

**George D. Deitz**  
**George Johnson Associate Professor of Marketing**  
**Founding Director, Customer NeuroInsights Research Laboratory (C-NRL)**  
**Fogelman College of Business & Economics**  
**The University of Memphis**  
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## EDUCATION

Ph.D. Marketing	The University of Alabama	2006
M.S. Sport Management	West Virginia University	1991
B.S. Marketing	West Virginia University	1988
B.A. English Literature	West Virginia University	1988

## ACADEMIC EXPERIENCE

The University of Memphis – Department of Marketing and Supply Chain Management

- Founding Director, Customer NeuroInsights Research Laboratory 2013-Present
- Research Affiliate, Institute for Intelligent Systems (IIS) 2014-Present
- Associate Professor (with Tenure) 2011-Present
- Assistant Professor 2005-2011

The University of Alabama – Department of Management and Marketing

- Research and Teaching Assistant 2001-2005

West Virginia University – Department of Sport Management

- Graduate Assistant 1989-1990

## BOOKS PUBLISHED

Hunt, Shane, Mello, John E., and George D. Deitz. (2017). *Marketing 2e*. McGraw-Hill: New York, NY.

*Handbook of Relationship Marketing* (2015), R.M. Morgan, J. Parish, G.D. Deitz (eds.), Edward Elgar: London.

## ARTICLES PUBLISHED IN EDITED BOOK

Deitz, George D., Hansen, John D. and Robert M. Morgan. (Forthcoming). "Taxonomy of Hotel Loyalty Program Members: Examining Differences in Service Quality Perceptions," in RM Morgan, JT Parish, and GD Deitz (eds.), *Handbook of Relationship Marketing*, London: Edward Elgar.

Deitz, George D., Royne, Marla B., Peasley, Michael C., Huang, Jianping and Joshua T. Coleman. "EEG-Based Measures versus Panel Ratings: Predicting Social Media-Based Behavioral Response to Super Bowl Ads," in *2017 Neuromarketing Yearbook*, Utrecht, The Netherlands: Neuromarketing Science and Business Association. (*Journal of Advertising Research* article named one of the ten most influential neuromarketing articles of the year.)

#### **REFEREED JOURNAL ARTICLES (IN PRESS)**

Fox, Alexa S., Deitz, George D., Stafford, Marla R. and Joseph Fox. (Forthcoming), "The Face of Contagion: Consumer Response to Service Failure Depiction in Online Reviews," *European Journal of Marketing*.

Stafford, Thomas, Deitz, George D. and Yaojie Li. (Forthcoming), "The Role of Internal Audit and User Training in Information Security Policy Compliance," *Managerial Auditing Journal*.

#### **REFEREED JOURNAL ARTICLES (IN PRINT)**

Deitz, George D., Royne, Marla B., Peasley, Michael C., Huang, Jianping and Joshua T. Coleman. (2016). EEG-Based Measures versus Panel Ratings: Predicting Social Media-Based Behavioral Response to Super Bowl Ads. *Journal of Advertising Research*, 56 (2), 217-227.

Tokman, M., Richey, R. Glenn, and George D. Deitz. (2016). A Strategic Choice Theory Taxonomy of Retailers' Strategic Orientations. *Journal of Marketing Theory and Practice*, 24 (2), 186-208.

Royne, Marla B., Myers, Susan D., Deitz, George D., and Alexa K. Fox. (2016). Risks, Benefits, and Competitive Interference: Consumer Perceptions of Prescription Drug Versus Dietary Supplement Advertising. *Journal of Current Issues & Research in Advertising*, 37 (1), 59-79.

Yavas, Ugur., Babakus, Emin, Westbrook, Kevin W., Grant, Cory C., Deitz, George D., & Ed Rafalski. (2016). An Investigation of Service Quality—Willingness to Recommend Relationship across Patient and Hospital Characteristics. *Journal of Health Management*, 18 (1), 49-69.

Park, Jeong-Eun and George D. Deitz. (2016). National Culture and Relational Selling. *Asia Marketing Journal*, 18 (1), 75-97.

Tokman, Mert, Deitz, George D., and R. Glenn Richey. (2015). An Empirically Derived Taxonomy of Manufacturer–Retailer Channel Structures. *Journal of Marketing Channels*, 22 (4), 279-298.

Cicala, John E., Bush, Alan J., Sherrell, Daniel L., and George D. Deitz. (2014). Does transparency influence the ethical behavior of salespeople? *Journal of Business Research*, 67 (9), 1787-1795.

Yavas, Ugur, Babakus, Emin, D. Deitz, George D., and Subhash Jha. (2014). Correlates of customer loyalty to financial institutions: a case study. *Journal of Consumer Marketing*, 31 (3), 218-227.

