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# Laurie A. Babin, Ph.D.

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## Instructional Associate Professor of Business Administration

### Academic Background

Ph.D. Louisiana State University, 1992.

M.B.A. University of Central Florida, 1987.

### Academic Experience

Instructional Associate Professor of Business Administration, University of Mississippi (August, 2021 - Present), Oxford, Mississippi.

Instructional Associate Professor of Marketing, University of Mississippi (August, 2019 - August, 2021), Oxford, Mississippi. Teaching, research, and service.

Professor of Marketing and Abell Endowed Professor of Entrepreneurship, University of Louisiana Monroe (August, 2007 - June, 2019), Monroe, Louisiana. Teaching, research, and service.

Professor of Marketing, University of Southern Mississippi (August, 1991 - May, 2007), Hattiesburg, Mississippi. Teaching, research, and service.

Graduate Assistant, Louisiana State University (August, 1987 - May, 1991), Baton Rouge, Louisiana. Research assistant.

Graduate Assistant, University of Central Florida (July, 1986 - June, 1987), Orlando, Florida. Teaching and research assistant

Instructor, United States Naval Nuclear Power School (July, 1982 - June, 1986), Orlando, Florida. Taught thermodynamics and reactor principles to sailors operating nuclear-powered ships and submarines.

### Refereed Articles

Babin, B. J., Herrmann, J., Kacha, M., & Babin, L. A. (2021). The Persuasiveness of Brand Placements: A Meta-Analytic Synthesis. *International Journal of Research in Marketing*, 38, 1017-1033.

Arizzzi, G., Breitenreiter, J., Khalsa, R., Iyer, R., Babin, L. A., Mitch Griffin, Bradley University, United States of America (2020). Modeling Business Student Satisfaction: Utilitarian Value and Hedonic Value as Drivers of Satisfaction. *Marketing Education Review*, 30 (4), 196-207.

Babin, L. A., & Kopp, J. (2020). ADA Website Accessibility: What Businesses Need to Know. *Journal of Management Policy and Practice*, 21 (3), 99-107.

Babin, L. A., & Jarrell, A. M. (2018). Patent Trolls' Threat to Small and Medium-Size Enterprises. *International Journal of Business and Public Administration*, 15, 1-15.

Goodwin, E., Cole, H., & Babin, L. A. (2014). The Impact of Mobile Apps on Small Business Revenues. *Journal of Business and Economics*, 5, 437-442.

