



COLLEEN M. HARMELING

Department of Marketing • College of Business • Florida State University
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ACADEMIC APPOINTMENTS

Assistant Professor of Marketing and Dean's Emerging Scholar 2015–Present
Florida State University, Tallahassee, FL

HONORARY APPOINTMENTS

Director of Research Partnerships and Membership Programs 2015–Present
Center for Sales and Marketing Strategy, University of Washington, Seattle, WA

Affiliated Researcher 2014–Present
Center for Sales and Marketing Strategy, University of Washington, Seattle, WA

RESEARCH

Research Interests: Engagement marketing theory and strategy with an emphasis on relationship dynamics, transformational events, customer experience design, and relationship recovery in business-to-business, service, and retail markets

Publications:

- 1) Bleier, Alexander, **Colleen M. Harmeling**, and Robert W. Palmatier (2019). "Creating Effective Online Customer Experiences," *Journal of Marketing* (Forthcoming).
 - **MSI Grant Recipient \$17,000**
 - **Featured in Marketing Science Working Paper Series**
- 2) **Harmeling, Colleen M.**, Eric Fang, Robert W. Palmatier, and Dianwen Wang (2017). "Group Marketing: Theory, Mechanisms and Dynamics," *Journal of Marketing*, (July), pp. 1-24.
 - **Winner of the Journal of Marketing Shelby D. Hunt/Harold H. Maynard Award**
 - **Lead article for July issue**
 - **Featured in Marketing Science Working Paper Series**
 - **Nominated for the 2017 Marketing Science Institute/H. Paul Root Award**
 - **Selected as part of the AMA Scholarly Insights Series**
- 3) **Harmeling, Colleen M.**, Robert W. Palmatier, Mark B. Houston, Mark J. Arnold, and Stephen A. Samaha (2015). "Transformational Relationship Events," *Journal of Marketing*, 79 (September), pp. 39-62.
 - **Winner of the Center for Service Leadership Leading Edge Service Research Award**
 - **Selected as part of Marketing Science Institute's Journal Selection Series**
 - **Featured on CustomerThink, Center for Service Leadership, and Business2Community blogs**
 - **Finalist for Institute for the Study of Business Markets Dissertation Award**
 - **Selected as part of the AMA Scholarly Insights Series**
 - **Featured as a Keller Center Research Report, September 2016**
 - **Featured in Marketing Science Working Papers Series**
- 4) **Harmeling, Colleen M.**, Jordan W. Moffett, Mark J. Arnold, Brad D. Carlson (2017). "Toward a Theory of Customer Engagement Marketing," *Journal of Academy of Marketing Science*, 45 (April), 312-35.
- 5) **Harmeling, Colleen M.**, Peter Magnusson, and Nitish Singh. "Beyond Anger: A Deeper Look at Customer Animosity," (2015). *Journal of International Business Studies*, 46 (7), 676-93.

Books, Book Chapters, and Published MSI Working Papers:

- 6) Palmatier, Robert W., V. Kumar, and **Colleen M. Harmeling**, eds (2017). *Customer Engagement Marketing*. London, England: Palgrave Macmillan, 9783319619842.
- 7) **Colleen M. Harmeling**, Jordan W. Moffett, and Robert W. Palmatier. (2017). “Future Research Directions in Customer Engagement Marketing,” In *Customer Engagement Marketing*, V. Kumar, Robert W. Palmatier, and Colleen M. Harmeling, Eds. London, England: Palgrave MacMillan, 9783319619842.
- 8) **Harmeling, Colleen M.** and Robert W. Palmatier (Forthcoming). “Relationship Dynamics: Understanding Continuous and Discontinuous Relationship Change,” In *Handbook of Research on Distribution Channels*, Charles A. Ingene, and Rajiv P. Dant, Eds. Northampton, Massachusetts: Edward Elgar Publishing.
- 9) **Harmeling, Colleen M.**, Eric Fang, Robert W. Palmatier, and Dianwen Wang (2016). “Group Marketing,” *Marketing Science Institute Working Paper Series*, <http://www.msi.org/reports/group-marketing/>
- 10) **Harmeling, Colleen M.**, Robert W. Palmatier, Mark B. Houston, and Mark J. Arnold (2015). “Effect of Transformational Relationship Events on Exchange Performance,” *Marketing Science Institute Working Papers Series*, <http://www.msi.org/reports/effect-of-transformational-relationship-events-on-exchange-performance/>
- 11) Beck, Joshua T., **Colleen M. Harmeling**, Connor M. Henderson, and Yashoda Bhagwat. “Economic Inequality, Trust, and Brand Leadership,” (2016) *Marketing Science Institute Working Paper Series*, <http://www.msi.org/reports/economic-inequality-trust-and-brand-leadership/>
- 12) Mende, Martin, **Colleen M. Harmeling**, Maura Scott, and Robert W. Palmatier (2017). “Effective Customer Engagement Strategies in Healthcare: The Role of Stigma,” *Marketing Science Institute Working Paper Series*, <http://www.msi.org/reports/effective-customer-engagement-strategies-in-health-care-the-role-of-stigma/>
- 13) Bleier, Alexander, **Colleen M. Harmeling**, and Robert W. Palmatier (2017). “How Firms can Shape the Customer Experience for Greater Success in Online Retailing,” *Marketing Science Institute Working Paper Series*, <http://www.msi.org/reports/how-firms-can-shape-the-customer-experience-for-greater-success-in-online-retailing/>