- Myers, Susan D., Royne, Marla B., and George D. Deitz. (2014). Programme–ad congruence: Integrating advertising and entertainment. *International Journal of Advertising*, 33 (1), 61-90.
- Royne, Marla B., Fox, Alexa K., Deitz, George D., and Tyler Gibson (2014). The effects of health consciousness and familiarity with DTCA on perceptions of dietary supplements. *Journal of Consumer Affairs*, 48 (3), 515-534.
- Jha, Subhash, Deitz, George D., Babakus, Emin, and Ugur Yavas (2013), “The Role of Corporate Image for Quality in the Formation of Attitudinal Service Loyalty,” *Journal of Service Research*, 16 (2), 155-170.
- Deitz, George D., Evans Jr., Robert and John D. Hansen (2013), "Sponsorship and Shareholder Value: A Reexamination and Extension," *Journal of Business Research*, 66 (9) 1427-1433.
- Smith, Rachel, Deitz, George D., Stafford, Marla R., Hansen, John D., Grünhagen, Marko, and Carl Witte (2013), "A cross-cultural comparison of online shopping behavior: A comparison of Norway, Germany and the U.S." *Journal of Business Research*, 66 (3), 328-335.
- Hansen, John D., Beitelspacher, Lauren S., and George D. Deitz (2013), "Antecedents and consequences of consumers' comparative value assessments across the relationship life cycle," *Journal of Business Research*, 66 (4), 473–479.
- Holloway, Betsy Bugg, Deitz, George D. and John D. Hansen (2013), “The Benefits of Sales Force Automation: An Empirical Examination of SFA Usage on Relationship Quality and Performance,” *Journal of Relationship Marketing*, 12 (4), 223-242 (lead article).
- Tokman, Mert, Richey, R. Glenn, Deitz, George D. & Frank Adams (2012), "The Retailer’s Perspective on the Link between Logistical Resources and Perceived Customer Loyalty to Manufacturer Brands," *Journal of Business Logistics*, 33 (3), 181-195.
- Deitz, George D., Myers, Susan W., and Marla R. Stafford (2012), "Understanding Consumer Response to Sponsorship Information: A Resource-Matching Approach," *Psychology and Marketing*, 29 (4), 226-239.
- Beitelspacher, Lauren S., Hansen, John D., Johnston, Alan C. and George D. Deitz (2012), "Exploring Consumer Privacy Concerns and RFID Technology: The Impact of Fear Appeals on Consumer Behaviors," *Journal of Marketing Theory and Practice*, 30 (2), 148-159.
- Hansen, John D., Deitz, George D., Tokman, Mert, Marino, Louis D. and K. Mark Weaver (2011), "Cross-national invariance of the entrepreneurial orientation scale," *Journal of Business Venturing*, 26 (1), 61-78.
- Liu, Gensheng and George D. Deitz (2011), "Linking Supply Chain Management with Mass Customization Capabilities," *International Journal of Physical Distribution and Logistics Management*, 41 (7), 668-683.

Myers, Susan W., Stafford, Marla R. and George D. Deitz (2011), "Direct to Consumer Advertising: Exposure, Behavior, and Policy Implications," *Journal of Public Policy and Marketing*, 30 (1), 110-118.

Deitz, George D., Tokman, Mert, Richey, R. Glenn and Robert M. Morgan (2010), "Joint Venture Stability and Cooperation: Direct, Indirect and Contingent Effects of Resource Complementarity and Trust," *Industrial Marketing Management*, 39 (5): 862-873.

Hansen, John D., Deitz, George D. and Robert M. Morgan (2010), "Taxonomy of Service-Based Loyalty Program Members," *Journal of Services Marketing*, 24 (4): 271-282 (lead article).

Deitz, George D., Hansen, John D. and R. Glenn Richey (2009), "Coerced integration: The effects of supply chain technology mandates on supplier stock returns," *International Journal of Physical Distribution and Supply Chain Management*, 39 (10), 814-825 (lead article).

Deitz, George D., Myers, Susan W. and Melissa Markley (2009), "A resource matching based view of sponsorship information processing," *Journal of Current Issues and Research in Advertising*, 31 (1), 75-87.

Park, Jeong Eun and George D. Deitz (2006), "The Influence of Working Relationship Quality upon Adaptive Selling Outcomes," *Journal of Business Research*, 59 (2), 204-13.

#### **MANUSCRIPTS UNDER REVIEW**

Karatepe, Osman, Yavas, Ugur, Babakus, Emin, and George D. Deitz. "Management commitment to service quality and customer orientation: Additive and interactive effects on stress, engagement, and job outcomes," Under Second Review: *International Journal of Hospitality Management*.

