

# MAURA L. SCOTT

Professor of Marketing  
Madeline Duncan Rolland Professor of Business Administration  
Florida State University, College of Business, Tallahassee, FL

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**EDUCATION** Ph.D. Business Administration, (Marketing), 2008  
W. P. Carey School of Business, Arizona State University  
Dissertation Chair: Stephen M. Nowlis

M.S. Management (Marketing Major)  
Krannert School of Management, Purdue University

B.S. Economics (Concentrations: Computer Science and Psychology),  
Purdue University

## REFEREED JOURNAL PUBLICATIONS

- Mende, Martin, Linda Court Salisbury, Gergana Y. Nenkov, and Maura L. Scott, (forthcoming 2020)  
“Improving Financial Inclusion through Communal Financial Orientation: How Financial Service  
Providers Can Better Engage Consumers in Banking Deserts,” *Journal of Consumer Psychology*.
- Hess, Nicole, Corinne Kelley, Maura L. Scott, Martin Mende, and Jan H. Schumann, “Consumers’  
Perceptions of Personalized Advertising in Public Environments.” (forthcoming 2020),  
*Journal of Retailing*.
- Grewal, Dhruv, Mirja Kroshke, Martin Mende, Anne L. Roggeveen, and Maura L. Scott “Frontline  
Cyborgs at Your Service: How Human Enhancement Technologies Affect Customer Service  
Experiences,” In Press, *Journal of Interactive Marketing*.
- Mende, Martin, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, and Ilana Shanks, (2019) “Service  
Robots Rising: How Humanoid Robots Influence Service Experiences and Elicit Compensatory  
Consumer Responses,” *Journal of Marketing Research*, 56(4), 535-56. (lead article)
- 2016 Marketing Science Institute, Customer Experience Research Grant
- Mende, Martin, Maura L. Scott, Aaron M. Garvey, and Lisa E. Bolton, (2019) “The Marketing of Love:  
How Attachment Styles Affect Romantic Consumption,” *Journal of the Academy of Marketing  
Science*, 47(2) 255-73.
- Bublitz, Melissa, Tracy Rank Christman, Luca Cian, Xavier Ignacio Cortada, Adriana Madzharov,  
Vanessa Patrick, Laura Peracchio, Maura L. Scott, Aparna Sundar, Ngoc Minh To, and Claudia  
Townsend, (2019) “Collaborative Art: A Transformational Force within Communities,”  
*Journal of the Association for Consumer Research*, 4 (4), 313-31.
- Mead, James A., David M. Hardesty, and Maura L. Scott, (2019) “Low Detail Future Variety: Providing  
Affective Relief during Repetitive Music Consumption,” *Psychology & Marketing*, 36 (11) 975-88.
- Mende, Martin, Maura L. Scott, and Lisa E. Bolton, (2018) “All That Glitters is Not Gold: When  
and Why Service Providers’ Conspicuous Consumption Triggers Reward or Penalty Effects,”  
*Journal of Service Research*, 21 (4), 405-20.