Under Review or Revisions:

- 1) Almashayekhi, Abdullah, **Colleen M. Harmeling** and Ruby Lee. “Borrowing Benevolence: How Partner Character Determines Interfirm Reputation Spillovers,” (under second review at *Journal of Marketing*).
- 2) Beck, Joshua T., **Colleen M. Harmeling**, Connor M. Henderson, and Yashoda Bhagwat. “Economic Inequality and the Erosion of Trust in Brand Leaders,” (preparing for resubmission to *Marketing Science*).
- 3) Henderson, Conor, Lena Steinhoff, **Colleen M. Harmeling**, and Robert W. Palmatier. “Accounting for Customer Inertia when Assessing the Effectiveness of Customer Engagement Initiatives,” (preparing for revision to *Journal of Academy of Marketing Science*).
 - **Winner of the 2015 Robert D. Buzzel MSI Best Paper Award**
- 4) Colleen M. Harmeling, Mende, Martin, Maura Scott, and Robert W. Palmatier. “Marketing Through the Eyes of the Stigmatized,” (preparing for revision to *Journal of Marketing Research*).
- 5) Bettencourt, Lance, **Colleen M. Harmeling**, Yashoda Bhagwat, and Mark B. Houston. “Customer Job Journey,” (preparing for submission to *Journal Marketing*).

Work in Progress:

- 6) **Harmeling, Colleen M.**, Nooshin Warren, and Joshua T. Beck. “Fit, Fame, and Folly: Effect of Endorser’s Negative Behavior on Brand Performance,” targeted for *Journal of Marketing Research* (event study complete and currently crafting manuscript).
- 7) Pugh, Harrison B., **Colleen M. Harmeling**, Michael K. Brady, and Robert W. Palmatier. “Defections to Win-backs: Understanding the Differential Psychological Consequences of Active vs. Passive Defection,” targeted for *Journal of Marketing Research* (currently analyzing firm provided secondary data and crafting manuscript).

- 8) Almashayekhi, Abdullah, Rachel Hochstein, **Colleen M. Harmeling** and Ruby Lee. "Relative Generosity: Conditions that Alter Perceptions of Firm's Generous Acts," targeted for *Journal of Marketing* (event study completed and currently crafting manuscript).
- 9) Rachel Hochstein and Colleen M. Harmeling. "Managing Customer Engagement: Meta Analysis Testing Conditions that Alter the Impact of Customer Engagement on Firm Performance," targeted for *Journal of Marketing* (database compiled, currently analyzing data).

Conference Presentations and Invited Presentations:

- "Vetting and Marketing Your Theoretical Ideas," AMS Review Doctoral Conceptual Paper Workshop, Academy of Marketing Science, New Orleans, LA, 2018
- "Going on the Market: Preparing for the Academic Market," National Sales Education Conference, San Diego, CA, 2018
- "Eureka! Finding, Nurturing, and Marketing Interesting Ideas," National Sales Education Conference, San Diego, CA 2018
- "Finding the Elusive Balance," Marketing Strategy Consortium, Columbia, MO, 2018
- "Managing the Shopping Experience for Greater Success in Online Retailing," Winter AMA, New Orleans, LA, 2018
- "Investigating the Winback Window: Effective Strategies for Reacquiring Passive and Active Defectors", Winter AMA, New Orleans, LA, 2018
- "Effective Selling On The Web: How Content Factors Influence The Performance Of Online Product Listings," INFORMS Marketing Science Conference, Los Angeles, CA, 2017
- "The Sanctuary Effect of Engagement Marketing for Stigmatized Customer," JAMS Thought Leaders in Consumer-Based Strategy Conference, Amsterdam, 2017
- "How Firms Can Shape the Shopping Experience for Greater Success in Online Retailing," Theory + Practice in Marketing Conference, Charlottesville, May 2017.
- "Group Marketing: Theory, Mechanisms, and Dynamics," Global Marketing Conference, Havana, Cuba, 2017
- "Economic Inequality, Trust, and Brand Leadership," AMA, Atlanta, GA, 2016
- "Getting Ready for the Job Market," PhD Project: Marketing Doctoral Student Association Conference, Atlanta, GA, 2016
- "The Unintended Consequences of Customer Engagement on Intrinsic Loyalty," Thought Leaders in Service Marketing Strategy Conference, Paris, France, 2016
- "A Cross-Firm, -Channel, and Product Analysis of the Effects of Online Content Factors on Business Performance," INFORMS Marketing Science Conference, Shanghai, China 2016
- "Economic Inequality, Trust and Brand Leadership," Theory and Practice in Marketing, Houston, TX, 2016
- "Transformational Relationship Events" Center for Service Leadership Annual Meeting, Pheonix, AZ, 2016
- "Group Marketing: The Development of Relationships Between Groups," BBR, Boston, MA, 2015
- "Disruptive Change: Transformational Relationships Events in B2B Relationships," ISBM, San Francisco, CA, 2014
- "Turning Points: Transformational Relationship Events and Firm Performance," AMA, San Francisco, CA, 2014
- "Transformational Relationships Events and Channel Relationships," AMS, Indianapolis, IN, 2014
- "Sport Sponsorship Effectiveness: The Impact of Transformational Consumption Experiences," AMS, Indianapolis, IN, Recipient of the *Excellence in Sports Marketing Research Award*, 2014
- "The Pursuit of Extraordinary Experiences: Seeking and Creating Triggers," CCT, Tucson, AZ, 2013
- "The Pursuit of Extraordinary Experiences: An Exploration of Triggers," AMA, Chicago, IL, 2012

HONORS AND AWARDS

- Winner of the Journal of Marketing Shelby D. Hunt/Harold H. Maynard Award, 2017
- Selected as Faculty Mentor, Academy of Marketing Science Conference, New Orleans, LA, 2018
- Selected as Faculty Mentor, National Sales Education Conference, San Diego, CA, 2018

- Selected as Faculty Mentor, Institute for the Study of Business Markets, Boston, MA, 2018
- Selected as Faculty Mentor, Marketing Strategy Consortium, Columbia, MO, 2018
- Dean's Emerging Scholar, Florida State University College of Business, 2016-2018
- Marketing Science Institute Research Grant, 2015 (awarded \$17,000)
- Center for Service Leadership Leading Edge Service Research Award, 2015 (awarded \$3,500)
- 2013 Boeing Research Fellowship (awarded \$2,000)
- 2013 AMA-Sheth Doctoral Consortium Fellow
- 2013 John Cook School of Business Research Development Award (awarded \$3,000)
- ISBM Doctoral Dissertation Award Finalist, 2013
- Boeing Institute Summer Research Award, 2012 (awarded \$1,800)
- Graduate Honors Award, University of Tampa, 2006
- John H. Sykes Graduate Assistant of the Year, 2006
- Krusen Fellowship Award, 2006 (awarded \$4,500)
- Fast Start Graduate Fellow, 2005 (awarded \$6,000)
- Addy Citation of Excellence, Tri-State Regional American Marketing Association, 2005
- Dean's Scholar, Southeast Missouri State University, 2001-2005
- Magna Cum Laude, Southeast Missouri State University, 2005
- Scholar Athlete Award, Southeast Missouri State University, 2001-2005
- Presidential Scholarship, Southeast Missouri State University, 2001-2005
- Beta Gamma Sigma, National Business Administration Honor Society, Lifetime Membership 2005

TEACHING, SERVICE, & PROFESSIONAL EXPERIENCE

Teaching Interests:

- Marketing Research, Marketing Strategy, Sales Management, Branding, Marketing Management
- Managerially-focused courses at both undergraduate and MBA levels

Teaching Experience:

Certificate in University Teaching Skills, Saint Louis University

Assistant Professor, Florida State University

2015-present

Lecturer, Saint Louis University

2012-2014

PhD:

- **Marketing Strategy:** (2018)

MBA:

- **Marketing Management:** 4.66/5.00 (2013), 4.50/5.00 (2014)
- **Marketing Strategy:** 4.50/5.00 (2013), 4.60/5.00 (2014)
- **Marketing Research:** 4.66/5.00 (2013), 4.30/5.00 (2014)

Undergraduate:

- **Buyer Behavior:** 4.35/5.00 (2012)
- **Marketing Management:** 4.64/5.00 (2013), 4.53/5.00 (2013), (2014)
- **Marketing Research:** 4.47/5.00 (2016), 4.50/5.00 (2017), 4.57/5.00 (2017)

Professional Experience:

Barnes and Noble Booksellers, Tampa, FL

2007–2010

Community Relations Training Manager

Responsibilities included negotiation of government contracts including an annual \$35M contract with the Board of Education, management of a \$2M annual sales program constituting the leading institutional sales program in the company, assistance in developing and implementing an electronic ordering system for institutional sales, and the management and training of all outside sales associates in Florida.

