
Christopher L. Newman, Ph.D.

P.M.B. Self Chair of Free Enterprise Marketing Doctoral Program Director Associate Professor of Marketing

Academic Background

Ph.D. University of Arkansas, 2012.

M.S. University of Alabama, 2007.

B.B.A. University of Mississippi, 2005.

Academic Experience

P.M.B. Self Chair of Free Enterprise, University of Mississippi (January, 2019 - Present), Oxford, Mississippi.

Associate Professor of Marketing, University of Mississippi (July, 2018 - Present), Oxford, Mississippi.

Marketing Doctoral Program Director, University of Mississippi (January, 2018 - Present), Oxford, Mississippi.

Assistant Professor of Marketing, University of Mississippi (August, 2012 - June, 2018), Oxford, Mississippi.

Non-Academic Experience

Account Manager, Gulf Distributing, LLC (2008 - 2009), Mobile, Alabama. Responsible for establishing and maintaining distributor/retailer relationships of over 40 accounts in the greater Mobile, Alabama area.

Oversaw sales, promotions, price points, and point-of-purchase displays in various retail settings.

Refereed Articles

Newman, C. L., Cho, Y., & Gligor, D. (in press, 2023). A Multi-Tier Approach to Supply Chain Collaboration: Implications of Shopper Solutions. *International Journal of Logistics Management*.

Newman, C. L., & Kashmiri, S. (2022). The Unintended Effects of Health Information Base Rates on Health Risk Estimates and Behavioral Intentions. *International Journal of Advertising*, 41 (6), 1038-1063.

Gligor, D., Golgeci, I., Newman, C. L., & Bozkurt, S. (2021). Performance Implications of the Buyer-Supplier Market Orientation Fit. *Industrial Marketing Management*, 93 (February), 161-173.

Newman, C. L., Mason, M., & Langenderfer, J. (2021). The Shifting Landscape of Cannabis Legalization: Potential Benefits and Regulatory Perspectives. *Journal of Consumer Affairs*, 55 (3), 1169-1177.

Gligor, D., Newman, C. L., & Kashmiri, S. (2021). Does Your Skin Color Matter in Buyer-Seller Negotiations? The Implications of Being a Black Salesperson. *Journal of the Academy of Marketing Science*, 49 (5), 969-993.

Newman, C. L., Finkelstein, S. R., & Davis, B. (2021). Transformative Consumer Research and Public Policy and Marketing Research: Distinct, Yet Complementary, Approaches. *Journal of Public Policy and Marketing*, 40 (3), 331-335.