#### **SELECTED WORKING PAPERS (LATE STAGE OR PEER REVIEW)**

Deitz, George D., Hansen, John D., DeCarlo, Thomas, Babakus, Emin and Kristopher Preacher. "A Multilevel Examination of the Effects of Store Manager Climate Perceptions on Employee Commitment, Customer Loyalty and Store Financial Performance," Target Journal: *Journal of the Academy of Marketing Science*.

Deitz, George D., Jha, Subhash and Alexa Fox. "A Good Story in the Telling: Effects of Narrativity and Vocal Prosody on Sharing of Online Video," Target Journal: *Journal of Marketing Research*.

Deitz, George D., Fox, Alexa S., Houston, Michael S., Tatara, Jennifer H. and Jonathan R. Gilbert. "Brands in the Balance: Effects of Information Privacy Breaches upon Brand Trust and Shareholder Wealth," Target Journal: *Journal of Marketing*.

Deitz, George D., Carlson, Brad, Donavan, D. Todd, and Emin Babakus. "Effectiveness of Retailer SHRM Practices upon Store Service Climate and Performance," Target Journal: *Journal of Retailing*.

Deitz, George D., Story, Keith, and R. Glenn Richey. "Too Much of a Good Thing? Influence of Supply Chain Technology Responsiveness on Supply Chain and Market Performance," Target Journal: *Journal of Business Logistics*.

Woodroof, Parker, Deitz, George D. and Katherine Howie. "Cause-related Marketing and Shareholder Value: An Event Study Analysis," Target Journal: *Journal of the Academy of Marketing Science*.

## **CONFERENCE PROCEEDINGS**

Deitz, George D., Babakus, Emin, Hansen, John, DeCarlo, Thomas, and Robert Evans, Jr. Influence of store managers' climate of concern for employees on FLE commitment, customer word of mouth, and store traffic growth. *Proceedings of the 2018 Academy of Marketing Science Conference*, New Orleans, LA.

Deitz, George D., Houston, Michael S., Tatara, Jennifer H., and Jonathan R. Gilbert. Brands in the Breach: Effect of Market-Based Assets on Shareholder Losses, *Proceedings of the 2017 Society for Marketing Advances Conference*, Louisville, KY.

Deitz, George D. and Subhash Jha. Role of narrativity and prosodic features in driving the virality of online video content, *Proceedings of the 2017 American Marketing Association Summer Educator's Conference*, San Francisco, CA.

Jha, Subhash, Hart Phillip, and George D. Deitz. "Price promotion for a pre-ordered product: Moderator and mediators," in *Proceedings of the 2017 American Marketing Association Summer Educator's Conference*, San Francisco, CA.

Jha, Subhash, Hart, Phillip and George D. Deitz. "Price promotion for a pre-ordered product: The moderating role of time of release," in *Proceedings of the 2017 Academy of Marketing Science Conference*, Coronado, CA.

Peasley, Michael C. and George D. Deitz. "Make your ad count: Using customer based brand equity to predict neurological engagement with Super Bowl ads," in *Proceedings of the 2016 American Marketing Association Summer Educators' Conference*, Atlanta, GA.

Fox, Alexa and George D. Deitz. "Assessing Consumer Response to Service Failures Depiction in Online Consumer Reviews: A Multi-Method Approach Using Survey and Physiological Measurement Data," in *Proceedings of the 2015 Society for Marketing Advances Conference*, San Antonio, TX.

McEntee, Wendy B., Deitz, George D. and Eric Brey. "Lone Wolves, Self-Efficacy, and Simulations: Forming Successful Teams," in *Proceedings of the 2015 American Marketing Association Summer Educators' Conference*, Chicago, IL.

Fox, Alexa and George D. Deitz. "Affective arousal and recall of social media call-to-action in motion picture trailers," in *Proceedings of the 2014 Society for Marketing Advances Conference*, New Orleans, LA.

Steinbauer, R., Renn, R. W., Taylor, R. R., & Deitz, G. "Mentor influence on protégé moral disengagement: A longitudinal investigation," in *Proceedings of the 2014 Southern Management Association Conference*, Savannah, GA.

Deitz, George D., Oakley, J. Jared, Fox, Alexa S., and Jeong Eun Park. (2014), "ASB and Customer-Oriented Selling in Korea: Moderating Effects of Team Interdependence and Job Tenure," *Proceedings of the 2014 Academy of Marketing Science Conference*, Indianapolis, IN.

Deitz, George D., Babakus, Emin, and Alexa S. Fox. (2014), "Frontline Employee Climate for Service Innovation, Retailer Innovativeness and Store Financial Performance," in *Proceedings of the 2014 AMA Summer Educators' Conference*, San Francisco, CA.

Fox, Alexa K. and George D. Deitz (2014), "Toward a Scale to Measure Consumers' Understanding of Privacy Policies on Social Networking Sites," in *Proceedings of the AMA Winter Educators' Conference*, Orlando, Florida.