- Babin, L. A., & Melancon, M. (2012). Sales Forecasting: Teaching With Naive Approaches. *International Journal of Education Research*, 7 (1), 28-39.
- Babin, L. A., & Golemon, D. (2011). How Marketers Are Dealing With The Controversy Surrounding Behavioral Targeting. *International Journal of Business, Marketing, and Decision Sciences*, 4 (1), 1-15.
- Babin, L. A., & Upshaw, D. (2010). Music Downloading: Competing Against Online Piracy. *International Journal of Business and Public Administration*, 7 (2), 14-26.
- Krey, N., Clow, K. E., & Babin, L. A. (2010). How Does Major Source of Funding Affect Where and When College Students Purchase Textbooks? *International Journal of Education Research*, 5 (2), 1-14.
- Babin, L. A., & Krey, N. (2010). Longitudinal Analysis of Viewers' Knowledge of and Attitude Toward Super Bowl Advertising. *International Journal of Business, Marketing, and Decision Sciences*, 3 (1), 52-62.
- Babin, L. A., & Krey, N. (2009). Where Do College Students Purchase Textbooks? *International Journal of Education Research*, 4 (3), 1-9.
- Babin, L. A., LeFleur, E. K., & Lopez, T. B. (2009). Assurance of Learning for Principles of Marketing Students. *Journal of Marketing Education*, 31, 131-141.
- Babin, L. A., Davis, L. J., & Clow, K. E. (2009). Viewers' Knowledge Of and Attitude Toward Super Bowl Advertising. *International Journal of Business, Marketing, and Decision Sciences*, 2 (1), 11-24.
- Clow, K. E., Babin, L. A., & Roy, R. P. (2008). How Students Use PowerPoint Slides and Quizzes. *International Journal of Education Research*, 3, 68-77.
- Brennan, I., & Babin, L. A. (2004). Brand Placement Recognition: The Influence of Presentation Mode and Brand Familiarity. *Journal of Promotion Management*, 10 (1/2), 185-202.
- Babin, L. A., Shaffer, T. R., & Tomas, A. M. (2002). Teaching Portfolios: Uses and Development. *Journal of Marketing Education*, 24, 35-42.
- Babin, B. J., & Babin, L. A. (2001). Seeking Something Different? A Model of Schema Deviation's Impact on Consumer Affect, Purchase Intentions, and Perceived Shopping Value. *Journal of Business Research*, 54, 89-96.
- Babin, L. A., Boles, J. S., & Babin, B. J. (1999). The Effects of Consumer Perceptions of the Salesperson, Product, and Dealer on Purchase Intentions. *Journal of Retailing and Consumer Services*, 6, 91-97.
- Brennan, I., Dubas, K. M., & Babin, L. A. (1999). The Influence of Product Placement Type and Exposure-Time on Product Placement Recognition. *International Journal of Advertising*, 18 (3), 323-337.
- Babin, B. J., Darden, W. R., & Babin, L. A. (1998). Negative Emotions in Marketing Research: Affect or Artifact? *Journal of Business Research*, 42 (3), 271-285.
- Babin, L. A., & Burns, A. C. (1998). A Modified Scale for the Measurement of Communication-Evoked Mental Imagery. *Psychology & Marketing*, 15 (3), 261-278.
- Robin, D. P., & Babin, L. A. (1997). Making Sense of the Research on Gender and Ethics in Business: A Critical Analysis and Extension. *Business Ethics Quarterly*, 5 (2), 199-213.
- Robin, D. P., King, E. W., & Babin, L. A. (1997). The Ethics of Attorney Advertising: What Attorneys Believe Concerning Attorney Advertising. *Journal of Legal Studies in Business*, 5 (2), 199-213.
- Babin, L. A., & Burns, A. C. (1997). The Effects of Pictures and Copy Containing Instructions to Imagine in Print Ads on Mental Imagery that Mediates Attitudes. *Journal of Advertising*, 26 (3), 33-44.
- Babin, L. A., & Carder, S. T. (1996). Advertising Via the Box Office: Is Product Placement Effective? *Journal of Promotion Management*, 3 (1), 31-51.
- Babin, L. A., & Carder, S. T. (1996). Viewers' Recognition of Brands Placed Within a Film. *International Journal of Advertising*, 15, 140-151.

- Babin, B. J., & Babin, L. A. (1996). Effects of Moral Cognitions and Consumer Emotions on Shoplifting Intentions. *Psychology & Marketing*, 13 (8), 785-802.
- Babin, B. J., Boles, J. S., & Babin, L. A. (1994). The Development of Spatial Theory in Retailing and Its Contribution to Marketing Thought and Marketing Science. *Research in Marketing*, 6, 103-116.
- Burns, A. C., Biswas, A., & Babin, L. A. (1993). The Operation of Visual Imagery as a Mediator of Advertising Effects. *Journal of Advertising*, 22 (2), 71-85.
- Burton, S., & Babin, L. A. (1989). Decision-Framing Helps make the Sale. *Journal of Consumer Marketing*, 6, 15-24.