- Thomas, A. M., Newman, C. L., Finkelstein, S. R., Cho, Y., & Cascio, A. (2021). Consumer Responses to Shopper Solutions in Service Settings. *Journal of Services Marketing*, 35 (2), 237-247.
- Locander, J. A., Cascio, A., & Newman, C. L. (2020). Customer Reactions to Frontline Employee Complaining in Retail Service Environments: The Role of Perceived Impropriety. *Journal of Business Research*, 107 (February), 315-323.
- Newman, C. L., Cinelli, M. D., Vorhies, D. W., & Folse, J. G. (2019). Benefitting a Few at the Expense of Many? Exclusive Promotions and Their Impact on Untargeted Customers. *Journal of the Academy of Marketing Science*, 47 (1), 76-96.
- Berry, C., Burton, S., Howlett, E., & Newman, C. L. (2019). Understanding the Calorie Labeling Paradox in Chain Restaurants: Why Menu Calorie Labeling Alone May Not Affect Average Calories Ordered. *Journal of Public Policy and Marketing*, 38 (2), 192-213.
- Newman, C. L., Burton, S., Andrews, J. C., Netemeyer, R. G., & Kees, J. (2018). Marketers' Use of Alternative Front-of-Package Nutrition Symbols: An Examination of Effects on Product Evaluations. *Journal of the Academy of Marketing Science*, 46 (3), 453-476.
- Newman, C. L., Wachter, K., & Cascio, A. (2018). Bricks or Clicks? Understanding Consumer Usage of Retail Mobile Apps. *Journal of Services Marketing*, 32 (2), 211-222.
- Newman, C. L., Howlett, E., & Burton, S. (2016). Effects of Objective and Evaluative Front-of-Package Cues on Food Evaluation and Choice: The Moderating Influence of Comparative and Non-Comparative Processing Contexts. *Journal of Consumer Research*, 42 (5), 749-766.
- Hieke, S., & Newman, C. L. (2015). The Effects of Nutrition Label Comparison Baselines on Consumers' Food Choices. *Journal of Consumer Affairs*, 49 (3), 613-626.
- Burton, S., Cook, L. A., Howlett, E., & Newman, C. L. (2015). Broken Halos and Shattered Horns: Overcoming the Biasing Effects of Prior Expectations Through Objective Information Disclosure. *Journal of the Academy of Marketing Science*, 43 (2), 240-256.
- Newman, C. L., Howlett, E., & Burton, S. (2014). Shopper Response to Front-of-Package Nutrition Labeling Programs: Potential Consumer and Retail Store Benefits. *Journal of Retailing*, 90 (1), 13-26.
- Newman, C. L., Howlett, E., & Burton, S. (2014). Implications of Fast Food Restaurant Concentration for Preschool-Aged Childhood Obesity (Lead Article). *Journal of Business Research*, 67 (8), 1573-1580.
- Newman, C. L., Turri, A. M., Howlett, E., & Stokes, A. (2014). Twenty Years of Country-of-Origin Food Labeling Research: A Review of the Literature and Implications for Food Marketing Systems. *Journal of Macromarketing*, 34 (4), 505-519.
- Lee, E. M., Park, S., Rapert, M., & Newman, C. L. (2012). Does Perceived Consumer Fit Matter in Corporate Social Responsibility Issues? *Journal of Business Research*, 65 (11), 1558-1564.
- Newman, C. L., Howlett, E., Burton, S., Kozup, J., & Tangari, A. (2012). The Influence of Consumer Concern About Global Climate Change on Framing Effects for Environmental Sustainability Messages. *International Journal of Advertising*, 31 (3), 511-528.
- Howlett, E., Burton, S., Newman, C. L., & Faupel, M. (2012). The Positive Influence of State Agricultural Marketing Programs on Adults' Fruit and Vegetable Consumption. *American Journal of Health Promotion*, 27 (1), 17-20.
- Martin, D., Howell, R. T., Newman, C. L., & Martin, K. (2012). EventServ Short: Validation of a Brief Measure of Customer Satisfaction with Special Event Services. *Managing Service Quality*, 22 (4), 386-398.
- Rapert, M., Newman, C. L., Park, S., & Lee, E. M. (2010). Seeking a Better Place: Sustainability in the CPG Industry. *Journal of Global Academy of Marketing Science*, 20 (2), 199-207.
- Newman, C. L., Kopp, S. W., & Bates, K. (2010). Approaching the Summit: Understanding Motivations of Recreational Risky Behavior. *International Journal of Sport and Society*, 1 (1), 173-184.

Invited Articles/Reviews

Newman, C. L., Mason, M., & Langenderfer, J. (2021). The Shifting Landscape of Cannabis Legalization: Potential Benefits and Regulatory Perspectives. *Journal of Consumer Affairs*, 55 (3), 1169-1177.

Newman, C. L., Finkelstein, S. R., & Davis, B. (2021). Transformative Consumer Research and Public Policy and Marketing Research: Distinct, Yet Complementary, Approaches. *Journal of Public Policy and Marketing*, 40 (3), 331-335.

Newman, C. L., Howlett, E., & Burton, S. (2017). Front-of-Package Nutrition Labeling: Which Labels Benefit Consumers the Most and Why Do They Help? *Rutgers Business Review*, 2 (1), 49-55.

Refereed Proceedings

Abstract Only

Welch, E., & Newman, C. L. (2023). Limiting Social Media Usage and Its Potential Backfire Effect on Consumer Well-Being. *Marketing & Public Policy Conference*, 90.

Welch, E., & Newman, C. L. (2021). The White Bear Problem: The Potential Negative Consequences of Well-Being Messages on Feelings and Engagement. *Society for Marketing Advances Conference*, 175.

Thomas, A. M., & Newman, C. L. (2021). Mind the Gap: The Effects of Shopping Medium on Consumer Food Evaluations. *Association of Marketing Theory and Practice Conference*, 18.

Thomas, A. M., & Newman, C. L. (2020). Investigating the Role of Shopping Medium on Consumer Food Evaluations: Mobile vs. In-Store Grocery Shopping. *Marketing & Public Policy Conference*, 1.

Huang, J., & Newman, C. L. (2019). Service in the Sharing Economy: Effects of Service Failure Severity and Locus of Recovery. *Society for Marketing Advances Conference*, 634.

Berry, C., Burton, S., Howlett, E., & Newman, C. L. (2019). Counterbalancing Effects of Calorie Labeling: Why Menu Calorie Labeling Alone May Not Affect Average Calories Ordered. *AMA Educators' Conference (Winter)*.