Deitz, George D. and Emin Babakus (2013), "Antecedents and Consequences of Climate for Retail Service Innovation: A Multilevel Investigation," in *Proceedings of the 2013 Academy of Marketing Science Annual Conference*, Monterrey, CA.

Cicala, John, Bush, Alan J., Sherrell, Daniel S. and George D. Deitz (2013), "Do salespersons perceptions of management-directed technology-enabled transparency influence their behavioral ethicality?" in *Proceedings of the 2013 Academy of Marketing Science Annual Conference*, Monterrey, CA.

Hansen, John D., Racca, Joshua and George D. Deitz (2013), "Examining the Link Between Sales Force Investments and Firm Financial Performance," in *Proceedings of the 2013 National Conference in Salesforce Management*, San Diego, CA.

Deitz, George D., Hansen, John D., DeCarlo, Thomas, Babakus, Emin and Kristopher Preacher (2012), "Effects of Store Manager Climate on Employee Commitment, Customer Loyalty and Store Financial Performance," in *2012 American Marketing Association Summer Educators' Conference Proceedings (Best Paper - Research Methods Track)*, Chicago, IL.

Deitz, George D., Sullivan, Alexa, and Robert Evans Jr. (2012), "Effects of Individual and Team Characteristics on Simulation-Enhanced Critical Thinking: A Multilevel Analysis," in *2012 American Marketing Association Summer Educators' Conference Proceedings*, Chicago, IL.

Carlson, Brad, Donavan, Todd, Deitz, George D. and Kevin Cumiskey (2012), "Brand Personality and Athlete Identification: Predicting Consumption Behaviors" in *Proceedings of the 2012 Academy of Marketing Science Annual Conference*, New Orleans, LA.

Sullivan, Alexa, Stafford, M.R., and George D. Deitz (2012), "The Effects of Health Consciousness and Familiarity with DTCA on Perceptions of Nutritional Supplements," in *Proceedings of the 2012 AMA Marketing & Public Policy Conference*, Atlanta, GA.

Lund, Donald, Deitz, George D., DeCarlo, Thomas E., Hansen, John D. and Wendy B. McEntee (2012), "Understanding Buyers' Responses to Relational Transgressions: A Framework and Proposed Plan of Study," in *Proceedings of the 2012 Society of Marketing Advances Conference*, Orlando, FL.

Deitz, George D., Carlson, Brad, Donavan, D. Todd, Babakus, Emin and John D. Hansen (2011), "The Effects of Retailer SHRM practices upon Store Service Climate and Performance: A Multilevel SEM Examination," in *2011 American Marketing Association Summer Educators' Conference Proceedings*, San Francisco, CA.

Evans, Robert Jr., Deitz, George D. and Daniel S. Sherrell (2011), "Investor Reaction to Official Sports Sponsorships: The Case of Firm Market Liquidity," in *2011 American Marketing Association Summer Educators' Conference Proceedings*, San Francisco, CA.

Evans, Jr., Robert. D., George D. Deitz, and Dan L. Sherrell (2011), "Effects of Official Sports Sponsorship on Firm Market Liquidity," in *Proceedings of Marketing Strategy Meets Wall Street II: Emerging Perspectives from Academics and Practitioners*, Boston, MA.

Liu, Gensheng and George D. Deitz. (2010). "Linking supply chain management with mass customization capabilities," in *2010 Society for Marketing Advances Conference Proceedings (Louis Stern and Adel El-Ansary Award for Best Paper in Channels Track)*, Atlanta, GA.

Deitz, George D., Hansen, John D. and R. Glenn Richey (2009). "Coerced Integration: Effects of Supply Chain Technology Mandates on Supplier Shareholder Wealth," in *Proceedings of the 2009 Society for Marketing Advances Conference (Bowersox Award for Best Paper in Supply Chain track)*, New Orleans, LA.

Hansen, John D., Deitz, George D., Marino, Louis, Kreiser, Patrick and Mark Weaver (2009), "Measuring Cross-national Invariance of The Entrepreneurial Orientation Scale," in *Proceedings of the 2009 Babson College Entrepreneurship Research Conference*, Boston, MA.

Hansen, John D., Deitz, George D. and Robert Evans, Jr. (2007)," Categorization of loyalty program membership: A latent class analysis based on hotel customer involvement," in *Proceedings of the 2007 AMA Summer Educator's Conference*, Washington, DC.

Tokman, Mert, Deitz, George D., Richey, R. Glenn and Robert M. Morgan (2006) "Managing Relationship Stability in Joint Ventures," in *2006 American Marketing Association Summer Educators Conference Proceedings (Best Paper in Channels of Distribution, Business to Business Marketing, and Interorganizational Issues Track)*, Chicago, IL.

