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# Melissa D. Cinelli, Ph.D.

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## Associate Professor of Marketing

### Academic Background

Ph.D. University of Florida, 2011.

B.S. University of Florida, 2005.

### Academic Experience

Associate Professor of Marketing, The University of Mississippi (July, 2019 - Present), Oxford, Mississippi.

Assistant Professor of Marketing, The University of Mississippi (August, 2011 - June, 2019), University, Mississippi.

### Refereed Articles

Cinelli, M. D., & LeBoeuf, R. A. (2020). Keeping it real: How perceived brand authenticity affects product perceptions. *Journal of Consumer Psychology, 30* (1), 40-59.

Zhang, C., Kashmiri, S., & Cinelli, M. D. (2019). How Does Brand Age Influence Consumers' Attitudes to a Firm's Unethical Behaviors? *Journal of Business Ethics, 158* (3), 699-711.

Newman, C., Cinelli, M. D., Vorhies, D., & Folse, J. G. (2018). The Dark Side of Exclusive Promotions: Benefitting a Few at the Expense of Many? *Journal of the Academy of Marketing Science, 47* (1), 76-96.

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

Cinelli, M. D., & Yang, L. (2016). The Role of Implicit Theories in Evaluations of Plus Size Advertising. *Journal of Advertising, 45* (4), 472-481.

Clarkson, J., Janiszewski, C., & Cinelli, M. D. (2013). The Desire for Consumption Knowledge. *Journal of Consumer Research, 39* (6), 1313-1329.

### Papers Under Review

Yang, L., Cinelli, M. D., & Wegener, D. T. (2022). "Reactions to Change: The Role of Self-Brand Identification in Consumers' Reactions Toward Competitive Benchmarking," Initial submission to *Journal of Business Research*.

### Working Papers

Tillman, F. (2023). "Effect of Incidental Emotions on Ethical Decision making," targeted for *Journal of Business Ethics*.

Fisar, M., Greiner, B., Huber, C., Katok, E., Ozkes, A., Melissa D. Cinelli (Consortium Author), (2023).

"Management Science Reproducibility Project," targeted for Management Science.

Tiende, G. & Cinelli, M. D. (2023). "Self-Deception and Counterfeit Products," targeted for Journal of Consumer Research.

Cinelli, M. D. & Bentley, J. (2022). "Political Ideology & Scarcity Appeals," targeted for Journal Of Consumer Psychology.

Cinelli, M. D., Flint, L., & Nielson, C. S. (2022). "Audit Firm Branding and Employee Recruiting," targeted for Contemporary Accounting Research.

Locander, J. A. & Cinelli, M. D. (2022). "Investigating the Boundary Effects of the Fresh Start Effect," targeted for Journal of Consumer Research.

Eason, C. C. & Cinelli, M. D. (2022). "Buying local: The influence of location of ownership on consumers," targeted for Journal of Consumer Marketing.

Zhang, C. & Cinelli, M. D. (2022). "The Effects of Non-Monetary and Monetary Threshold-Based Promotions on Perceived Product Quality," targeted for Journal of Retailing.

Cinelli, M. D., Locander, J., & White, A. (2021). "Complaining & Authenticity."

Zhang, C. & Cinelli, M. D. (2018). "How Does Online Observational Learning Influence Consumers' Purchase Decisions?," targeted for Journal of Interactive Marketing.

White, A., An, L., & Cinelli, M. D. (2017). "Consumer Evaluations of Loyalty Program Reward Structure Changes," targeted for Journal of Retailing.

Cinelli, M. D. & Itzkowitz, J. (2017). "Connecting to the Past: Social Exclusion Drives a Preference for Vintage Products," targeted for Psychology & Marketing.

Cinelli, M. D. & LeBoeuf, R. (2017). "Consumer Strategies for Regaining Optimal Distinctiveness," targeted for Marketing Letters.

Eason, C. Clifton, Bentley, J. P., Sloan, H., & Cinelli, M. D. (2016). "Buying Local: The Influence of Location of Ownership on Consumers."

Cooke, A. D.J. & Minor, M. D. (2011). "Body Dissatisfaction in Women: Advertising and Image-Maintenance Processes."

## **Presentation of Refereed Papers**

### **National**

Zhang, C. & Cinelli, M. D. (2019). *How can Threshold-Based Promotions Influence Consumers' Decision-Making Processes?* Decision Sciences Institute Meeting, Chicago, Illinois.

Zhang, C. & Cinelli, M. D. (2019). *Too Good to Be True: The Effect of Positive Word of Mouth and Observational Learning on Consumers' Decision Making Processes.* Decision Sciences Institute Meeting, Chicago, Illinois.

Zhang, C., Kashmiri, S., & Cinelli, M. D. (2017). *How does Brand Age Influence Consumers' Attitudes to Firms' Unethical Behavior?* AMA Educators' Conference (Winter), Orlando, Florida.

Zhang, C. & Cinelli, M. D. (2015). *How does Online Observational Learning Influence Consumers' Purchase Decisions?* Society for Marketing Advances, San Antonio, Texas.

Zhang, C., Kashmiri, S., & Cinelli, M. D. (2015). *Does brand age matter and when does it matter? The effect of perceived brand age on brand personality and brand equity.* Academy of Marketing Science, Denver, Colorado.

Zhang, C. & Cinelli, M. D. (2014). *Can Threshold-Based Promotions Influence product Evaluations? The Effect of Non-Monetary and Monetary Threshold-Based Promotions on Perceived Product Quality.* SMA,

New Orleans, Louisiana.