Thomas, A. M., & Newman, C. L. (2019). Skepticism of Customer Reviews: An Online Grocery Shopping Perspective. *Marketing & Public Policy Conference*.

Thomas, A. M., & Newman, C. L. (2018). When the Stars Do Not Align: The Impact of Online Customer Reviews on Consumer Health. *Marketing & Public Policy Conference*, 155-157.

Thomas, A., Newman, C. L., Finkelstein, S. R., Cho, Y., & White, A. (in press, 2018). Shopper Marketing and the Role of Shopper Solutions: Implications for Retailers and Consumers. *Society for Marketing Advances Retail and Distribution Symposium*.

Thomas, A. M., & Newman, C. L. (2018). The Influence of Online vs. Offline Informational Cues on Grocery Purchase Behavior. *Society for Marketing Advances Conference*, 110-112.

Locander, J., White, A., & Newman, C. L. (2018). Customer Reactions to Frontline Employee Complaining: The Role of Perceived Impropriety. *Society for Marketing Advances Retail and Distribution Symposium*.

Bozkurt, S., & Newman, C. L. (2017). Customer Complaining Behavior in Public Social Media Contexts: The Moderating Role of Fear of Negative Evaluation. *Society for Marketing Advances Conference*, 505-507.

Thomas, A., & Newman, C. L. (2017). The Impact of Food Package Color on Consumers' Food Evaluations and Choices. *Society for Marketing Advances Conference*, 382-383.

Newman, C. L., Wachter, K., & White, A. (2016). Consumer Usage of Mobile Apps in the Retail Industry: A Case Study Approach. *Global Innovation and Knowledge Academy Conference*, 33.

Berry, C., Burton, S., Howlett, E., & Newman, C. L. (2016). Why is Menu Labeling Often Ineffective? The Role

of Consumers' Food-Value Orientations. *Southeast Marketing Symposium*, 42.

Wachter, K., & Newman, C. L. (2015). Mobile Applications: Attachment and Engagement. *AMA/ACRA Conference*.

Wachter, K., Newman, C. L., & 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*, 389-390.

Newman, C. L., & Kashmiri, S. (2015). The Effects of Information Base Rates in Health Communications: The Moderating Role of Regulatory Focus. *International Conference on Research in Advertising*.

Newman, C. L., & Kashmiri, S. (2014). Can Information Base Rates Influence Healthy Behavioral Intentions? *Society for Marketing Advances Conference*, 188-189.

Newman, C. L., Cinelli, M., Vorhies, D., & Carmona, B. (2013). The Negative Effects of Exclusive Deal Promotions. *Society for Marketing Advances Conference*, 154.

Newman, C. L., Howlett, E., & Burton, S. (2013). Evaluating the Effectiveness of Front-of-Package Nutrition Labeling: Evaluative vs. Reductive Nutrition Information Disclosure Systems. *Marketing & Public Policy Conference*, 14.

Newman, C. L., Howlett, E., & Burton, S. (2012). The Effects of Multiple Front-of-Package Nutrition Disclosures on Food Package Evaluations. *AMA Winter Marketing Educators' Conference*, 26.

Newman, C. L., Howlett, E., Burton, S., & Andrews, C. (2012). Confronting the U.S. Obesity Conundrum: Assessing Front-of-Package Evaluative vs. Reductive Nutrition Information Disclosure Systems. *Association for Consumer Research Conference*, 85-89.

Newman, C. L., Turri, A., Howlett, E., & Stokes, A. (2012). 20 Years of Country-of-Origin Food Labeling Research: A Review of the Literature from 1990-2010. *Society for Marketing Advances Conference*, 17.

Newman, C. L., Howlett, E., Burton, S., & Kozup, J. (2011). It Does Matter What You Think: The Influence of Consumer Involvement on Framing Effects for Environmental Sustainability Messages. *Southeast Marketing Symposium*, 14.

Elizabeth, H., Burton, S., Newman, C. L., & Faupel, M. (2011). The Effects of State Agricultural Marketing Programs on Fruit and Vegetable Consumption Among US Adults. *Marketing & Public Policy Conference*, 157.

Thyroff, A., Newman, C. L., Cho, Y., & Creyer, A. (2011). Effects of Sustainability Labeling on Consumers' Responses to Clothing: A Pilot Study. *Marketing & Public Policy Conference*, 52.

Newman, C. L., & Howlett, E. (2010). Why Buy Local? The Moderating Role of Nutrition Knowledge on Consumer Attitudes Towards Local Foods. *Marketing & Public Policy Conference*, 158-159.

