
Matthew B. Shaner, Ph.D.

Assistant Professor of Marketing

Academic Background

Ph.D. University of Tennessee, Knoxville, TN, 2015.

M.B.A. Missouri University of Science & Technology, 2011.

B.A. Harding University, 2001.

Academic Experience

Assistant Professor of Marketing, University of Mississippi (2017 - Present), Oxford, Mississippi.

Assistant Professor of Marketing, George Mason University (2015 - 2017), Fairfax, Virginia.

Graduate Research Assistant and Instructor, University of Tennessee - Knoxville (2011 - 2015), Knoxville, Tennessee.

Non-Academic Experience

Agency Partner, Director of Public Relations, Image Marketing & Communications (2007 - 2011), St. James, Missouri.

IT Relationship & Asset Manager, Missouri University of Science & Technology (2007 - 2011), Rolla, Missouri.

Public Relations Specialist, The Communications Group (2005 - 2007), Little Rock, Arkansas.

Media Specialist, Arkansas Economic Development Commission (2003 - 2005), Little Rock, Arkansas.

English Instructor, Avanti Italia (2001 - 2003), Florence, Italy.

Refereed Articles

Ezell, D., Victoria, B., Shaner, M. B., Huang, K., & Vitell, S. (2023). Challenging the Good Life: An Institutional Theoretic Investigation of Consumers' Transformational Process Toward Well-Being. *Journal of Business Ethics*.

Shaner, M. B., Fenik, A. P., Noble, C. H., & Lee, K. B. (2020). Exploring the Need for (Extreme) Speed: Motivations for and Outcomes of Discontinuous NPD Acceleration. *Journal of Marketing Management*.

Kalliny, M., Ghanem, S., Shaner, M. B., Boyle, B., & Mueller, B. (2019). Capitalizing on Faith: A Cross-Cultural Examination of Consumer Responses to the Use of Religious Symbols in Advertising. *Journal of Global Marketing*.

Shaner, M. B., Beeler, L., & Noble, C. H. (2016). Do We Have to Get Along to Innovate? The Influence of Multilevel Social Cohesion on New Product and New Service Development. *Journal of Product Innovation Management*, 33 (S1), 148.165.

Xu, S., Fenik, A. P., & Shaner, M. B. (2014). Multilateral Alliances and Innovation Output: The Importance of Governance Mechanism and Technological Scope. *Journal of Business Research*, 67 (11), 2403-2410.

Papers Under Review

Lenjeu Tiende Nano, G. & Shaner, M. B. (2023). ""Us versus them" or "We"? : The Organizational Concept of Corporate Construal," Initial submission to *Academy of Marketing Science Review*.

Shaner, M. B., Bush, V., & Parajuli, J. (2023). "Deconstructing Chaos: How Improvisation Rewrites the Marketing Mix Playbook," Initial submission to *Journal of the Academy of Marketing Science*.

Refereed Proceedings

Abstract Only

Spaid, B., Shaner, M. B., Esmark Jones, C. L., Powell, A., & Fenik, A. (in press, 2022). The Impact of Physical Store's Website Presence on Increasing Physical Store Visits. *Society for Marketing Advances Conference*.

Powell, A., Esmark Jones, C. L., Shaner, M. B., Fenik, A., & Chaker, N. (2021). The Influence of Avatar Similarity on Psychological Ownership and Rental Intentions. *Society for Marketing Advances Conference*.

Galvan, J., & Shaner, M. B. (in press, 2018). An Introduction to the Concept of White Label Products. *Society for Marketing Advances Conference*.

Shaner, M. B., Vadakkepatt, G., & Xiang, K. (in press, 2018). Curb Your Enthusiasm: The Influence of Top Management Team Regulatory Focus on New Product Launches and the Proclivity Toward Patent Infringement. *AMA Educators' Conference (Winter)*.

Shaner, M. B., & Noble, C. H. (2018). Team Mindset Matters: Accurately Evaluating Customer-Generated New Product Ideas. *AMA Educators' Conference (Winter)*.

Shaner, M., Kalliny, M., Ghanem, S., Boyle, B., & Mueller, B. (2015). The Impact of the Use of Religious Symbols in Advertising on Consumer Attitudes. *AMA Summer Educators Conference*, 26, A20-A21.

Kalliny, M., Ghanem, S., Shaner, M., Boyle, B., & Mueller, B. (2015). How religious symbols in commercial messages resonate with consumers: A cross-cultural analysis. *International Conference on Research in Advertising*.

