in their sales program. She worked in sales and management for over 15 years prior to returning for her doctorate degree at Kennesaw State University. Her research interests include sales & sales management, burnout, engagement, grit, partial least squares structural equations modeling, as well as cross discipline areas related to marketing such as innovation and entrepreneurship. In her first four years out of the doctoral program, Lucy published over a dozen articles in journals including *Journal of Business Research, Journal of Marketing Theory and Practice, and European Business Review*. Matthews activity participates on the executive committee of Society for Marketing Advances. Additionally, Lucy is the 2020 program chair for Atlantic Marketing Association.
Bill Moncrief, Ph.D., Texas Christian University

Bill Moncrief is the Chair of the Department of Marketing and the Charles F. and Alann P. Bedford Professor of International Business at TCU. In his 30 years at TCU he has served as Department chair, Interim Dean and Senior Associate Dean. He has over 60 journal articles in outlets such as the Journal of Marketing Research, Journal of the Academy of Marketing Sciences, Journal of Personal Selling and Sales Management, and Journal of Business Research among others. He also has published three books. He has won numerous teaching and research awards including the Chancellor’s Award for Distinguished Research and Teaching, the highest honor awarded by TCU; the Honors Professor of the Year, the Neeley Alumni Professor of the year, the Burlington Northern Award for Meritorious teaching and the Dean’s award for Meritorious Research, three times named the Order of Omega top TCU professor, twice named Student foundation top professor, was named as a “Distinguished Fellow” by SMA, and the AMA life time achievement award.

Christopher Newman, Ph.D., University of Mississippi

Christopher Newman is an Associate Professor of Marketing in the School of Business Administration at the University of Mississippi. His primary research interests include food labeling and consumption, consumer health, and retailing. Dr. Newman’s research has been published in the Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Business Research, and the American Journal of Health Promotion, among others. He has twice been named the Co-Outstanding Junior Researcher of the Year by the Ole Miss Business School and has additionally been honored with the Outstanding Publication of the Year Award. He is also a past recipient of the Brenda Derby Memorial Award, which is presented nationally to the doctoral student who best demonstrates excellence as an emerging marketing and public policy researcher. Dr. Newman has taught Advanced Studies in Consumer Behavior, Data Analysis and Interpretation, Retail Strategy, and International Marketing.
**Angeline Close Scheinbaum, Ph.D., Clemson University**

Angeline Close Scheinbaum is Associate Professor at Clemson University. She studied at the University of Georgia (Ph.D., 2006, Marketing). Her expertise is in consumer psychology, integrated brand promotion, social media, and sponsorship/experiential marketing. Professor Scheinbaum has published thirty publications in journals such as *Journal of Advertising Research, Journal of Academy of Marketing Science, Journal of Business Research, Journal of Advertising*, and *European Journal of Marketing*. Professor Scheinbaum’s books include: *Advertising & Integrated Brand Promotion, Consumer Behavior Knowledge for Effective Sports and Event Marketing, Online Consumer Behavior: Theory and Research in Social Media, Advertising & E-Tail*, and *The Dark Side of Social Media: A Consumer Psychology Perspective*. She serves as VP Development for Academy of Marketing Science and is Past Chair of AMA’s Consumer Behavior SIG.

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**Holly Sydral, Ph.D., Texas State University**

Dr. Sydral is a researcher and teacher of marketing with a passion for developing and disseminating knowledge, collaborating with businesses and non-profit organizations, and positively impacting lives. She holds a Ph.D. in marketing from The University of Texas at Arlington and is currently an assistant professor of marketing at Texas State University, where she teaches digital marketing and promotional strategy. She is a doctoral fellow of the Society for Marketing Advances and currently serves as the Director of Academic Placement Services for the organization. Dr. Sydral’s research primarily falls under the umbrella of digital marketing, specifically in the areas of social media marketing and engagement. She has an established record of research with publications in the *Journal of Interactive Marketing*, the *Journal of Marketing Theory and Practice*, the *Journal of Marketing Education*, and the *Journal of Retailing*. Dr. Sydral is a proponent of experiential learning methods, which she has incorporated into all of the courses she has taught over the last nine years, including social media marketing, marketing research, services marketing, and marketing management.
Barbara Wooldridge, The University of Texas at Tyler

Dr. Barbara Ross Wooldridge graduated magna cum laude from James Madison University, completed a Masters of Professional Studies degree from the School of Hotel Administration at Cornell University, and earned a doctorate in business administration from Louisiana State University. She has published in such journals as the Journal of Business Research, Journal of Marketing Channels, The Journal of Consumer Marketing, Marketing Education Review, and The Cornell Quarterly. She is the current editor of Marketing Education Review. She has been active in SMA since 1996 and has served as a track chair for case writing (2009, 2010), strategy (2011, 2012), and the distinguished teaching competition (2013 onwards). She judged the Pride/Ferrell Innovations in Teaching competition numerous times and presented and reviewed numerous papers for SMA. She was a doctoral consortium student in 1997 and was doctoral consortium faculty in 2011.
Consortium Participants