Newman, C. L., Kopp, S. W., & Bates, K. (2010). The Summit of Satisfaction: An Exploration into Risky Recreation. *Society for Marketing Advances Conference*, 58-59.

Newman, C. L., & Kopp, S. W. (2009). It's COOL: Review and Anticipated Impacts of the New Country of Origin Food Labeling Law. *Marketing & Public Policy Conference*, 163.

Rapert, M. I., & Newman, C. L. (2009). Seeking a Better Place: What Executives and Consumers Believe About Sustainable Initiatives in the Consumer Packaged Goods Industry. *Society for Marketing Advances Conference*, 175-176.

Presentation of Refereed Papers

International

Newman, C. L., Wachter, K., & White, A. (2016). *Consumer Usage of Mobile Apps in the Retail Industry: A Case Study Approach*. Global Innovation and Knowledge Academy Conference, Valencia, Spain.

Newman, C. L. & Kashmiri, S. (2015). *The Effects of Information Base Rates in Health Communications: The Moderating Role of Regulatory Focus*. International Conference on Research in Advertising, London, Great Britain.

Newman, C. L., Kopp, S. W., & Bates, K. (2010). *Climbing the Mountain of Satisfaction: Understanding Motivations of Recreational Risky Behavior*. International Conference on Sport and Society, Vancouver, BC, Canada.

National

Wachter, K., Newman, C. L., & 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.

Newman, C. L. & Kashmiri, S. (2014). *Can Information Base Rates Influence Healthy Behavioral Intentions?* Society for Marketing Advances Conference, New Orleans, Louisiana.

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

Newman, C. L., Turri, A., Howlett, E., & Stokes, A. (2012). *20 Years of Country-of-Origin Food Labeling Research: A Review of the Literature from 1990-2010*. Society for Marketing Advances Conference, Orlando, Florida.

Newman, C. L., Howlett, E., & Burton, S. (2012). *The Effects of Multiple Front-of-Package Nutrition Disclosures on Food Package Evaluations*. AMA Winter Marketing Educators' Conference, St. Petersburg, Florida.

Howlett, E., Burton, S., Newman, C. L., & Faupel, M. (2011). *The Effects of State Agricultural Marketing Programs on Fruit and Vegetable Consumption Among US Adults*. Marketing & Public Policy Conference, Washington D.C., District of Columbia.

Thyoff, A., Newman, C. L., Cho, Y., & Creyer, A. (2011). *Effects of Sustainability Labeling and Consumers' Response to Clothing: A Pilot Study*. Marketing & Public Policy Conference, Washington D.C., District of Columbia.

Newman, C. L., Kopp, S. W., & Bates, K. (2010). *The Summit of Satisfaction: An Exploration into Risky Recreation*. Society for Marketing Advances Conference, Atlanta, Georgia.

Newman, C. L. & Howlett, E. (2010). *Why Buy Local? The Moderating Role of Nutrition Knowledge on Consumer Attitudes Towards Local Foods*. Marketing & Public Policy Conference, Denver, Colorado.

Newman, C. L. & Kopp, S. W. (2009). *It's COOL: Review and Anticipated Impacts of the New Country of Origin Food Labeling Law*. Marketing & Public Policy Conference, Washington D.C., District of Columbia.

Rapert, M. I. & Newman, C. L. (2009). *Seeking a Better Place: What Executives and Consumers Believe About Sustainable Initiatives in the Consumer Packaged Goods Industry*. Society for Marketing Advances Conference, New Orleans, Louisiana.

Regional

Newman, C. L., Howlett, E., Burton, S., & Kozup, J. (2011). *It Does Matter What You Think: The Influence of Consumer Involvement on Framing Effects for Environmental Sustainability Messages*. Southeast Marketing Symposium, Oxford, Mississippi.

State

Newman, C. L. & Howlett, E. (2010). *Consumer Attitudes Towards Local Foods: The Moderating Role of Nutrition Knowledge*. University of Arkansas, Fayetteville, Arkansas.

Presentation of Non-Refereed Papers

International

Newman, C. L., Burton, S., Andrews, J. C., Netemeyer, R. G., & Kees, J. (2022). *Marketers' Use of Alternative Front-of-Package Nutrition Symbols: An Examination of Effects on Product Evaluations*. Invited presentation at AMA Marketing Educators' Conference (Summer), Chicago, Illinois.

Local

Newman, C. L. (2023). *Marketing Department Student Recruitment*. 2023 Admitted Student Day, Oxford, Mississippi.

Newman, C. L. (2022). *Marketing Department Student Recruitment*. 2022 Admitted Student Day, Oxford, Mississippi.