- Hüttel, Björn, Jan H. Schumann, Martin Mende, Maura L. Scott, and Christian Wagner, (2018) “How Consumers Assess Free E-Services: The Role of Benefit-Inflation and Cost-Deflation Effects,” *Journal of Service Research*, 21 (3), 267–83. (lead article)
- 2019 JSR Best Paper Award, Finalist
- Connell, Paul M., Stacey R. Finkelstein, Maura L. Scott, and Beth Vallen, (2018) “Negative Associations of Frozen Compared with Fresh Vegetables: Convergence of Evidence between Implicit and Explicit Measures,” *Appetite*, 127, 296-302.
- Mende, Martin, Maura L. Scott, Mary Jo Bitner, and Amy L. Ostrom, (2017) “Activating Customers for Better Coproduction Outcomes: The Interplay of Firm-Assigned Workload, Service Literacy, Eustress, and Organizational Support,” *Journal of Public Policy & Marketing*, 36 (1), 137-55.
- 2013 ACR-Sheth Foundation Transformative Consumer Research Grant
- Mandel, Naomi, Maura L. Scott, Sunghoon Kim, and Rajiv K. Sinha, (2017) “Strategies for Improving Self-Control among Naïve, Sophisticated, and Time-Consistent Consumers,” *Journal of Economic Psychology*, 60, 109-25.
- Scott, Maura L. and Gergana Y. Nenkov, (2016) “Using Consumer Responsibility Reminders to Reduce Cuteness-Induced Indulgent Consumption,” *Marketing Letters*, 27(2), 323-36.
- Nenkov, Gergana Y. and Maura L. Scott, (2014) “So Cute I Could Eat It Up: Priming Effects of Cute Products on Indulgent Consumption,” *Journal of Consumer Research*, 41(2), 326-41.
- Hoegg, JoAndrea, Maura L. Scott, Andrea C. Morales, and Darren W. Dahl, (2014) “The Flip Side of Vanity Sizing: How Consumers Respond to and Compensate for Larger than Expected Clothing Sizes,” *Journal of Consumer Psychology*, 24(1), 70-78.
- 2010 MSI-ACR Shopper Marketing Grant
- Scott, Maura L., Martin Mende, and Lisa E. Bolton, (2013) “Are Consumers Judging the Book by Its Cover? How Consumers Decode Conspicuous Consumption Cues in Buyer-Seller Relationships,” *Journal of Marketing Research*, 50(3), 334-47.
- Scott, Maura L. and Stephen M. Nowlis, (2013) “The Effect of Goal Specificity on Consumer Goal Reengagement,” *Journal of Consumer Research*, 40(3), 444-59.
- Montoya, Detra Y. and Maura L. Scott, (2013) “The Effect of Lifestyle-Based Depletion on Teen Consumer Behavior,” *Journal of Public Policy & Marketing*, 32(1), 82-96.
- 2007 University of Washington, Business and Economic Development Grant
- Bublitz, Melissa G., Laura A. Peracchio, Alan R. Andreasen, Jeremy Kees, Blair Kidwell, Elizabeth G. Miller, Carol M. Motley, Paula C. Peter, Priyali Rajagopal, Maura L. Scott, and Beth Vallen, (2013), “Food for Thought: Transforming Research into Actionable Information for Consumers,” *Journal of Business Research*, 66(8), 1211-18.
- Morales, Andrea C., Maura L. Scott, and Eric A. Yorkston, (2012) “The Role of Accent Standardness in Message Preference and Recall,” *Journal of Advertising*, 40(1), 33-46.

Block, Lauren, Sonya Grier, Terry Childers, Brennan Davis, Jane Ebert, Shiriki Kumanyika, Russ Laczniak, Jane Machin, Carol Motley, Laura Peracchio, Simone Pettigrew, Maura L. Scott, and Mirjam van Ginkel Bieshaar (2011), "From Nutrients to Nurturance: A Conceptual Introduction to Food Well-Being," *Journal of Public Policy & Marketing*, 30(1), 5-13.

- 2014 JPP&M Thomas C. Kinnear Best Paper Award, Winner

Scott, Maura L., Stephen M. Nowlis, Naomi Mandel, and Andrea C. Morales (2008), "The Effect of Reduced Food Sizes and Packages on the Consumption Behavior of Restrained Eaters and Unrestrained Eaters," *Journal of Consumer Research*, 35(3), 391-405.

- 2009 JCR Robert Ferber Award, Honorable Mention
- 2006 ACR Grant for Transformative Consumer Research

## **ADDITIONAL PUBLISHED WORK**

Scott, Maura L. and Beth Vallen (2019), "Expanding the Lens of Food Well-Being: An Examination of Contemporary Marketing, Policy, and Practice with an Eye on the Future," *Journal of Public Policy & Marketing*, 38 (2) 127-35.

Scott, Maura L. (2018) "What Factors Influence Over-Consumption and How Can Marketers Use This Information to Improve Customers' Wellbeing?" *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*, Ed. Ronald Paul Hill, Catherine M. Lamberton, Jennifer Swartz. Taylor & Francis / Routledge.