**Kelley Anderson, Texas Tech University**
Kelley Courts Anderson is a third-year marketing Ph.D. student at Texas Tech University. Her research explores how digital and social marketing influence consumer experience and value creation. Multiple firm and academic grants support Kelley’s research, and she was awarded the Franco Nicosia best paper award at the 2019 Association of Consumer Research conference. Before pursuing a Ph.D., Kelley worked in consumer insights and direct marketing for fifteen years, at companies such as Walmart, Golfsmith, and Stage Stores.

**Christian Barney, Mississippi State University**
Christian Barney is a fourth-year marketing Ph.D. student at Mississippi State. She was the recipient of the Mississippi State University College of Business 2018 Outstanding Doctoral Student Researcher Award, and her work has been published in the *Journal of Retailing* and *Harvard Business Review online*. She has a BBA in Marketing Analytics from the University of Wisconsin- Eau Claire and an MBA from the University of Montana. Before pursuing a career in academia, she worked in online retailing and advertising and had the opportunity to do work for brands such as AT&T, Microsoft, Coca-Cola, and more. Her primary research interests include consumer embarrassment, the impact of narratives on marketing, and retailing.

**Ashok Bhattarai, Southern Illinois University**
Ashok Bhattarai is a second year Ph.D. student at Southern Illinois University Carbondale. His research interest broadly covers the areas of marketing strategy, marketing research, and pricing. His current research focuses on understanding consumer’s perceptions regarding surge-pricing practices. He also is interested in digital marketing and is working on research that focuses on understanding the effects of online reviews on consumers’ behavioral intentions.
Rhett Epler, University of Wyoming
Rhett Epler is a PhD candidate at the University of Wyoming. Rhett specializes in sales research, and has experience in agriculture, real estate, commodity trading and oil and gas. Rhett grew up on a cattle ranch and is proud of his agricultural heritage. Outside of academia, Rhett currently works for a mineral rights brokerage firm, PetroValues.

Marayam Farhang, Southern Illinois University
Maryam Farhang is a second year PhD student of Marketing at Southern Illinois University Carbondale. Her research interests are in the areas of marketing strategy and advertising and promotions. She is currently researching online behavioral advertising and the other is on surge pricing practices.

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

Michael is a third year PhD. student at the University of Memphis. He received his B.S. in Psychology from Crichton College in 2010 as well as his M.S. in Management Information Systems and an MBA from the University of Memphis in 2012 and 2015, respectively. Michael's work focuses on the marketing-finance interface and marketing's contribution to the firm. He is also interested in the impact of privacy breaches on firm performance as well as customer disengagement as it impacts customer retention and/or win-back. Prior to entering the program, Michael was the technical support manager serving the Fogelman College of Business and Economics at the University of Memphis. During his 7+ years in that position he managed all computer and AV-related issues for the classroom environment as well as all faculty and staff devices. Michael has served on numerous committees while serving the Fogelman College, including membership on a Strategic Planning committee that was responsible for developing a 5-year strategic plan for the Fogelman College. Prior to joining the University of Memphis, Michael worked as a Senior Technical Consultant for FedEx for 12 years.

**Britton Leggett, University of South Alabama**

Britton Leggett studied Business Administration at Mississippi College where he played both football and baseball. After graduating, Britton returned to Monroe working in sales for a couple of companies. After a short time in the business world, athletic competition once again came calling. Britton began coaching baseball and football for various high schools in Northeast Louisiana while he completed his Masters of Education from Louisiana Tech. Britton has earned an MBA from Louisiana Tech as a prerequisite for the Ph.D. Program at the University of South Alabama. Once completing his doctorate in marketing, Britton wants to teach and research on the university level. Currently, Britton teaches high school mathematics, as an online, marketing adjunct instructor at the University of Louisiana at Monroe, owns a small lawn service business, coaches his alma mater’s junior high football team, supervises two secondary intern teachers, and is a member on the Monroe Educational Foundation Board. His research interests are in social media marketing, data analytics, and secondary education.
Marianne Loes, University of South Alabama
Marianne Loes earned her BSBA from the University of South Alabama, where she majored in eCommerce and holds an MBA with a Marketing concentration from Auburn University. She is currently pursuing her PhD in Marketing at the University of South Alabama and teaches Principles of Marketing, Integrated Marketing Communications, and Digital Marketing. Before joining the Mitchell College of Business (MCOB), she spent over ten years performing various roles in sales and marketing in the embedded software industry.