Holloway, Betsy, Park, Jeong Eun, and George D. Deitz (2005), "The Benefits of Sales Force Automation: An Empirical Examination of the Effect of SFA Usage on Relationship Quality and Performance," in *2005 National Conference of Sales Management Conference Proceedings*.

Park, Jeong Eun and George D. Deitz (2003), "The Role of Marketing in Driving Favorable Organizational Learning Outcomes," in *Proceedings of the 2003 Society for Marketing Advances Conference*, St. Petersburg, FL.

Deitz, George D. and William Hill (2003), "Consumer Responses to Sport Sponsorship," in *2003 Association of Marketing Theory and Practice Conference Proceedings*.

Deitz, George D. (2003) , "Obstacles to the Adoption of Online B2B Exchanges by Industrial Purchasing Organizations," in *2003 Academy of Marketing Science Conference – Current Research in Doctoral Programs Proceedings*.

Park, Jeong Eun and George D. Deitz, (2002), "The Mediating Role of Working Relationship Quality Between Adaptive Selling Behavior and Its Consequences - Performance and Job Satisfaction," in *Proceedings of the 2002 Society for Marketing Advances Conference*.

### **PRESENTATIONS (PEER REVIEWED)**

Presenter, Role of narrativity and prosodic features in driving the virality of online video content, *2017 American Marketing Association Summer Educator's Conference*, San Francisco, CA.

Presenter, Assessing Consumer Response to Service Failures Depiction in Online Consumer Reviews: A Multi-Method Approach Using Survey and Physiological Measurement Data, *2015 Society for Marketing Advances Conference*, San Antonio, TX.

Presenter, Affective arousal and recall of social media call-to-action in motion picture trailers, *2014 Society for Marketing Advances Conference*, New Orleans, LA.

Presenter, Antecedents and Consequences of Climate for Retail Service Innovation: A Multilevel Investigation, *2013 Academy of Marketing Science Conference*, Monterrey, CA.

Presenter, Effects of Store Manager Climate on Employee Commitment, Customer Loyalty and Store Financial Performance, *2012 American Marketing Association Summer Educators' Conference*, Chicago, IL.

Presenter, The effects of retailer SHRM practices upon store service climate and performance: A Multilevel SEM examination, *2011 American Marketing Association Summer Educators Conference*, August 2011, San Francisco, CA.

Presenter, Linking Supply Chain Management with Mass Customization Capabilities, 2010 Supply Chain Management and Industrial Distribution (SCMID) Symposium, Atlanta, GA.

Presenter, Linking Supply Chain Management with Mass Customization Capabilities, 2010 Society for Marketing Advances Conference, Atlanta, GA.

Presenter, Coerced Integration: Effects of Supply Chain Technology Mandates on Supplier Shareholder Wealth, 2009 Supply Chain Management and Industrial Distribution (SCMID) Symposium, New Orleans, LA.

Presenter, Coerced Integration: Effects of Supply Chain Technology Mandates on Supplier Shareholder Wealth, 2009 Society for Marketing Advances Conference, Supply Chain/Channels Track (Best Paper), New Orleans, LA.

Presenter, Managing Relationship Stability in Joint Ventures, 2006 AMA Summer Educators Conference, Chicago, IL.

Presenter (with Richard Flight), Isolating the Stadium Novelty Effect: A Data Envelope Analysis Approach, at the 2004 Sport Marketing Association Conference, Memphis, TN.

Presenter, Obstacles to the Adoption of Online B2B Exchanges by Industrial Purchasing Organizations, at the 2003 Academy of Marketing Science Conference, Washington, D.C.

Presenter (with Jeong Eun Park), The Mediating Role of Working Relationship Quality Between Adaptive Selling Behavior and Its Consequences - Performance and Job Satisfaction, at the 2002 Society for Marketing Advances conference, St. Petersburg, FL.

#### **PRESENTATIONS (Invited)**

Presenter, Opportunities for Linking Physiological Measurement and Big Data, The University of Memphis – Institute for Intelligent Systems Cognitive Science Seminar, Scheduled for Fall 2018.

Presenter, Overview of EEG – A Hands-on Workshop, The University of Memphis, Marketing Research Colloquium Series, Fall 2017.

Presenter, Brands in the Balance: Effects of Privacy Data Breaches on Brand Trust and Shareholder Value, The University of Memphis – Center to Advance cyber Security and Testing – CAST Talks, Fall 2017, Memphis, TN.

Presenter, Adventures of an Accidental Neuroscientist (IIS Speed Date), The University of Memphis – Institute for Intelligent Systems (IIS), Fall 2016, Memphis, TN.

Presenter, Brands in the Breach: Intangible Firm Value and Shareholder Losses Resulting from Privacy Data Loss Events, The University of Memphis – The University of Memphis – Center to Advance cyber Security and Testing – CAST Talks, Fall 2016, Memphis, TN.