Connell, Paul, Stacey Finkelstein, Maura L. Scott, and Beth Vallen, (2017) "Preventing Food Waste and Promoting Healthier Eating Among Lower Income Families in Industrialized Nations," *Handbook of Famine, Starvation, and Nutrient Deprivation: From Biology to Policy*. Ed. Victor R. Preedy and Vinood B. Patel. Springer.

Mende, Martin, Maura L. Scott, Jenny van Doorn, Ilana Shanks, and Dhruv Grewal, (2017) "Service Robots Rising: How Humanoid Robots Influence Service Experiences and Food Consumption," *Marketing Science Institute Working Paper Series*, Report 17-125.

Mende, Martin, Colleen Harmeling, Maura L. Scott, and Robert Palmatier, (2017) "Effective Customer Engagement Strategies in Health Care: The Role of Stigma," *Marketing Science Institute Working Paper Series*, Report 17-105.

Connell, Paul M., Stacey R. Finkelstein, Maura L. Scott, and Beth Vallen, (2016) "Helping Lower Income Parents Reduce the Risk of Food Waste from Children's Aversion to Healthier Food Options: Comment on Daniel 2016," *Social Science & Medicine*, 150, 286-89.

Mende, Martin, Maura L. Scott, Katherine N. Lemon, and Scott Thompson, (2015) "Consumer Judgments of Firm Integrity in Light of Firm-Initiated Relationship Ending," in *Strong Brands, Strong Relationships*, ed. Susan Fournier, Michael Breazeale, and Jill Avery. Taylor & Francis / Routledge, pages 233-49.

Bublitz, Melissa G., Laura A. Peracchio, Alan R. Andreasen, Jeremy Kees, Blair Kidwell, Elizabeth G. Miller, Carol M. Motley, Paula C. Peter, Priya Rajagopal, Maura L. Scott, and Beth Vallen, (2011) "The Quest for Eating Right: Advancing Food Well-Being," *Journal of Research for Consumers*, 19 (1), 1-12.

## RESEARCH UNDER REVIEW

Harmeling, Colleen, Martin Mende, Maura L. Scott, and Robert Palmatier “Marketing Through the Eyes of the Stigmatized: The Interplay of Audience and Script Cues in Marketing Initiatives.”

- Revising for third review (revision invited), *Journal of Marketing Research*.

Shanks, Ilana, Mende, Martin, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, “Who’s the Boss? Consumer Response to Human-Robot Cobot Teams in Healthcare Service.”

- Revising for second review (revision invited), *Journal of Marketing*.
- Six studies completed, including a field experiment in a medical context.

Davis, Brennan, Maura L. Scott, Myla Bui, and Martin Mende “Managerial Implications of When and Why Unit Bias Influences Food Choice.”

- Revising for second review (revision invited), *Journal of Marketing*.

## WORKING PAPERS

Kelley, Corinne, Martin Mende, Maura L. Scott, and Lisa E. Bolton “The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers’ Prosocial Behavior.”

- Finalizing for submission to *Journal of Marketing*.
- 2018 Marketing Science Institute Grant Winner; 2017 ACR TCR Grant Winner

Peterson, Lane, Martin Mende, Maura L. Scott, Anders Gustafsson, and Gergana Y. Nenkov, “The Quantified Self and Health Motivation,” targeting *Journal of Consumer Research*.

- Five studies completed, including two longitudinal field experiments.
- 2017 ACR Transformative Consumer Research Grant Winner

Kelley, Corinne, Poja Shams, Anders Gustafsson, Martin Mende, and Maura L. Scott, “The Effects of Appetizing and Unappetizing Scents on Product Evaluation and In-Store Spending,” targeting *Journal of Marketing Research*.

- Two large-scale retail-based field experiments completed.

Shanks, Ilana, Maura L. Scott, Martin Mende, Yuwei Jiang, and Willy Bolander, “Impact of Cute Brand Logos on Consumers’ Willingness to Pay,” targeting *Journal of Marketing*.

- Five experiments completed, including one field experiment.