Kate Nicewicz, Texas Tech University
Kate Nicewicz is the Director of Graduate Programs for the College of Business at Tennessee Tech University. Ms. Nicewicz pursued her undergraduate degree (B.A. English-Language, Media and Communications; Cert. Management Studies – Marketing) at the University of Rochester. She earned her MBA at Tennessee Tech in 2014. Currently, Ms. Nicewicz is in her second year of coursework in Kennesaw State’s Ph.D. in Business Administration program, pursuing a concentration in marketing. Her research interests lie heavily in the consumer behavior sector, with a focus on consumption as it relates to anthropomorphized marketing techniques and machine learning. Ms. Nicewicz also acts in an adjunct capacity at Tech, teaching Principles of Marketing, Retail Marketing, and an experiential international business course.

Xiaodong Nie, University of Texas at Arlington
Xiaodong Nie, fourth year PhD student from the University of Texas at Arlington. My research interests are in consumer behavior, especially on how different cross-cultural factors can impact consumers’ various decision making. I have expertise in how consumers’ different level of local-global identity impacts decision-making on rent vs. buy, and preferences toward experiential vs. material products. I have presented my research as a competitive paper at the ACR conference in Atlanta, Georgia.
Kenneth O’Connor, University of South Alabama

Kenny O’Connor is from gulf coast of Florida and has spent most of his life in Pensacola. He has a Bachelors degree in Marketing from the University of West Florida and a MBA from Auburn University. He grew up working and managing his family’s small kitchen and bath remodeling business, where he gained much of his business experience. In 2009, Kenny started teaching part time as an Adjunct at the University of West Florida and quickly realized he had a real passion for teaching and academia. Over the next 10 years, he would continue to teach more classes while also running his own construction business. When he’s not working, he spends his time with his two sons. He’s now pursuing a Ph.D. in Marketing at the University of South Alabama. His research interests are entrepreneurship, family business, and cult branding.

Yi Peng, University of Alabama

Yi Peng is a third-year doctoral candidate at the University of Alabama. Yi earned her bachelor’s degree in economics at Hohai University (China) and the master’s degree at the University of Alabama in Huntsville. She also worked as an international sales manager in a biochemical company for three years. Her research centers on the areas of customer-based strategy and cross-cultural consumer behavior. She has a paper forthcoming at the Journal of International Business Studies. She presented her research at the American Marketing Association Conference, the AMA Global Marketing SIG Conference, the Society for Marketing Advances, the CIMar Consortium for International Marketing Research, the Academy of International Business U.S. Southeast Chapter, etc. She has won several awards for her research, including 2019 Society for Marketing Advances Doctoral Consortium Best Dissertation Award, 2019 SEiR Summer Research Support, 2018 CIMar S. Tamer Cavusgil 2018 Best Paper Award, 2018 SEiR Summer Research Support, University of Leeds Best Doctoral Paper Award, and William J.Ziegler Best Ph.D. Student Award Nominee. She also received the Bill Bennet Award for Excellence in International Business Studies in 2017 and 2018.
**Jen Riley, Kennesaw State University**

Professor Jen Riley is a second-year doctoral student at Kennesaw State University and visiting instructor in Marketing at Alabama A&M University. Prior to entering academia, Prof. Riley was a corporate marketer primarily focusing on B2B markets implementing digital strategies, a celebrated entrepreneur, and international-selling author. She is a proud member of the KPMG PhD project, the American Marketing Association, Toastmasters International, as well as a Direct Selling Education Foundation fellow and grant recipient. Exhibiting academic service at every level, Prof. Riley serves as faculty club advisor for two on-campus clubs, is an active member for two University committees, has served as an ad-hoc reviewer for Marketing Management Journal and the Society of Marketing Advances (SMA), and is a presenter in the social media track for SMA 2019 fall conference. Prof. Riley’s research studies the cross-section of professional sales and technology adoption.

**Emily Shay, Georgia State University**

Emily Shay is a second-year doctoral student at the Department of Marketing and researcher at the Social Media Intelligence Lab for J. Mack Robinson College of Business at Georgia State University. Her research focuses on marketing strategy, digital and social media marketing, and data-driven marketing. She holds an M.S. in Marketing from Georgia State University and B.S. from the University of Alabama.

**Kexin Xiang, University of Mississippi**

Kexin Xiang is a 3rd-year doctoral student in Marketing at the School of Business Administration, University of Mississippi. She holds a Master of Science degree in Information Management and a Certificate of Advanced Study in Data Science from Syracuse University. She is interested in marketing strategy. Before joining Ole Miss, she worked for Ernst & Young’s Tax Technology and Transformation group.