Newman, C. L. (2021). *Marketing Department Student Recruitment*. 2021 Admitted Student Day, Oxford, Mississippi.

Newman, C. L. (2020). *How to Brand Yourself During the COVID Pandemic*. Invited Presentation to the Ole Miss American Marketing Association Chapter, Oxford, Mississippi.

Newman, C. L. (2019). *Reviewer Panel*. Invited presentation at University of Mississippi Marketing Department, Oxford, Mississippi.

Newman, C. L. (2018). *Personal Research Overview*. Invited presentation at School of Business Administration Business Advisory Board Meeting, Oxford, Mississippi.

Newman, C. L. (2018). *Assistant Professor Research Panel*. Invited presentation at University of Mississippi Marketing Department, Oxford, Mississippi.

Newman, C. L., Finkelstein, S. R., & Cho, Y. (2017). *Consumer Inferences About Shopper Marketing: Implications of Shopper Solutions*. University of Mississippi Marketing Department, Oxford, Mississippi.

Newman, C. L. (2017). *How to Secure Your Dream Job*. Invited presentation at University of Mississippi School of Business Administration Doctoral Students, Oxford, Mississippi.

Newman, C. L. (2016). *Assistant Professor Research Panel*. Invited presentation at University of Mississippi Marketing Department, Oxford, Mississippi.

Newman, C. L. (2016). *Research as a Doctoral Student and as an Assistant Professor*. Invited presentation at University of Mississippi School of Business Administration Doctoral Students, Oxford, Mississippi.

Newman, C. L. & Kashmiri, S. (2014). *Can Information Base Rates Influence Healthy Behavioral Intentions?* Invited presentation at University of Mississippi School of Pharmacy, Oxford, Mississippi.

Newman, C. L., Cinelli, M., & Vorhies, D. (2014). *Benefitting a Few at the Expense of Many? The Dark Side of Exclusive Promotions*. University of Mississippi Marketing Department, Oxford, Mississippi.

National

Newman, C. L., Finkelstein, S. R., & Davis, B. (2021). *Health- Related Thought Leadership and JPP&M's Alliance with the TCR Movement*. Invited presentation at Marketing & Public Policy Conference, Washington D.C., District of Columbia.

Research Honors and Awards

Award

2023: Top Downloaded Article in 2021 in the Journal of Consumer Affairs, Wiley & Sons Publishing.

2022: Responsible Research in Marketing Award Finalist, American Marketing Association - EBSCO. This award "honors outstanding research that produces both credible and useful knowledge that can be applied to

benefit society".

2021: Responsible Research in Marketing Award Winner, American Marketing Association - EBSCO. This award "honors outstanding research that produces both credible and useful knowledge that can be applied to benefit society".

2021: Best Paper Award Finalist, Journal of the Academy of Marketing Science/Sheth Foundation.

2021: Thomas Ponzurick Top Paper in Conference Award, Association for Marketing Theory and Practice. This award recognizes the Best Overall Paper at the Annual Association for Marketing Theory and Practice conference (regardless of track).

2021: Best Paper in Track (Retailing), Association for Marketing Theory and Practice.

2021: Research Grant Recipient, American Marketing Association - EBSCO. With Chris Berry, Scot Burton, and Elizabeth Howlett. \$1,200.

2019: Best Paper Award Finalist, Journal of the Academy of Marketing Science / Sheth Foundation.

2019: Faculty Travel Support Grant Recipient, Office of Research and Sponsored Programs. University of Mississippi. \$300.

2018: Best Paper Award Finalist, Journal of the Academy of Marketing Science/Sheth Foundation.

2018: Faculty Travel Support Grant Recipient, Office of Research and Sponsored Programs. University of Mississippi. \$250.

2018: Emerging Scholar Award, Marketing & Society Special Interest Group of the American Marketing Association.. Presented to "a researcher in the early stages of his/her career that has advanced the study of marketing and society issues".

2017: Faculty Travel Support Grant Recipient, Office of Research and Sponsored Programs. University of Mississippi. \$700.

2016: Best Overall Publication Award, School of Business Administration, University of Mississippi.

2015: Faculty International Travel Support Grant Recipient, Office of Research and Sponsored Programs. University of Mississippi. \$1,000.

2015: Outstanding Junior Researcher of the Year, School of Business Administration. University of Mississippi.

2014: Faculty Travel Support Grant Recipient, Division of Outreach and Continuing Education Online Design and ELearning. University of Mississippi. \$500.

2014: Best Overall Publication Award, School of Business Administration. University of Mississippi.

