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# Allyn Cascio, Ph.D.

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## Instructional Associate Professor of Management

### Academic Background

Ph.D. Mississippi State University, 2011.

M.B.A. University of Alabama, Birmingham, 2005.

B.A. The University of Mississippi, 2003.

### Academic Experience

Instructional Associate Professor of Management, University of Mississippi (August, 2020 - Present), University, Mississippi.

Instructional Assistant Professor of Marketing & Management, University of Mississippi (August, 2018 - August, 2020), University, Mississippi.

Assistant Professor of Marketing, University of Mississippi (August, 2015 - August, 2018), University, Mississippi.

Assistant Professor of Marketing, Loyola University (August, 2013 - May, 2015), New Orleans, Louisiana.

Assistant Professor of Marketing, Eastern Kentucky University (August, 2011 - May, 2013), Richmond, Kentucky.

Research and Teaching Assistant, Mississippi State University (August, 2006 - July, 2011), Starkville, Mississippi.

### Non-Academic Experience

Marketing Executive, Lake Tiak-O'Khata Resort (August, 2005 - August, 2006), Louisville, Mississippi.

Staff Marketing Representative, Piedmont Health Alliance (February, 2005 - August, 2005), Hickory, North Carolina.

Staff Auditor, Pearce, Bevill, Leesburg, Moore, P.C. (August, 2003 - February, 2005), Birmingham, Alabama.

### Refereed Articles

Cascio, A., Waites, S., Moore, R., Moore, M., Vorhies, D. W., John P. Bentley, University of Mississippi (2022). The Effects of Dual Branding Rumors Consumer Brand Evaluations. *Journal of Marketing Theory & Practice*, 1-18.

Locander, J. A., White, A., & Newman, C. L. (2020). Customer Responses to Frontline Employee Complaining in Retail Service Environments: The Role of Perceived Impropriety. *Journal of Business Research*, 107, 315-323.

Thomas, A. M., Newman, C. L., Finkelstein, S., Cho, Y., & Cascio, A. (2020). Consumer Responses to Shopper

Solutions in Service Settings. *Journal of Services Marketing*.

Newman, C. L., Wachter, K., & Cascio, A. (2018). Bricks or Clicks? Understanding Consumer Usage of Retail Mobile Apps. *Journal of Services Marketing*, 32 (2), 211-22.

Cascio, A., & Cinelli, M. (2018). Are Conservatives Always Conservative? Political Ideology and Consumer Decision Making. *Journal of Marketing Behavior*, 3 (3), 251-261.

Collier, J., Breazeale, M., & White, A. (2017). Giving Back the Self in Self Service: Understanding Customer Role Preference in SST Failure Recovery. *Journal of Services Marketing*, 31 (6), 604-617.

Abney, A., White, A., Shanahan, K. P., & Locander, W. B. (2017). In Their Shoes: Co-creating Value from Deaf/Hearing Perspectives. *Journal of Services Marketing*, 31 (4/5), 313-325.

Waites, S. F., White, A., Moore, R., Moore, M., Vorhies, D. W., John P. Bentley (2017). The Influence of Dual Branding Information on Consumer Evaluations. *Journal of Marketing Development and Competitiveness*, 11 (3), 10-20.

Bacile, T., Hofacker, C., & White, A. (2014). Emerging Challenges in Social Media: Service as Marketing Communication Signals. *International Journal of Integrated Marketing Communications*, 6 (1), 34-51.

White, A., Breazeale, M., & Collier, J. (2012). The Effects of Perceived Fairness on Customer Responses to Retailer SST Push Policies. *Journal of Retailing*, 88 (2), 250-261.

Webster, C., & White, A. (2010). Exploring the National and Organizational Culture Mix in Service Firms. *Journal of the Academy of Marketing Science*.

## **Book Chapters**

### **Non-Refereed**

White, A., Breazeale, M., & Webster, C. (2012). The Brand Avoidance Relationship: Exploring Consumer Motivations. *Consumer-Brand Relationships: Theory and Practice*. Routledge.

## **Refereed Proceedings**

### **Full Paper**

Newman, C., Wachter, K., & White, A. (2016). A Case Study Approach to Consumer Usage of Retailers' Apps. *Global Innovation and Knowledge Academy 2016 Annual Conference*.

Newman, C., Wachter, K., & White, A. (2015). Should I Buy It In the Store or With the App? Implications of Retailer Mobile App Strategies. *Society for Marketing Advances Conference*.

Bacile, T., Hofacker, C., & White, A. (2014). Service Encounters Via Social Media: The Presence of Positive and Negative Signals. *Society for Marketing Advances Conference*.

White, A. (2012). Exploring Generational Differences in Consumer Product Evaluations. *Society for Marketing Advances Conference*.

### **Abstract Only**

White, A., Abney, A., Locander, W. B., & Shanahan, K. (2017). Voluntary Immersion: Exploring the Intersection of Sensory Disabled Employees and Mainstream Customers in a Socially Responsible Business Model. *AMA Marketing and Public Policy Annual Conference*.