## Refereed Proceedings

### Full Paper

- Clow, K. K., Babin, L. A., & Stammerjohan, C. (2011). How Business Faculty Use PowerPoint Slides and Quizzes. *Marketing Management Association*, 138-143.
- Golemon, D., & Babin, L. A. (2010). Targeting the Targeters: The Controversy Surrounding Behavioral Targeting. *International Academy of Business and Public Administration Disciplines Conference*, 7 (3), 958-970.
- Babin, A. E., & Babin, L. A. (2009). Red Light Cameras: The Facts and Figures Behind the Lens. *International Academy of Business and Public Administration Disciplines Conference*, 6 (3), 347-350.
- Krey, N., Clow, K. E., & Babin, L. A. (2009). Buying and Selling of College Textbooks by Students: The Impact of Major Source of Funding. *International Academy of Business and Public Administration Disciplines Conference*, 6 (2), 809-820.
- Krey, N., Lovas, D., Mire, J., & Babin, L. A. (2009). Longitudinal Analysis of Viewers' Knowledge of and Attitude Toward Super Bowl Advertising. *International Academy of Business and Public Administration Disciplines Conference*, 6 (2), 913-922.
- Upshaw, D., & Babin, L. A. (2009). Music Downloading: Competing Against Online Piracy. *International Academy of Business and Public Administration Disciplines Conference*, 6 (2), 892-904.
- Clow, K. E., Babin, L. A., & Krey, N. (2009). Textbook Purchases by College Students. *International Academy of Business and Public Administration Disciplines Conference*, 386-393.
- Babin, L. A., & Zalai, Z. (2009). Buy American and Foreign Trade-Dependent Markets: An Analysis of Issues and Remedies. *International Academy of Business and Public Administration Disciplines Conference*, 6 (3), 293-301.
- Walker, N., & Babin, L. A. (2008). Marketing Fraud: Pyramid Schemes vs. Multilevel Marketing. *International Academy of Business and Public Administration Disciplines Conference*, 931-938.
- Babin, L. A., Davis, J. L., & Clow, K. E. (2008). Super Bowl Advertising. *International Academy of Business and Public Administration Disciplines Conference*, 1013-1020.
- Babin, L. A., LeFleur, E. K., & Lopez, T. B. (2007). A Process for Demonstrating Assurance of Learning for Marketing Majors. *Academy of Marketing Science Annual Conference*, 30, 52-57.
- Shaffer, T. R., & Babin, L. A. (1997). Establishing Cross-Disciplinary Marketing Education: Revisited. *Southern Marketing Association*, 175-179.
- Babin, L. A. (1995). Effects of Price Framing on Consumer Behavior. *Southern Marketing Association*, 314-317.
- Babin, B. J., Griffin, M., & Babin, L. A. (1994). The Effect of Motivation to Process on Consumers' Satisfaction Reactions. *Association for Consumer Research Conference*, 21, 406-411.

- Babin, L. A. (1994). Guidelines for State-of-the-Art Scale Development. *Southern Marketing Association*, 198-201.
- Babin, L. A. (1993). Portrayal of Women in Business Advertising: A Longitudinal Study. *Southern Marketing Association*, 317-319.
- Babin, L. A., Burns, A. C., & Biswas, A. (1992). A Framework Providing Direction for Research on Communications Effects of Mental Imagery. *Advances in Consumer Research*, 19, 621-628.
- Babin, B. J., Boles, J. S., & Babin, L. A. (1991). The Development of Spatial Theory in Retailing and Its Contribution to Marketing Thought and Marketing Science. *Academy of Marketing Science*, 165-178.
- Babin, L. A. (1990). Advertisements as Decision Frames. *Southern Marketing Association*, 367-370.
- Babin, B. J., Babin, L. A., & Griffin, M. (1990). An Examination of Two Competing Approaches for Modeling Retailer Store Image Formations. *Southern Marketing Association*, 440-443.