Presenter, Gaining Insights into Arousal and Motivation Using Pupilometry and GSR, The University of Memphis – Dept. of Marketing Research Colloquium Series, Fall 2016, Memphis, TN.

Presenter, Overview of Neuroscientific Research Methods – A Hands-on Workshop, West Virginia University – Dept. of Marketing Research Colloquium, Fall 2016, Morgantown, WV.

Presenter, Eye Tracking 101, The University of Memphis, Marketing Research Colloquium Series, Spring 2016.

Presenter, Building and Testing Multilevel Models, The University of Memphis – MGMT 8921(Research Design) Ph.D. Seminar, Spring 2016, Memphis, TN.

Featured Presenter, This is Your Brain ... on Marketing, Memphis Professional AMA Chapter Luncheon, June 2015, Memphis, TN.

Presenter, Building and Testing Multilevel Models, The University of Memphis – MGMT 8921(Research Design) Ph.D. Seminar, Spring 2014, Memphis, TN.

Presenter, Intro to FACET: Theoretical Basis and Marketing Applications of Automated Facial Action Coding Systems, The University of Memphis, Marketing Research Colloquium Series, Fall 2013, Memphis, TN.

Presenter, Introduction to C-NRL: Customer NeuroInsights Research Laboratory, The University of Memphis, Marketing Research Colloquium Series, Fall 2013, Memphis, TN.

Presenter, Think Multilevel, Model Multilevel: A Primer on MSEM featuring MPlus, The University of Memphis - MKTG 8216 Ph.D. Seminar, Fall 2012, Memphis, TN.

Presenter, Effects of Individual and Team Characteristics on Simulation-Enhanced Critical Thinking: A Multilevel Analysis, 2012-2013 University of Memphis, Department of MIS Research Colloquium Series, Fall 2012, Memphis, TN.

Featured Presenter, Overview of Structural Equation Modeling and Uses within Consumer Interest Research, 2012 American Council of Consumer Interests Conference, Spring 2012, Memphis, TN.

Featured Presenter, A Relational Perspective on the Development of Successful Joint Ventures, Mid-South Minority Business Council Continuum, Spring 2012, Memphis, TN.

Presenter, Advanced Topics in SEM featuring MPlus Software Workshop, The University of Memphis, Department of Marketing and Supply Chain Management, Spring 2011, Memphis, TN.

Presenter, Advanced Topics in SEM featuring MPlus Software Workshop, The University of Alabama, Department of Management and Marketing, Tuscaloosa, AL, Spring 2010.

Presenter, Investigating Antecedents and Outcomes of Individual and Store Level Job Satisfaction, A Multilevel SEM Application, Southeastern Marketing Doctoral Symposium, Memphis, TN, Spring 2010.

Featured Presenter, Selling in Tough Times: A Service-Dominant Logic, 2009 Memphis Chamber of Commerce Small Business Fall Summit, Memphis, TN.

Presenter, Simulation-Enhanced Individual and Team Student Learning: A Multilevel SEM Application, University of Memphis, Department of Marketing and Supply Chain Management Research Seminar, Fall 2009.

Presenter, Latent Classes for the Masses, The University of Memphis Structural Equation Modeling PhD Seminar, (Nov) 2005.

Presenter, An Introduction to Latent Class Analysis. The University of Alabama Marketing Brown Bag Lunch Lecture Series. (Apr) 2005.

## **GRANT FUNDING**

Principal Investigator, Fogelman College of Business & Economics Summer Research Grant (\$8000), Summer 2017.

Principal Investigator, The University of Memphis (\$30,000): Inter-disciplinary team initiation grant (w/ Leah Windsor and Alistair Windsor): “Congruence and Conflict in Linguistic and Biometric Markers,” Spring 2016.

Principal Investigator, Fogelman College of Business & Economics Summer Research Grant (\$8000), Summer 2015.

Principal Investigator, University of Tennessee College of Medicine (\$37,500): Multi-study research project assessing community response to prospective brand alliance involving the College of Medicine and a local hospital system, Fall 2014.

Principal Investigator, Fogelman College of Business & Economics Summer Research Grant (\$8000), Summer 2014.

Principal Investigator, Marketing Science Institute (\$7500), Spring 2014.

Principal Investigator, Fogelman College of Business & Economics Summer Research Grant (\$8000), Summer 2012.

Principal Investigator, Fogelman College of Business & Economics Summer Research Grant (\$8000), Summer 2011.

Principal Investigator, Fogelman College of Business & Economics Summer Research Grant (\$6000), Summer 2009.

Principal Investigator, Fogelman College of Business & Economics Summer Research Grant (\$10,000), Summer 2007.