2014: Outstanding Junior Researcher of the Year Award, School of Business Administration. University of Mississippi.

2013: Southeastern Conference Visiting Faculty Grant Recipient, Office of Research and Sponsored Programs. University of Mississippi. \$650.

2012 – 2013: Faculty Travel Support Grant Recipient, Office of Research and Sponsored Programs. University of Mississippi. \$500.

2011: Research Grant Recipient, Robert Wood Johnson Foundation's Healthy Eating Research Center. With Scot Burton and Elizabeth Howlett. \$17,000.

2011: Brenda Derby Memorial Award., AMA Marketing and Public Policy Conference. Presented to "the doctoral student who best demonstrates excellence as an emerging marketing and public policy researcher".

2011: Doctoral Student in Residence, Center for Marketing and Public Policy Research. Villanova University.

2011: Doctoral Consortium Fellow, AMA Sheth Foundation.

Service to the University

The University of Mississippi

Department Assignments

Member:

2014-2015: Search Committee Member for Two Assistant Professor of Marketing Positions

University Assignments

Committee Member:

2014-2015: University Services Sub-Committee Member

2014-2015: Faculty Senate Representative

2014-2015: University Assessment Committee Member

Coordinator:

2014-2015: Coordinator Between UM College Corps and More Than A Meal Charity Organization

Faculty Advisor:

2015-2016: Faculty Advisor in the Ronald E. McNair Post-Baccalaureate Achievement Program for Julia Kristman

State-wide Assignments

Member:

2012-2013: Search Committee Member for Clinical Professor of Marketing Position (Southaven Campus)

University of Mississippi

Department Assignments

Chair:

2021-2022 – 2022-2023: Marketing PhD Committee

2020-2021: Marketing Department Ph.D. Committee

2018-2019 – 2019-2020: Marketing PhD Committee

2017-2018 – 2018-2019: Marketing Department Ph.D. Committee

Coordinator:

2021-2022 – 2022-2023: Marketing PhD Program

2019-2020 – 2020-2021: Marketing Doctoral Program

2017-2018 – 2019-2020: Marketing Doctoral Program

Faculty Advisor:

2023: Southeast Marketing Symposium, University of Tennessee
2022: Southeast Marketing Symposium, University of Georgia
2019: Southeast Marketing Symposium, University of Memphis
2018: Southeast Marketing Symposium, University of Alabama
2017: Southeast Marketing Symposium, University of Kentucky
2013: Southeast Marketing Symposium, Louisiana State University.

Member:

2022-2023: Search Committee for Two Assistant Professor of Marketing Positions
2020-2021 – 2022-2023: Research and Publication Committee
2019-2020: Search Committee for Founders Chair in Marketing/Data Analytics
2018-2019: Sales Emphasis Curriculum Committee
2016-2017: Marketing Department Ph.D. Committee
2016-2017: Search Committee Member for Two Assistant Professor of Marketing Positions

Organizer:

2019-2020 – 2021-2022: Southeast Marketing Symposium

Program Representative:

2022: 2022 Admitted Student Day Marketing Department Representative
2021: 2021 Admitted Student Day Marketing Department Representative

School Assignments

Assurance of Learning - Institutional Service:

2019-2020 – 2022-2023: Assurance of Learning Committee
2018-2019 – 2019-2020: Assurance of Learning Committee

Member:

2021-2022 – 2022-2023: Assessment
2021-2022 – 2022-2023: School of Business Administration PhD Committee
2019-2020 – 2020-2021: School of Business PhD Committee
2017-2018 – 2020-2021: Assurance of Learning Committee
2018-2019 – 2019-2020: School of Business PhD Committee
2017-2018: Assessment Committee of the Bachelor of Business Administration Degree Program

University Assignments

Committee Member:

2022-2023 – 2023-2024: Faculty Achievement Award Selection Committee
2021-2022 – 2022-2023: SEC Faculty Achievement Award Committee

2017-2018: Search Committee Member for Director of the Center for Pharmaceutical Marketing and Management

2015-2016 – 2017-2018: University Assessment Committee Member

2015-2016: Search Committee Member for Two Assistant Professor of Sports Administration Positions

Workshop:

2020-2021: Guest Speaker for the Ole Miss American Marketing Association Chapter

Dissertation Assignments

Chair:

2018-2019 – 2019-2020: Dissertation Chair for Ashley Thomas

Member:

2022-2023: Dissertation Committee Member for Emma Welch

2021-2022 – 2022-2023: Dissertation Committee Member for Jihane Ait Samo

2017-2018 – 2020-2021: Dissertation Committee Member for Franklin Tillman

2017-2018: External Dissertation Committee Member for Chris Berry, University of Arkansas

2015-2016 – 2016-2017: Dissertation Committee Member for Duncan Nicol

2015-2016: External Dissertation Committee Member for Chris Berry, University of Arkansas

2014-2015 – 2015-2016: Dissertation Committee Member for Chi Zhang

2014-2015: Dissertation Committee Member for Robert King

2013-2014: Dissertation Committee Member for Manisha Mathur

Thesis Assignments

Chair:

2017-2018 – 2018-2019: Chair of Honors Thesis Committee for Ashna Sethi

2015-2016: Chair of Honors Thesis Committee for Ashley Anderson

2012-2013 – 2013-2014: Chair of Honors Thesis Committee for Sydney McCarthy

Member:

2020-2021: Honors Thesis Committee for Connor Neill

2020-2021: Member of Honors Thesis Committee for Robynn Patterson

2018-2019: Member of Honors Thesis Committee for Sally Rychlak

2014-2015 – 2015-2016: Member of Croft Institute Thesis Committee for Maggie Hall

Service to the Profession

Academic Conference: Moderator / Facilitator

2013: Society for Marketing Advances Conference, Hilton Head, South Carolina.

Advisor

2022: Columbia University Center on Sustainable Investment's Handbook for SDG-Aligned Food Companies.

Board Member: Advisory Board

2022: Editorial Review Board Member - Responsible Research in Business & Management.

Chair: Conference / Track / Program

2023: Doctoral Dissertation Competition. Society for Marketing Advances. Fort Worth, Texas.

2022: Doctoral Dissertation Competition. Society for Marketing Advances. Charlotte, North Carolina.

2021: Doctoral Dissertation Competition. Society for Marketing Advances. Orlando, Florida.

2020: Doctoral Dissertation Competition. Society for Marketing Advances. Dallas, Texas.

2019: Doctoral Dissertation Competition. Society for Marketing Advances. New Orleans, LA.

2018: Doctoral Dissertation Competition. Society for Marketing Advances. West Palm Beach, Florida.

External Reviewer for Tenure

2022: Portland State University Assistant Professor of Marketing.

Invited Lecture

2022: Doctoral Student Elevator Pitches. Society for Marketing Advances Doctoral Consortium. Charlotte, North Carolina.

2021: How to Navigate the Publication and Review Process. Society for Marketing Advances Doctoral Consortium, Orlando, Florida.

2019: How to Start a Successful Career in Research and Publishing. Society for Marketing Advances Doctoral Consortium, New Orleans, Louisiana.

2018: Successfully Maneuvering the Tenure and Promotion Process. Society for Marketing Advances Doctoral Consortium, West Palm Beach, Florida.

2017: How to Secure Your Dream Job. Society for Marketing Advances Doctoral Consortium, Louisville, Kentucky.

2017: Establishing a Research Agenda as an Assistant Professor, University of Arkansas Marketing Department, Fayetteville, Arkansas.

2017: Life as an Assistant Professor, Southeast Marketing Symposium, University of Kentucky.

2016: How to Secure Your Dream Job. Society for Marketing Advances Doctoral Consortium, Atlanta, GA.

2014: Can Information Base Rates Influence Healthy Intentions? University of Mississippi School of Pharmacy, Oxford, Mississippi.

2014: On the Transition from Doctoral Student to Assistant Professor. University of Arkansas Marketing Department, Fayetteville, Arkansas.

2012: How to Increase Your Success on the Job Market. University of Mississippi School of Business Administration doctoral students, Oxford, MS.

Reviewer: Ad Hoc Reviewer for a Journal

2023: Journal of Business Research.

2022 – 2023: Editorial Review Board Member - Journal of Public Policy and Marketing.

2022: Journal of Marketing Theory and Practice.