### **Abstract Only**

- Babin, L. A. (in press, 2020). ADA Website Compliance: What SME's Need to Know. *Association for Small Business and Entrepreneurship*.
- Babin, L. A. (2019). Cell-Cultured Lab-Grown Meat: 'Frankenfood' or Entrepreneurial Opportunity. *Association for Small Business and Entrepreneurship*, 43, 18.
- Babin, L. A., & Moore, Z. M. (2018). The Impact of Commodity Checkoff Programs on Small Producers. *Association for Small Business and Entrepreneurship*.
- Babin, L. A. (2018). Influencer Marketing. *International Academy of Business and Public Administration Disciplines Conference*, 151, 460.
- Ardoin, E., Babin, L. A., & Cole, H. S. (2017). Factors Influencing Profitability in Small wineries in the Southern United States. *Southwest Decision Sciences Institute*.
- Babin, L. A., & Jerrell, A. (2017). Developments in the Lanham Act and Their Potential Impact on Small Businesses. *International Academy of Business and Public Administration Disciplines Conference*.
- Babin, L. A., & Jerrell, A. (2017). Patent Trolls: Small Businesses Beware. *International Academy of Business and Public Administration Disciplines Conference*.
- Babin, L. A., Kacha, M., Herrmann, J., & Babin, B. J. (2017). Do Brands Appearing in Textbooks Influence Students? Insights From An Exploratory Study. *Academy of Marketing Science Conference*.
- Doescher, T. J., & Babin, L. A. (2016). Blockchain: Redefining Transaction Protocol and Interconnectivity of Devices. *International Academy of Business and Public Administration Disciplines Conference*, 13 (2), 409.
- Babin, L. A., & Ardoin, E. (2016). How Small Wineries in the Southern United States Survive: A Preliminary Study on Small Business Success Factors in the Wine Industry. *Association for Small Business and Entrepreneurship*, 41.
- Kincannon, M. E., & Babin, L. A. (2015). Factors Contributing to the Success of Small Wineries in the Southern United States. *International Academy of Business and Public Administration Disciplines Conference*, 12 (2), 716.
- Babin, L. A., & Golemon, D. (2015). Small Business and ADA Compliance Issues. *International Academy of Business and Public Administration Disciplines Conference*, 12 (2), 715.
- Babin, L. A., Golemon, D., & Melancon, M. (2015). Goliath vs. David: Why Small Businesses Need To Be Aware of the Lanham Act. *Association for Small Business and Entrepreneurship*, 40.
- Babin, L. A., Krey, N., & Chung, C. (2015). Product Placement in Novels. *International Academy of Business and Public Administration Disciplines Conference*, 12 (2), 715.
- Cole, H. S., Ardoin, E., & Babin, L. A. (2015). Adaptive Selling Behavior and Small Business Success.

*Association for Small Business and Entrepreneurship.*

Babin, L. A., & Golemon, D. (2014). Legal Tsunami Expected to Hit Small Businesses. *Southwest Decision Sciences Institute*, 1501-1503.

Babin, L. A., & Golemon, D. (2014). Making Sense of Copyright and Fair Use for Small Businesses. *International Academy of Business and Public Administration Disciplines Conference*, 11 (2), 280.

Golemon, D., & Babin, L. A. (2013). Did Barbie Become Urban Chic Before the Bratz? An All-Out War Over Who Was the First to Express the Idea Behind the Billion Dollar Bratz Doll. *International Academy of Business and Public Administration Disciplines Conference*, 10 (2).

Babin, L. A., Goodwin, E., Melancon, M., & Golemon, D. (2013). Groupon: Good Deal or Raw Deal for Small Businesses? *Association for Small Business and Entrepreneurship*, 39.

Melancon, M., Goodwin, E., & Babin, L. A. (2013). Revenue Forecasting: An Update From Small and Medium Sized Enterprises (SMEs). *Southwest Decision Sciences Institute*, 461-463.

Hemed, R., & Babin, L. A. (2013). The Threat of GMO Labeling To Food Marketers. *International Academy of Business and Public Administration Disciplines Conference*, 10 (2).

Melancon, M., & Babin, L. A. (2012). Keeping It Simple: Preparing Forecasted Financial Statements. *Association for Small Business and Entrepreneurship*, 38, 23.

Babin, L. A., & Stammerjohan, E. (2012). A Comparison of American and Hong Kong Consumers' Attitudes Toward Product Placement in Movies. *Academy of Marketing Science Multicultural Conference*.

Babin, L. A., Lopez, T. B., & LeFleur, E. K. (2012). Academicians' and Practitioners' Views of Marketing Students' Required Knowledge and Skills. *Academy of Marketing Science Annual Conference*, 22, 325-326.

Goodwin, E., Babin, L. A., & Dunn, P. (2012). The Role of Mobile Apps in Increasing Small Business Sales. *Southwest Decision Sciences Institute*, 561-562.

Goodwin, E., Babin, L. A., & Dunn, P. (2012). SMEs Use Of and Satisfaction With Mobile Apps. *Association for Small Business and Entrepreneurship*, 38, 25.

Melancon, M., & Babin, L. A. (2011). Naive Sales Forecasting. *International Academy of Business and Public Administration Disciplines Conference*, 8, 4.

Soan, K., Goodwin, E., & Babin, L. A. (2011). Brand Valuation of Groupon: Merge or No-Merge of Google and Groupon. *Association for Small Business and Entrepreneurship*, 94-100.

