

Michael Burrage II

Doctoral Student of Marketing

Dr. Persis E. Rockwood School of Marketing

Herbert Wertheim College of Business, Florida State University, Tallahassee, FL, USA

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EDUCATION

Ph.D. in Marketing expected May 2028
Rockwood School of Marketing, College of Business, Florida State University

B.S. in Music Technology December 2020
Audio Arts and Acoustics, School of Media Arts, Columbia College Chicago

RESEARCH WORK IN PROGRESS

Burrage II, Michael, "On Directive Signage" preparing for submission.

- 2025 *Let's Talk About Service Conference - Accepted Paper*
- 2024 *PhD Project Preconference Summer AMA - Presentation*
- 2024 *Frontiers in Service Conference – Presentation*

Burrage II, Michael, "Virtual Malefactors: How Virtual Influencers Impact Consumers Vice Consumption," *collecting data.*

- 2026 *PhD Project Baruch College Research Symposium - Fellow*
- 2026 *Winter AMA – Presentation*
- 2025 *Frontiers in Service - Presentation*
- 2025 *PhD Project Annual Conference 3 Minute Thesis - Winner*
- 2024 *Marketing and Public Policy Junior Scholars Workshop - Fellow*
- 2024 *McKnight Annual Fellows Meeting – Presentation*

Burrage II, Michael, "More Than Words: Interactive Linguistics Cues in Advertising," *preparing for submission.*

Burrage II, Michael, "When Environments Speak: Power and Experience in Service Settings" *preparing for submission.*

RESEARCH PRESENTATIONS

Burrage II, Michael "Virtual Temptations: The Influence of Digital Personas on Vice Choices," Winter AMA 2026, Madrid, Spain.

Burrage II, Michael "Virtual Temptations: The Influence of Digital Personas on Vice Choices," Frontiers in Service 2025, Montreal, Canada.

Burrage II, Michael "Virtual Temptations: The Influence of Digital Personas on Vice Choices," PhD Project Annual Conference 2025 3 Minute Thesis – Winner, Chicago, IL

Burrage II, Michael "Self-Service Technologies and Consumer Behavior," Ideas in Progress Seminar 2025, Boston College, Newton, Massachusetts.

Burrage II, Michael "Virtual Malefactors: How Virtual Influencers Impact Consumers Vice Consumption," *Current Research Discussion, American University, Washington, D.C.*

Burrage II, Michael "Do As I Say: How Directive Signage in the Service Environment Impacts Service Perceptions," *PhD Project Preconference, Summer AMA, Boston, MA.*

Burrage II, Michael "Do As I Say: How Directive Signage in the Service Environment Impacts Service Perceptions," *Early Career Session, Frontiers in Service, Amelia Island, FL.*

Burrage II, Michael "Virtual Malefactors: How Virtual Influencers Impact Consumers Vice Consumption," *Early Career Session, McKnight Annual Fellows Meeting, Tampa Bay, FL.*

HONORS, GRANTS, AND AWARDS

- PhD Project Baruch College Research Symposium (2026)
- PhD Project Annual Conference 3 Minute Thesis 1st Place (2025)
- Marketing and Public Policy Conference Junior Scholar (2024)
- McKnight Doctoral Fellowship (Fall 2023-present)

TEACHING EXPERIENCE

Courses	Position	Dates
Basic Marketing Concepts	Professor	Spring 2026
	Teaching Assistant	Fall 2023, Spring 2024, Fall 2024, Spring 2025, Summer 2025, Fall 2025

ACADEMIC AFFILIATIONS

- American Marketing Association (2023-Present)
- The PhD Project (2023-Present)

SERVICE

- Secretary for PhD Project Marketing Student Doctoral Association – 2026
- SONA Research Lab Manager for Herbert Wertheim College of Business (2024 - 2025)
- Reviewer for Conference Papers – Marketing and Public Policy 2025
- Reviewer for Conference Papers – Winter American Marketing Association 2025
- Reviewer for Conference Papers – Summer American Marketing Association 2024
- Conference Event Assistant – Frontiers in Service Conference 2024

RELEVANT PROFESSIONAL EXPERIENCE

Michael Page International PLC Recruitment Consultant	Chicago, IL 2021-2022
New York Life Insurance Company and NYLIFE Securities LLC Agent and Registered Representative	Chicago, IL 2020-2021
Earhole Studios, LLC Audio Engineering Intern	Chicago, IL 2018-2020

8tiv Labs Corporation
SEO Social Media Marketing and Video Production Intern

Chicago, IL
2018

Derco Aerospace, Inc.
Information Technology Intern

Milwaukee, WI
2015

ACTIVITIES, LEADERSHIP, AND VOLUNTEER EXPERIENCE

Public Speaking and Community Seminars

- Invited Contributing Panelist Speaker for keynote speaker Shiza Shahid
- Invited Speaker to JP Morgan Chase Bank and Revitalizing Black Chicago Homeownership Seminar
- Invited Speaker to North Riverside Community Mall Financial Literacy Seminar
- The Organizer of the Hyde Park Chamber of Commerce Financial Literacy Seminar

Professional Certifications

- Life and Health Insurance Licenses in IL, OH, TN, TX, FL, CA (2021-2023)
- Variable Securities Licenses in TX, IL, and OH (2021-2023)

Volunteer Experience

- Seminar Host for Revitalizing Black Chicago
- Contributor to Playback Playfwd COVID-19 Frontline Workers Charity Album
- Summer Camp Volunteer for Chicago Public Schools
- Tutor for Grimsley Senior High School