Zhang, C. & Cinelli, M. D. (2014). *Suddenly, it becomes better: The effect of threshold-based shipping on product perceived quality*. Society for Consumer Psychology, Miami, Florida.

Cinelli, M. D. & Yang, L. (2013). *Effect of Price Estimate Precision on Pre- and Post-Outcome Satisfaction*. Association for Consumer Research, Chicago, Illinois.

Newman, C., Cinelli, M. D., Vorhies, D., & Carmona, B. (2013). *The Negative Effects of Exclusive Deal Promotions*. SMA, Hilton Head, South Carolina.

Clarkson, J. J., Janiszewski, C., & Minor, M. D. (2012). *Variety-seeking and the desire for consumption expertise*. Society for Consumer Psychology, Las Vegas, Nevada.

Minor, M. D. & Leboeuf, R. (2010, October). *Keeping It Real: Marketing Implications of Brand Authenticity*. Association for Consumer Research, Jacksonville, Florida.

Minor, M. D. & Leboeuf, R. (2010, February). *Consumer Strategies for Regaining Optimal Distinctiveness*. Society for Consumer Psychology, St. Pete Beach, Florida.

Minor, M. D. & Leboeuf, R. (2009, October). *Consumer Strategies for Regaining Optimal Distinctiveness*. Society for Consumer Psychology, Pittsburgh, Pennsylvania.

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

### **State**

Minor, M. D. & Leboeuf, R. (2010, April). *Keeping It Real: Marketing Implications of Brand Authenticity*. Invited presentation at Haring Symposium, Indiana State University, Indiana.

## **Service to the University**

### **University Assignments**

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

2008-2009 – 2010-2011: WebLab Administrator

2008-2009: Behavioral Lab Administrator

## **The University of Mississippi**

### **Department Assignments**

#### **Facilitator:**

2015-2016 – 2021-2022: SONA System Research Pool Coordinator

#### **Member:**

2021-2022: Franklin Tillman Dissertation

2018-2019 – 2019-2020: Ashley Thomas Dissertation

### **School Assignments**

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

2017-2018: AOL Task Force for Learning Objective 4

**Member:**

2019-2020 – 2020-2021: Strategic Planning Committee

**University Assignments****Committee Member:**

2022-2023: Alexandra Barfield Honors Thesis  
2022-2023: Academic Conduct Faculty Senate Subcommittee  
2021-2022 – 2022-2023: Faculty Senate  
2021-2022 – 2022-2023: Faculty Senate - Academic Conduct Subcommittee  
2016-2017 – 2022-2023: Copyright Committee  
2021-2022: School of Journalism and New Media Dean Search Committee  
2020-2021: Taylor Medal Selection Committee  
2019-2020 – 2020-2021: Faculty Achievement Award Selection Committee  
2011-2012 – 2014-2015: Common Reading Experience Book Selection Committee

**Faculty Advisor:**

2020-2021: Dandridge Parks

**Dissertation Assignments****Chair:**

2018-2019 – 2020-2021: Jennifer Locander

**Member:**

2022-2023: Joanne Canedo  
2017-2018 – 2018-2019: Ashley Crumby  
2016-2017 – 2017-2018: David Wamble  
2015-2016 – 2017-2018: Jeremiah Beene  
2011-2012 – 2012-2013: Erin Gillespie

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

2022-2023: Nina Stragapede  
2022-2023: Alexandra Schupler - Thesis  
2022-2023: Julia Crumrine  
2020-2021: Connor Neill  
2018-2019 – 2019-2020: Honors Thesis Third Reader - Sarah Rychlak  
2018-2019 – 2019-2020: Honors Thesis Advisor - Nicholas Neilson-Slabach  
2017-2018: Honors Thesis Advisor - Hannah Corson

2017-2018: Honors Thesis Second Reader - Sarah Noser  
2017-2018: Honors Thesis Second Reader - Maggie Chambers  
2015-2016: Honors Thesis Advisor - Hannah Corson  
2012-2013 – 2013-2014: Honors Thesis Advisor - Walton Fenelon  
2012-2013: Honors Thesis Advisor - Joshua Gregory

## **Unassigned**

### **Thesis Assignments**

#### **Member:**

2017-2018: Mathew Jiby

## **University of Mississippi**

### **School Assignments**

#### **Member:**

2020-2021 – 2022-2023: Strategic Planning Committee

### **University Assignments**

#### **Member:**

2015-2016: Copyright Committee

## **Service to the Profession**

### **Editor: Associate Editor**

2023 – 2024: Journal of Consumer Marketing.

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

2023: Journal of Business Research.  
2023: Journal of Marketing.  
2021 – 2023: Journal of Business Ethics.  
2020 – 2023: Journal of Business Research.  
2021 – 2022: Journal of Consumer Marketing.  
2019 – 2021: Journal of Advertising.  
2020: Journal of Consumer Behavior.  
2019: Management Science.  
2019: Journal of Applied Cognitive Psychology.  
2010 – 2018: Association for Consumer Research.  
2010 – 2018: Society for Consumer Psychology.  
2016: Marketing Letters.

**Reviewer: Conference Paper**

2017 – 2023: AMA Conference (Summer).

**Other Honors and Awards**

2010: , Indiana University. Haring Symposium Fellow.

2010: , AMA. Sheth Foundation Doctoral Consortium Fellow.

**Other Activities**

2018 - Best Places to Celebrate Easter: Ask the Experts

**References**

Robyn LeBoeuf  
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