Principal Investigator, Fogelman College of Business & Economics Summer Research Grant (\$8000), Summer 2006.

## ACADEMIC AWARDS & HONORS

- George Johnson Professorship, 2014
- George Johnson Research Fellow, 2014
- Palmer Preeminent Publication Award, 2013
- Best Paper in Research Methods Track, 2012 American Marketing Association Summer Educators' Conference, Chicago, IL.
- Louis Stern and Adel El-Ansary Award for Best Paper in Channels Track, 2010 Society for Marketing Advances Conference, Atlanta, GA.
- Bowersox Award for Best Paper in Supply Chain track, 2009 Society for Marketing Advances Conference, New Orleans, LA
- Best Paper in Channels of Distribution, B2B Marketing, and Inter-Organizational Issues Track, 2006 American Marketing Association Summer Educators Conference, Chicago, IL
- Consortium Fellow, 39<sup>th</sup> Annual AMA Sheth Foundation Doctoral Consortium, 2004
- Fred Bostick Endowed Fellowship (2001-2005), The University of Alabama
- Departmental Fellowship (2001-2005), The University of Alabama
- Beta Gamma Sigma Outstanding Doctoral Student, 2003-2004
- Best Student Paper in Personal Selling Track at 2002 Society for Marketing Advances Annual Conference, St. Petersburg, FL.

## PROFESSIONAL AFFILIATIONS

- America Marketing Association
- Academy of Marketing Science
- Society for Marketing Advances
- American Academy of Advertising

## PROFESSIONAL SERVICE

### Journals

Editorial Board Member (2011-Current), *Journal of Supply Chain Management*

Editorial Board Member (2010-Current), *Journal of Advertising*

Editorial Board Member (2009-2015), *International Journal of Physical Distribution and Logistics Management*

Ad Hoc Reviewer, *Journal of the Academy of Marketing Science*

Ad Hoc Reviewer, *Journal of Service Research*

Ad Hoc Reviewer, *Organizational Research Methods*

Ad Hoc Reviewer, *Journal of Business Research*

### Conferences

American Marketing Association Winter Educators' Conference, Invited DocSIG Mentor Breakfast Panelist (2014)

American Marketing Association Summer Educators' Conference, Strategy Track Chair (2009)

American Marketing Association Winter Educators' Conference, Reviewer (Multiple Years)

American Marketing Association Summer Educators' Conference, Session Chair (Multiple Years)

American Marketing Association Summer Educators' Conference, Reviewer (Multiple Years)  
Academy of Marketing Science, Inaugural Doctoral Consortium Fellow (2015)  
Academy of Marketing Science, New Product Development Track Chair (2014)  
Academy of Marketing Science, Session Chair (2013)  
Academy of Marketing Science, Reviewer (Multiple Years)  
Society for Marketing Advances, Panelist-Teaching Principles of Marketing  
Society for Marketing Advances, Reviewer (Multiple Years)

### **SERVICE (UNIVERSITY/COLLEGE/DEPARTMENT)**

- Founding Director, Customer NeuroInsights Research Lab (2013-Current)
- Neuromarketing Certification Course, Spring 2017
- Marketing Research Colloquium Organizer  
FCBE Subject Pool Administrator (2016-Current) Secured support and resources for a new, multi-departmental subject pool within the College of B&E. Developed policies and procedures manual, administered subject pool using SONA software.
- Big Data
- Master's Subcouncil, Fogelman College of Business & Economics
- Ph.D. Committee, Department of Marketing and Supply Chain Management
- Graduate Curriculum Committee, Department of Marketing and Supply Chain Management
- Undergraduate Curriculum Committee, Department of Marketing and Supply Chain Management

### **Dissertations, Chaired**

Subhash Jha (Marketing), Spring 2018 (Co-Chair: Dr. Joann Peck, University of Wisconsin)  
Diagnosticity and the effect of haptic cues in service contexts.

Wendy McEntee (Marketing), Spring 2018  
A Mixed Methods Approach to Evaluating the Role of Parenthood on Consumer's Reactions to Provocative Imagery in Advertising

Jonathan Narcum (Marketing), Summer 2017 (Co-Chair: Dr. Mehdi Amini)  
I think I'll blame you. A social cognitive and just world explanation of helping behavior.

Michael Peasley (Marketing), Summer 2017  
Customer experience: An analysis of the impact on the brand and firm.

Keith Story (Marketing), Fall 2015  
Impact of supply chain technology response capability on firm performance and supply chain technology performance.

Parker Woodruff (Marketing), Spring 2015  
Cause-related marketing and shareholder value: An event study analysis.

Alexa Fox (Marketing), Spring 2015, (Co-Chair: Dr. Marla Stafford)

A multi-method examination of the effects of online reviews on consumer information processing and firm performance: A psycholinguistic perspective.