Cole, H. S., Babin, L. A., & Clow, K. E. (2009). Factors Predicting Materialistic Attitudes Among Shoppers: Implications for Local Retailers. *Association for Small Business and Entrepreneurship*, 35, 490.

Roy, D. P., Clow, K. E., & Babin, L. A. (2008). Student Usage of Textbook Supplements: PowerPoint Slides and Quizzes. *Society for Marketing Advances*, 222-223.

Lopez, T. B., Babin, L. A., & LeFleur, E. K. (2008). Assurance of Learning: Analysis of a Marketign Core Concepts Exam. *Academy of Marketing Science Annual Conference*, 192.

Clow, K. E., Babin, L. A., & Roy, D. P. (2008). PowerPoint Slides and Quizzes: Student Survey. *International Academy of Business and Public Administration Disciplines Conference*, 986.

Boles, J. S., Babin, B., Babin, L. A., Brashear, T. G., & Griffin, M. (2000). The Role of Work-Family and Family-Work Conflict in the Lives of Marketing Employees. *AMA*, 106.

Boles, J., Babin, B. J., Babin, L. A., & Johnson, J. (1996). The Effects of Consumer Perceptions of the Salesperson, Product, and Dealer on Purchase Intentions. *Southern Marketing Association*, 102-103.

## **Book Supplement**

Babin, L. A. (2010). PowerPoint Slides. *Essentials of Marketing Research 4th Edition*. Cengage.

Babin, L. A. (2010). Instructor's Manual. *Exploring Marketing Research 10th Edition*. Cengage.

## **Presentation of Refereed Papers**

### **International**

Babin, L. A. (2020, March). *ADA Website Compliance: What SME's Need to Know*. Association for Small Business and Entrepreneurship at the Federation of Business Disciplines, San Antonio, Texas.

## **Service to the University**

### **University of Mississippi**

#### **Department Assignments**

##### **Faculty Advisor:**

2022-2023: Pi Sigma Epsilon

##### **Member:**

2020-2021 – 2021-2022: Marketing Curriculum Committee

#### **School Assignments**

##### **Facilitator:**

2020-2021 – 2022-2023: SOBA Resilient Pedagogy Facilitator

##### **Member:**

2021-2022: Mississippi Day

2019-2020: Mississippi Day

#### **University Assignments**

##### **Committee Member:**

2022-2023: WOW! Faculty Fellow selection committee

2022-2023: S & R Review

2020-2021: Resilient Pedagogy Learning Community

##### **Faculty Advisor:**

2019-2020 – 2022-2023: Ole Miss Rotaract

2019-2020: Phi Sigma Epsilon

##### **Program Representative:**

2021-2022: Tool Box Talks

#### **Thesis Assignments**

### **Other Institutional Service Activities:**

2021-2022 – 2022-2023: Croft Thesis Faculty Advisor for Nina Stragapede

2020-2021: Croft Thesis advisor for Kara Tate

2019-2020: Croft Thesis Third Reader

### **Service to the Profession**

#### **Academic Conference: Moderator / Facilitator**

2020: Association for Small Business and Entrepreneurship at the Federation of Business Disciplines annual conference, San Antonio, Texas. Moderated a session entitled, "Social Entrepreneurship."

#### **Reviewer - Article / Manuscript**

2019 – 2022: Journal of Marketing Education. 1999-present.

2019 – 2022: Journal of Advertising. 2008 - present.

#### **Officer: Organization / Association**

2019: Association for Small Business and Entrepreneurship. President

### **Service to the Community**

#### **Other Community Service Activities**

2019 – 2022: Rotary Club of Oxford, President-elect. Will assume the role of President on July 1, 2023.

### **Teaching Honors and Awards**

#### **Award**

2022: 2023 Paragon Award nominee, UM Academic Outreach. Nominated for the 2023 Paragon Award in online teaching.

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2021: 2022 Paragon Award Honorable Mention, UM Academic Outreach. Runner-up for the 2022 Paragon Award in online teaching. Received \$500.

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2021: WOW! the Online World Grant, UM Academic Outreach. Received WOW! Grant 2021 summer stipend to revise MKTG 351 WEB to incorporate Yellowdig online discussion platform.

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### **Certifications**

Office2019: Microsoft Office Specialist: Excel Expert, 2023

Office2019: Microsoft Office Specialist: Excel Associate, 2021