## **Working Papers**

Cascio, A., Locander, J. A., Krallman, A., Locander, W. P., & Shanahan, K. (2019). "Voluntary Immersion: Exploring the Intersection of Sensory Disabled Employees and Mainstream Customers in a Socially

Responsible Business Model," targeted for Journal of Business Ethics.

## **Presentation of Refereed Papers**

### **International**

White, A., Locander, W. B., & Shanahan, K. (2018, June). *Listening to Deaf Consumers - Reconciling the Dilemmas of Cultural Alienation and Inadvertent Marketplace Exclusion*. AMA Marketing and Public Policy Annual Conference, Columbus, Ohio.

White, A., Abney, A., Locander, W. B., & Shanahan, K. (2017). *Voluntary Immersion: Exploring the Intersection of Sensory Disabled Employees and Mainstream Customers in a Socially Responsible Business Model*. AMA Marketing and Public Policy Annual Conference, Washington, District of Columbia.

### **National**

Newman, C., Wachter, K., & White, A. (2015). *Should I Buy It In the Store or With the App? Implications of Retailer Mobile App Strategies*. Society for Marketing Advances Conference, San Antonio, Texas.

Bacile, T., Hofacker, C., & White, A. (2014). *Service Encounters Via Social Media: The Presence of Positive and Negative Signals*. Society for Marketing Advances Conference, New Orleans, Louisiana.

White, A. (2012). *Exploring Generational Differences in Consumer Product Evaluations*. Society for Marketing Advances Conference, Orlando, Florida.

## **Presentation of Non-Refereed Papers**

### **International**

White, A. & Locander, W. B. (2017). *Marketing Implications In the Ethical Treatment of the Deaf/Hard of Hearing Subculture*. Invited presentation at Academy of Marketing Science Annual Conference, Coronado Island, California.

### **Regional**

White, A., Waites, S., Moore, R., & Moore, M. (2016). *The Effects of Dual Branding Information on Consumer Brand Evaluations*. Southeast Marketing Symposium, Starkville, Mississippi.

White, A., Krallman, A., & Shanahan, K. (2015). *Cocreating Value in a Socially Responsible Business Model Context*. Southeast Marketing Symposium, Tallahassee, Florida.

## **Research Grants**

### **Funded**

2014: White, A. Harold and Muriel Berkman Charitable Foundation Research Grant, Principal Investigator, Harold and Muriel Berkman Charitable Foundation.

Assuming the lens of institutional theory, the authors investigate a relatively unexplored form of CSR, known as Theater 3, to examine how organizations can facilitate value coproduction across stakeholder groups to stimulate market performance and social gain. Multiple methods are employed through four studies to explore social responsibility as a business model in which customers and a need community coproduce value in the service context. Results suggest that organizations in this intensive CSR arena must recognize the challenges of sustaining successful marketing performance, and gaining legitimacy from all stakeholder perspectives. Theoretical and managerial implications are offered with recommendations for balancing multiple stakeholder goals in Theater 3 CSR models.

## **Service to the University**

### **University of Mississippi**

#### **Department Assignments**

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

2015-2016: Student Marketing Association (Assistant Advisor to Kathy Wachter)

##### **Member:**

2022: Search Committee - Assistant Professor of Management (Methods and Empirical Analysis)

2018-2019: Siddik Bozkurt

2018-2019: Ashley Thomas

2017-2018: Honors Thesis Reader, Georgia Norfleet

2016-2017: Honors Thesis Reader, Ashley Anderson

##### **Workshop:**

2017-2018: Department of Marketing, Research Seminar

2015-2016 – 2017-2018: Department of Marketing, Research Seminar

#### **School Assignments**

##### **Assurance of Learning - Institutional Service:**

2017-2018: Task Force for Learning Goal 2: Critical Thinking

2017-2018: Seminar on AOL Goals and Objectives

##### **Member:**

2020-2021: Entreprensurship

##### **Mentoring Activities:**

2020-2021: Addison Bridges - Resume Review and Optimization

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

2020-2021: Management Department Speaker - Admitted Students Day, February 26, 2021

##### **Writing Student Recommendations:**

2022: Lea Horvath - Business Immersion Trip

2022: Stephanie Mortimer - MBA

2020-2021: Alison Chain

2020-2021: Danielle Stasney

2020-2021: Sidney Sirdashney

2020-2021: Olivia Bloome

**Member:**

2020-2021: Search Committee: Associate/Full Instructional Professor of Business Administration

2020-2021: Marketing Curriculum Committee

2017-2018 – 2018-2019: Robert Gigliotti

**University Assignments****Committee Chair:**

2021 – 2023: Phi Kappa Phi Board - Awards & Grants Chair

2020 – 2021: Phi Kappa Phi Board - Awards & Grants Chair

**Mentoring Activities:**

2017-2018: Ronald McNair Scholarship Program

**Other Institutional Service Activities:**

2019-2020 – 2020-2021: Phi Kappa Phi Representative, School of Business Administration

2018-2019: Phi Kappa Phi 2018 Induction Ceremony - Keynote Speaker

**Program Representative:**

2019 – 2023: Phi Kappa Phi Board - School of Business Administration Representative