Jennifer Martinez (Marketing), Summer 2014, (Co-Chair: Dr. Marla Stafford)

The Institution of Green: The Interaction of Green Strategies and Key Stakeholders.

Robert Evans, Jr. (Marketing) Completed Spring 2010, (Co-Chair: Dr. Dan Sherrell)

The effect of advertising intensity on firm market liquidity and firm systematic risk post official sports sponsorship adoption.

### **Dissertations, Committee Member**

Andrew Borodin (Marketing), Completed Fall 2017

I'm stuck! Salesperson job embeddedness as a predictor of turnover.

Joshua Coleman (Marketing), Completed Spring 2017

The ambivalent effects of giving back: Exploring the self-regulation of guilt and pride in a cause-related marketing context.

Jobu Babin (Economics), Completed Spring 2017

Choice in Consideration of the Other: an Experimental Approach

Zhang, Chi (Marketing), University of Mississippi, Completed Spring 2016

Three essays on retail branding and the makings of a great retail brand: Antecedents, outcomes, and retailer ad spending strategies.

Walter Henley (Marketing), Completed Spring 2016

Interactive Ad Segmentation: Using Regulatory Fit, Implementation Intentions and Social Referral Advertising to Increase PSA Response Efficacy.

Robert Steinbauer (Management), Completed Spring 2015

Mentor Influence on protégé moral disengagement: A longitudinal investigation.

John Cicala (Marketing), Completed Fall 2011

The Effect of Perceived Salesperson Transparency, as Enabled by Technology, on Unethical Salesperson Behavior.

Christine Kowalczyk (Marketing), Completed Summer 2011

Celebrities as Brands: Exploring the Role of Celebrities in Marketing and Advertising.

Rich Rocco (Marketing), Completed Spring 2010

The impact of sales technology use on relationship performance in business markets: A salesperson and customer dyadic perspective.

Susan Myers (Marketing), Completed Spring 2009  
Effects of program-advertisement congruence on consumers' brand attitudes.

## **COURSES TAUGHT**

### The University of Memphis

- Seminar in Structural Equation Modeling (Ph.D.)
- Seminar in Marketing Strategy (Ph.D., Developed Course)
- Global Marketing Strategy (MBA Online, Developed Course)
- Global Marketing Strategy (MBA)
- Retail Marketing Strategy (CD-MBA, Co-Developed Course)
- Management of Marketing Strategies (UG)
- Management of Marketing Strategies (UG Online – Developed Course)
- Sales Force Management (UG)
- Principles of Marketing (UG)
- Marketing Management (MBA)

### The University of Alabama

- Supply Chain Management (UG)
- Principles of E-Commerce (UG)
- Marketing Research (UG)
- Personal Selling (UG)

## **COMMUNITY SERVICE**

- Founding Board Member, Memphis Professional Chapter of American Marketing Association
- Parish Council President, Annunciation Greek Orthodox Church, Memphis, TN.
- Parish Council Member, Annunciation Greek Orthodox Church, Memphis, TN.
- Board Member, Germantown Legends Soccer Club
- Volunteer Youth Soccer Coach, Germantown Legends Soccer Club
- Volunteer Youth Soccer Coach, MidSouth Futbol Club

## **PROFESSIONAL EXPERIENCE**

***Account Manager, Marimba, Inc.,***

**2000-2001**

Field sales of enterprise-class systems management software to Global 2000 corporations. Organized and directed team sales calls with Marimba sales engineers.

***District Sales Manager, The Potomac Group/MediFAX, Inc.***

**1993-2000**

Sales manager for Inc. 500 healthcare finance e-business pioneer. Sold software, hardware and services that enabled healthcare providers to improve their patient eligibility verification and claim reimbursement processes, increasing patient revenues while reducing administrative costs. Mentored and trained new sales hires.

***Independent Consultant, Transport EDX/AAI, Inc.***

**1998-1999**

Co-authored business plan and supporting collateral materials that led to successful private stock offering. Conducted extensive market research in support of business plan - defined potential for each market segment, identified threats and opportunities, prospective clients, partners and value-added software enhancements.

***Marketing/Sales Representative, Medical Asset Recovery Service***

**1992-1993**

Responsible for marketing and sales of innovative, EDI-based receivable analysis services to large healthcare facilities along the East Coast

***Administrative Assistant, Athletic Ticket Office, United States Military Academy***

**1990-1992**

Event management duties encompassed staff supervision, customer service, ticket/cash reconciliation, NCAA compliance issues, facility operations and coordination of marketing and promotion activities for over 50 home events per year.

## **MILITARY EXPERIENCE**

***Staff Sergeant, West Virginia Air National Guard***

**1985-1992**

Supervisor of administrative and personnel staff for C-130 aircraft maintenance squadron.

## REFERENCES

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