Gasparilla Distance Classic Association, Tampa, FL 2005–2007
Marketing Coordinator

The not-for-profit produces an annual community event (15k, 5k, marathon, half marathon) that raises money for a portfolio of charities. Responsibilities included assistance in the negotiation and management of over \$1M in corporate sponsorships including Gatorade, Nike, Bank of America, Verizon, and Coca-Cola, and the design of the recruitment, training, and incentive program for more than 3,000 annual volunteers.

Gap Clothing, Warrenton, MO 2001-2005
Merchandise Presentation Specialist

Responsibilities included the design, execution and management of all in-store and window display, management of the merchandising team and execution of all floor display changes.

EDUCATION

University of Washington, Foster School of Business, Seattle, WA 2014–2015
Post-Doctoral (with Robert W. Palmatier)

Saint Louis University, John Cook School of Business, St. Louis, MO, *Great Distinction* 2010–2014
Ph.D., Marketing

Dissertation: Defining Moments: Understanding the Effect of Transformational Relationship Events
(*passing With Distinction; 2013 ISBM Dissertation Award finalist*)

Committee: Robert W. Palmatier (co-chair), Mark J. Arnold (co-chair), Mark B. Houston (reader), Nitish Singh (reader), Brad D. Carlson (reader)

University of Tampa, Tampa, FL, *University Honors* 2005–2006
M.B.A., Business Administration

Southeast Missouri State University, Cape Girardeau, MO, *Magna Cum Laude* 2001–2005
B.A., Mass Communication

ACADEMIC SERVICE

- Editorial Review Board
 - Journal of Marketing
 - Journal of Academy of Marketing Science
 - Journal of Service Research
 - Journal of Retailing
- Ad Hoc Reviewer
 - Journal of Marketing Research
 - International Journal of Marketing Research
 - European Journal of Marketing
 - Journal of Public Policy and Marketing
 - International Marketing Review
 - Journal of International Marketing
 - Palgrave book proposal reviewer
 - AMA Marketing Educators' Conference; Marketing Strategy Track, 2014
 - AMS Marketing Educator's Conference; B2B Marketing Track, 2014
 - AMA Marketing Educators' Conference; Marketing Strategy Track, 2013
 - CCT Marketing Conference; Transformational Experience Track, 2013
 - AMA Marketing Educators' Conference; Consumer Behavior Track, 2012
- Faculty Counselor, Institute for the Study of Business Markets, PhD Research Camp, Boston, 2018
- Faculty Counselor, "Conceptual Article Development Workshop," Academy of Marketing Science Conference, New Orleans, 2018

- Faculty Counselor, “Going on the Market,” National Sales Education Foundation Doctoral Consortium, San Diego, 2018
- Guest Speaker, “Building Brand You,” Florida State University, Women in Leadership Conference, 2017, 2018
- Review Team, 2018 AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles
- Faculty Mentor, Winter AMA Mentor Networking Breakfast, New Orleans, 2018
- Faculty Counselor, Marketing Strategy Consortium, University of Missouri Trulaske College of Business, 2018
- Special Session Chair, Customer Job Journeys, Summer AMA, Boston, 2018
- Track Chair, Customer Experience, Summer AMA, Boston, 2018
- Special Session Chair, Relational, Governance, and Learning Mechanisms for Managing Marketing Exchange, Winter AMA, New Orleans, 2018
- Guest Lecturer, “Working with Firms in Academic Research”, University of Oregon, 2017
- Track Chair, Summer AMA, Marketing Strategy, 2017
- Session Chair, Theory and Practice in Marketing, 2016
- Track Chair, AMS, Customer Engagement and Psychology, 2014
- Saint Louis University student representative for annual board meeting, 2013; selected by the Vice President of Faculty as one of only two students to present to the board of trustees
- Kern Entrepreneurship Education Network, Innovation Challenge Facilitator, 2013-2014
- Committee member for Florida State University, Marketing Ph.D. Program Committee, 2016-2017
- Committee member for Florida State University, Recruiting Committee, 2017
- Member of Dissertation Committee for Harrison Pugh and Abdullah Almashayekhi
- Faculty Mentor for Florida State University Student Consulting Group 2016-2017
- Member of Honor’s Thesis Committee, Florida State University, Gabriela Oliveira

PROFESSIONAL ASSOCIATIONS

- American Marketing Association
- Institute for Study of Business Markets
- Beta Gamma Sigma, National Business Administration Honor Society