Noble, C. H., & Shaner, M. B. (2015). The Effects of Group Reflexivity and Group Regulatory Focus on the Evaluation and Selection of Co-Created New Product Concepts. *Product Development and Management Association (PDMA) Research Forum*.

Kalliny, M., Ghanem, S., Boyle, B., & Shaner, M. B. (2015). Capitalizing on faith: The effects of national culture, religiosity, and cosmopolitanism on consumer responses to religious symbols in advertising. *AMA Winter Marketing Educators' Conference*.

Noble, C. H., Shaner, M. B., Fenik, A. P., & Lee, K. B. (2013). Fast Track New Product Development: Strategies and Implications. *Product Development and Management Association (PDMA) Research Forum*.

Working Papers

Shaner, M. B., Gligor, D., & Vadakkepatt, G. (2023). "Do Investors Value Firms' Supply Chain Innovation?," targeted for *Journal of Operations Management*.

Shaner, M. B., Galvan, J., Bush, V. D., & Cousley, S. (2023). "Boundary Spanners: The Role of Salespeople in the New Product Development Process," targeted for *Journal of the Academy of Marketing Science*.

Shaner, M. B., Noble, C. H., & Dahl, D. (2023). "In It to Win It: Examining the Effects of a Team-Level Promotion Focus on the Evaluation of New Product Ideas," targeted for *Journal of the Academy of Marketing Science*.

Shaner, M. B. & Bush, V. (2021). "Creativity and Improvisation in Selling Teams: An investigation of trust and reciprocity."

Shaner, M. B. & Bush, V. (2021). "Psychological Safety and Purpose: How Rituals impact Sales Productivity."

Oakly, J., Bush, V., Shaner, M. B., & Bush, A. (2021). "Suspicion and Manipulative Intent in Buyer-Seller Relationships: Does Gender Matter?."

Shaner, M. B. & Parajuli, J. (2020). "Retail Buyers' Mental Models of New Product Purchasing: Market Prediction Success Drivers."

Subin, I., Noble, C. H., & Shaner, M. B. (2020). "The Effects of Job Function and Design Orientation on Social Cohesion and Product Development Outcomes."

Vadakkappatt, G. & Shaner, M. B. (2018). "Messaging Strategies in New Product Development Crowdfunding Platforms."

Presentation of Refereed Papers

International

Shaner, M. B. & Vadakkappatt, G. (2019, February). *Curb Your Enthusiasm: The Influence of Top Management Team Regulatory Focus on New Product Launches and the Proclivity Toward Patent Infringement*. AMA Educators' Conference (Winter), Austin, Texas.

Kalliny, M., Ghanem, S., Shaner, M. B., Boyle, B., & Mueller, B. (2015). *How religious symbols in commercial messages resonate with consumers: A cross-cultural analysis*. International Conference on Research in Advertising, London, United Kingdom.

National

Shaner, M. B. & Noble, C. H. (2018, February). *Team Mindset Matters: Accurately Evaluating Customer-Generated New Product Ideas*. AMA Educators' Conference (Winter), New Orleans, Louisiana.

Kalliny, M., Ghanem, S., Boyle, B., & Shaner, M. B. (2015). *Capitalizing on faith: The effects of national culture, religiosity, and cosmopolitanism on consumer responses to religious symbols in advertising*. AMA Winter Marketing Educators' Conference, Chicago, Illinois.

Noble, C. H. & Shaner, M. B. (2015). *The Effects of Group Reflexivity and Group Regulatory Focus on the Evaluation and Selection of Co-Created New Product Concepts*. Product Development and Management Association (PDMA) Research Forum, Anaheim, California.

Shaner, M. B. & Noble, C. H. (2015, November). *The Effects of Group Reflexivity and Group Regulatory Focus on the Evaluation and Selection of Cocreated New Product Concepts*. PDMA Research Forum, Anaheim, California.

Noble, C. H., Shaner, M. B., Fenik, A. P., & Lee, K. B. (2013). *Fast Track New Product Development: Strategies and Implications*. Product Development and Management Association (PDMA) Research Forum, Phoenix, Arizona.

Shaner, M. B., Chakar, N., & Fenik, A. P. (2013). *Capitalizing on Our Faults: Examining the Effectiveness of Mea Culpa Advertising*. Direct/Interactive Marketing Research Summit, Chicago, Illinois.

Shaner, M., Chaker, N., & Fenik, A. P. (2013, May). *Capitalizing on Our Faults: Examining the Effectiveness of Mea Culpa Advertising*. Direct and Interactive Marketing Seminar for Professors, Chicago, Illinois.