2021 – 2022: Editorial Review Board Member - Journal of Service Research.
2021 – 2022: Editorial Review Board Member - Journal of Consumer Affairs.
2021 – 2022: Editorial Review Board Member - Journal of Public Policy and Marketing.
2021 – 2022: Editorial Review Board Member - International Journal of Advertising.
2021: Psychology & Marketing.
2021: Appetite.
2021: Journal of the Academy of Marketing Science.
2020 – 2021: Editorial Review Board Member - Journal of Public Policy and Marketing.
2020 – 2021: Editorial Review Board Member - Journal of Consumer Affairs.
2018 – 2021: Journal of Business Research.
2018 – 2021: Editorial Review Board Member - Journal of Service Research.
2020: American Journal of Preventive Medicine.
2020: Journal of Marketing Theory and Practice.
2019 – 2020: Journal of Academy of Marketing Science.
2018 – 2020: Editorial Review Board Member - Journal of Consumer Affairs.
2017 – 2020: Editorial Review Board Member - Journal of Public Policy and Marketing.
2019: Appetite.
2019: Journal of Marketing.
2019: European Journal of Marketing.
2018: Journal of the Academy of Marketing Science.
2018: Journal of Retailing and Consumer Services.
2017 – 2018: Editorial Review Board Member - Journal of Consumer Affairs.
2017 – 2018: Journal of Business Research.
2017 – 2018: Editorial Review Board Member - Journal of Service Research.
2017: Editorial Review Board Member - Journal of Public Policy and Marketing.
2016: Journal of Retailing and Consumer Services.
2016: Journal of Marketing Research.
2014 – 2016: Journal of Business Ethics.
2015: Journal of Macromarketing.
2015: Appetite.
2014 – 2015: Journal of Business Research.
2014: Journal of Consumer Affairs.
2011: Journal of Consumer Affairs.

Reviewer: Book / Textbook

2016: Encyclopedia of Health and Risk Message Design and Processing.

Reviewer: Conference Paper

2022 – 2023: Southeast Marketing Symposium.

2022: Marketing & Public Policy Conference.
2022: Society for Marketing Advances Conference.
2021: Academy of Marketing Science.
2020 – 2021: Academy of Marketing Science Mary Kay Dissertation Competition.
2018: AMA Winter Marketing Educators' Conference.
2014 – 2018: Society for Marketing Advances Conference.
2017: AMA Educators' Conference (Summer).
2016 – 2017: Southeast Marketing Symposium.
2015 – 2016: Academy of Marketing Science Conference.
2015: International Conference on Research in Advertising.
2014 – 2015: Marketing & Public Policy Conference.
2014: Academy of Marketing Science Annual Conference.
2013: Academy of Marketing Science Conference.
2013: Society for Marketing Advances Conference.
2012: AMA Educators' Conference (Summer).
2011: Society for Marketing Advances Conference.
2011: Marketing & Public Policy Conference.
2011: AMA Winter Marketing Educators' Conference.
2010: Marketing Management Association Educators' Conference. (Fall)
2010: Society for Marketing Advances Conference.
2010: AMA Educators' Conference (Winter).
2009: Conference on Historical Analysis & Research in Marketing.

Service to the Community

Board-Member

2014 – 2015: More Than a Meal Charity Board of Directors

Other Honors and Awards

2017: Faculty Honoree of the Game, Ole Miss Women's Soccer Program.
2014 – 2015: Faculty Honoree of the Game, Ole Miss Baseball Program.
2012: Honoree, Beta Gamma Sigma. International Marketing Honor Society.
2012: Doctoral Academy Fellowship, University of Arkansas.
2011: Doctoral Academy Fellowship, University of Arkansas.
2011: Graduate Assistantship, University of Arkansas.
2011: Fellow, AMA Marketing and Public Policy Doctoral Consortium. Washington, D.C..
2010: Doctoral Academy Fellowship, University of Arkansas.
2010: Graduate Assistantship, University of Arkansas.
2010: Fellow, Marketing and Public Policy Doctoral Consortium. Denver, CO.

2009: Graduate Assistantship, University of Arkansas.

2009: Fellow, Society for Marketing Advances Doctoral Consortium. New Orleans, LA.

2009: Doctoral Academy Fellowship, University of Arkansas..

Memberships

AMA Marketing and Society Special Interest Group, 2016 - Present

Society for Marketing Advances, 2008 - Present

American Marketing Association, 2007 - Present

Certifications

Hootsuite's Platform Training Certification, 2020

Google Analytics Academy's Google Analytics Certification, 2019

HubSpot Academy's Social Media Certification, 2019

References

Elizabeth Howlett. Gardner
O. Hart Distinguished
Professor and Marketing
Doctoral Program Director.
Carson College of Business.
Washington State
University. Contact:
betsy.howlett@wsu.edu;
509-335-4752.

Scot Burton. Distinguished
Professor and Tyson Chair in
Food and Consumer Products
Retailing. Sam M. Walton
College of Business.
University of
Arkansas. Contact:
sburton@walton.uark.edu;
479-575-5398.

Ronn J. Smith.
Department Chair and
Associate Professor of
Marketing. College of
Business. University of
Wyoming. Contact:
rsmit102@uwyo.edu;
307-766-3124.