2020-2021: Outreach Faculty Champion

2020-2021: What Can You Expect in Your Hybrid, Remote, or Online Class? - Ole Miss Keep Learning

**Writing Student Recommendations:**

2022: Marisa Wetzel - Master of Integrated Marketing Communications

2022: Anna Larson - Taylor Medal

2021: Sarah Ware - Taylor Medal

**Thesis Assignments****Faculty Advisor:**

2019-2020 – 2020-2021: Robynn Patterson Honors Thesis

**Service to the Profession****Academic Conference: Panelist**

2018: Southeast Marketing Symposium. "Navigating a Career in Academia" panel discussion for doctoral student mentoring

**Board Member: PRJ Editorial Review Board**

2019: Journal of Global Scholars of Marketing Science: Bridging Asia and the World.

**Chair: Conference / Track / Program**

2016: Academy of Marketing Science.

**Reviewer: Ad Hoc Reviewer for a Journal**

2020 – 2022: Journal of Business Research.

2018 – 2019: Journal of Services Marketing.

2018: Journal of Business Research.

2018: Journal of Global Scholars of Marketing Science: Bridging Asia and the World.

2016 – 2017: Journal of Brand Management.

**Reviewer: Conference Paper**

2021 – 2022: Academy of Marketing Science. Reviewer for the annual AMS Dissertation Competition, sponsored by Mary Kay

2019: Society for Marketing Advances Conference.

2019: Society for Marketing Advances Conference.

2018: AMA Marketing and Public Policy Annual Conference.

2017: Society for Marketing Advances Conference.

## **Service to the Community**

**Member of a Committee**

2019 – 2023: Tailgate for Palmer, Palmer Home is a private, non-profit organization that provides housing, education, fostering, and general care for children who are temporarily or indeterminately separated from their biological/legal families. Tailgate for Palmer is one of the organization's largest fundraising and regional awareness events. Committee members are responsible for marketing, fundraising, event planning, and event and auction management for the annual event at the University of Mississippi. Our activities require year-round planning and participation to generate interest in the event and Palmer Home, overall.

2017 – 2021: Supervisor, More Than A Meal, Oxford, MS

**Other Community Service Activities**

2022: Q & A with Constance Kesler (NWCC nursing student) about More Than a Meal, The student enrolled at Northwest Community College was required to learn more about a local nonprofit organization and was referred to me to discuss More Than a Meal (MTAM). Questions answered concerned the organization's purpose, audience(s) served, benefits of participating as a volunteer and former supervisor, and challenges MTAM faces in achieving its objectives to benefit the surrounding Oxford/Lafayette community.

2021: Tri Delta Women's Empowerment Panel Member - March 23, 2021, This panel was comprised of women across a variety of professions and industries in the Oxford/Lafayette/University community. Members fielded questions from freshmen and sophomore Tri Delta members and shared their own experiences. Relevant topics included tips for success in career endeavors, along with navigating various obstacles and opportunities facing today's female professional.

2019: Night to Shine, Participant in Oxford's first annual Night to Shine, a charitable foundation dedicated to special needs communities across the United States

## **Faculty Development**

**Professional Seminars / Workshops**

2020: Ment Event Women's Business Conference. The first annual Ment Event offered a series of entrepreneurial networking and developmental workshops focused on women's business endeavors.

## **Teaching Honors and Awards**

### **Award**

2021 – 2022: Paragon Online Teaching Award, University of Mississippi Office of Academic Outreach. Nomination for GB 350, ENT 386, ENT 387, and ENT 388; Fall 2022 semester

2019: Paragon Online Teaching Award, University of Mississippi Office of Academic Outreach. Nomination was for GB 350: Essentials of Marketing for Summer and Fall 2019 terms..

## **Memberships**

HubSpot Education Partner Program, 2021-2023

## **Certifications**

Google Ads Apps Certification, 2022

Google Ads Display Certification, 2022

Google Ads Search Certification, 2022

Google Ads Shopping Certification, 2022

HubSpot Content Marketing Certification, 2022

How to Build a Profitable Ecommerce Business, 2021, Shopify Learn.

HubSpot Content Management System for Marketers Certification, 2021, HubSpot Academy.

Shopify Fundamentals, 2021, Shopify Partner Academy.

Entrepreneurship Specialization, 2020, The Wharton School; Offered through Coursera.

Advanced Content & Social Tactics Certification, 2019, University of California, Davis; Offered through Coursera.

Advanced Search Engine Optimization Strategies Certification, 2019, University of California, Davis; Offered through Coursera.

Google Ads Search Certification, 2019

Google Shopping Ads Certification, 2019

Introduction to Search Engine Optimization, 2019, University of California, Davis; Offered through Coursera.

Optimizing a Website for Search, 2019, University of California, Davis; Offered through Coursera.

Search Engine Optimization Fundamentals, 2019, University of California, Davis; Offered through Coursera.

Hubspot Academy Content Marketing Certification, 2018

Hubspot Academy Inbound Marketing Certification, 2018

e-Learning Certification, University of Mississippi, 2016