Presentation of Non-Refereed Papers

Regional

Noble, C. H., Shaner, M. B., Fenik, A., & Lee, K. B. (2013). *On the Fast Track: Considering the Nature of Accelerated Product Development Efforts*. Invited presentation at Southeast Marketing Symposium, Baton Rouge, Louisiana.

Research Honors and Awards

Award

2015: Best Overall Conference Paper Award, International Conference on Research in Advertising.

2014: Research Grant Award, Anderson Center for Innovation and Entrepreneurship.

Honor

2014: Sheth Doctoral Consortium Fellow, American Marketing Association.

Service to the University

George Mason University

Department Assignments

Other Institutional Service Activities:

2015-2016: Brown Bag Speaker Series Organizer

Program Representative:

2015-2016: Emails to Admitted Students

School Assignments

Mentoring Activities:

2015-2016: Career Panel and Networking Series

2015-2016: Undergraduate Student Mentor

2015-2016: Delta Sigma Pi Business Fraternity Presentation

Other Institutional Service Activities:

2015-2016: MERC Organizing Committee

2015-2016: Brown & Brown Distinguished Speaker Series

2015-2016: School of Business Convocation

2015-2016: School of Business Awards Ceremony

2015-2016: 2015 School of Business Dean's Academic Excellence Reception

University Assignments

Other Institutional Service Activities:

2015-2016: Spring Commencement Floor Marshall

2015-2016: December Commencement Floor Marshall

University of Mississippi

Department Assignments

Member:

2022-2023: Sales Curriculum
2020-2021: John Galvan Dissertation
2020-2021: Kexin Xiang Dissertation
2020-2021: Jennifer Locander dissertation committee
2019-2020: Ashley Thomas dissertation committee
2019-2020: Ashley Morgan dissertation committee
2018-2019: Lauren Cunningham Thesis - Outside Reader
2018-2019: Derek Ezell dissertation committee
2018-2019: Sales Concentration Committee

Mentoring Activities:

2018-2019: Southeast Marketing Symposium - Ole Miss Faculty Representative

Other Institutional Service Activities:

2022-2023: Faculty Attendee/Organizer at Fall 2022 BASE Bootcamp
2022-2023: Faculty Attendee/Organizer at Spring 2022 BASE Employer Fair
2022-2023: Faculty Attendee at Fall 2022 Pi Sig Induction Ceremony
2022-2023: Onboarding adjunct faculty with MKTG 354 sales course
2020-2021: New Admitted Student Information Sessions

School Assignments

Assurance of Learning - Institutional Service:

2018-2019: AoL Marketing Exam Video development

University Assignments

Committee Member:

2020-2021: Pearson Moore Honors Thesis - Outside Reader

Thesis Assignments

Chair:

2022-2023: Abigail Vandiver - Honors College Thesis
2017-2018 – 2018-2019: Honors College Student - Sarah Rychlak

Service to the Profession

Academic Conference: Discussant

2019: AMA Winter Marketing Educators' Conference, Austin, Texas. Faculty participant in mentoring breakfast for marketing PhD students at the Winter AMA 2019 conference

Academic Conference: Panelist

2019: AMA Winter Marketing Educators' Conference, Austin, Texas. Panelist in an early faculty career talk for the doctoral student special interest group at Winter AMA 2019.

Board Member: PRJ Editorial Review Board

2023: Journal of International Marketing.

Reviewer - Article / Manuscript

2023: Journal of Engineering and Technology Management. JET-M is a SCOPUS-indexed, interdisciplinary engineering, operations management, and management science journal with a 5-year impact factor of 3.85 (as a point of comparison Marketing Letters has a 5-year impact factor of 3.77). I was asked to review because of the topic, new product development speed, and the manuscript cited my past work.

2022: Academy of Marketing Science Mary Kay Dissertation Competition.

2021: Academy of Marketing Science Mary Kay Dissertation Competition. Manuscript reviewer for AMS Mary Kay Dissertation Competition

Reviewer: Ad Hoc Reviewer for a Journal

2019: Arts and the Market. Ad hoc reviewer for a new product design-related paper in Arts and the Market.

2019: Journal of International Marketing.

2019: European Journal of Marketing.

2019: European Journal of Marketing. Ad hoc reviewer for a special issue of the European Journal of Marketing

2016: Journal of Product Innovation Management, St. Paul, Minnesota.

Reviewer: Conference Paper

2020: Society for Marketing Advances: Doctoral Consortium. Reviewed submission for doctoral dissertation track at 2020 SMA Conference

Memberships

American Marketing Association, 2012-2020