



# RACHEL E. HOCHSTEIN

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## EDUCATION

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### Florida State University, College of Business, Tallahassee, FL

Ph.D. Student in Marketing	2018–Present
M.B.A., Business Administration	2017–2018
B.A., Theatre and Hospitality Management, <i>Summa Cum Laude</i>	2013–2017

## RESEARCH

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**Research Interests:** Customer engagement and engagement marketing theory and strategy, data privacy and transparency, and customer experience design.

### Work in Progress:

- 1) Almashayekhi, Abdullah, **Rachel E. 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).
- 2) **Hochstein, Rachel E.** 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).
- 3) **Hochstein, Rachel E.** and Colleen M. Harmeling. “Data Disclosure Personalization: How Personalized Transparency Effects Consumer Responsiveness to Personalized Advertising,” targeted for *Journal of Consumer Research* (currently crafting manuscript).

## HONORS AND AWARDS

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- Dean’s List, Florida State University, 2013-2017
- Summa Cum Laude, Florida State University, 2017
- Omicron Delta Kappa, National Leadership Honor Society, Lifetime Membership 2016

## TEACHING, SERVICE, & PROFESSIONAL EXPERIENCE

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### Teaching Experience:

*Teaching Assistant*, Florida State University 2017-Present

- **Basic Marketing Concepts** (2018-Present)
- **Sales Management** (2017-2018)
- **Professional Selling** (2017-2018)

*Lab Assistant*, Florida State University

- **Catering Management**, Dedman School of Hospitality (2016-2018)  
Assisted in teaching students the basics of a professional kitchen to aid in the prep and service of 4-course fine-dining experiences.

**Professional Experience:**

**School of Theatre at Florida State**, Tallahassee, FL 2014-2015

***Stage Manager***

Responsibilities included managing all backstage related activities for performances in a 500-seat theatre, managing teams of up to 25 actors and backstage technicians, and leading all inter-departmental communication through documentation of design meetings, rehearsals, and performances.

**Kalahari Resorts and Conventions**, Wisconsin Dells, WI 2015

***Hospitality Intern***

Served guests in 3 unique food and beverage outlets including banquets, fine dining, and casual dining. Also learned the daily operations and management of an 800-room resort hotel in the housekeeping and front-desk departments.

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