Kelley, Corinne, Poja Shams, Anders Gustafsson, Maura L. Scott and Martin Mende, “Gender-Based Scents and Status-Signaling,” targeting *Journal of Retailing* (Reject and Resubmit)

- Large-scale retail-based field study completed.

Garbas, Janina, Sebastian Schubach, Jan H. Schumann, Martin Mende, and Maura L. Scott, “Can We Provide Access to Ownership? How Ownership Inferences Threaten Product Reconfiguration Services?” targeting *Journal of the Academy of Marketing Science*.

- 2019 Theory and Practice in Marketing (TPM) Conference, Columbia University

Skinner, Carrie, Maura L. Scott, Martin Mende, Stephen M. Nowlis, and Michael Brady, “The Effects of Form of Payment and Consumer Appearance on Social Judgment,” targeting *Journal of the Academy of Marketing Science*.

- 2015 ACR-Sheth Foundation Transformative Consumer Research Grant

## **RESEARCH HONORS AND AWARDS**

- *Journal of Service Research*, Best Paper Award, Finalist (2019)
- *Journal of the Academy of Marketing Science*, Outstanding Area Editor Award (2018)
- FSU College of Business, Outstanding Senior Faculty Research Award (2017)
- Marketing Science Institute, MSI Young Scholar (2015)
- *Journal of Public Policy & Marketing* Outstanding Reviewer Award (2015)
- FSU College of Business, Dean's Emerging Scholar Award (2014 - 2017)
- AMA Marketing and Society Special Interest Group (MASSIG) Emerging Scholar Award (2014)
- *Journal of Public Policy & Marketing*, Thomas C. Kinnear Best Paper Award, Winner (2014)
- FSU University Wide Exemplary Research & Scholarship Recognition Dinner Invitee (2014)
- AMA Sheth Foundation Doctoral Consortium Faculty Presenter (2010)
- *Journal of Consumer Research*, Robert Ferber Award, Honorable Mention (2009)
- ACR-MSI Transformative Consumer Research Conference, Best Abstract Award (2007)
- American Marketing Association Foundation, Valuing Diversity Award (2006)

## **RESEARCH GRANTS, FELLOWSHIPS, AND RECOGNITION**

- ACR Transformative Consumer Research Grant (2006, 2013, 2015, 2017, 2019)
- FSU Leadership Development Program (2019-2020)
- FSU College of Business, Summer Research Grant (2015 - 2019)
- FSU Provost's Faculty Travel Grant (2015, 2016, 2017, 2019)
- Marketing Science Institute, MSI Customer Experience Research Grant (2016)
- Marketing Science Institute, MSI-ACR Shopper Marketing Grant (2010)
- Von Allmen Center for Green Marketing, Research Grant (2009)
- Boston College, Food and Consumption Research Camp, Doctoral Student Travel Grant (2007)
- National Black MBA Association, F. Naylor Fitzhugh Doctoral Fellowship (2005 – 2006)
- ASU Center for Services Leadership, Doctoral Research Fellowship (2005)
- National Black MBA Association, Doctoral Research Fellowship (2004 – 2005)

## RESEARCH RELATED SERVICE TO THE DISCIPLINE – SCHOLARLY JOURNALS

### Co-Editor-in-Chief Designate, *Journal of Public Policy & Marketing*

- Term: July 2020 - June 2023

### Associate Editor

- *Journal of Marketing*, 2019 - present

### Area Editor

- *Journal of the Academy of Marketing Science*, 2017 – present
  - 2018 Outstanding Area Editor Award

### Associate Editor

- *Journal of Public Policy & Marketing*, 2017 - present
  - 2015 Outstanding Reviewer Award

### Guest Editor

- *Journal of Public Policy & Marketing*, 2019 – 2021, Special Issue on Transformative Consumer Research (co-edited with Martin Mende) forthcoming April 2021
- *Journal of Public Policy & Marketing*, Special Issue on Food Well-Being (co-edited with Beth Vallen) Volume 38, Issue 2, April 2019

### Editorial Review Boards

- *Journal of Consumer Research*, 2014 - present
- *Journal of Marketing Research*, 2017 – present
- *Journal of Marketing*, 2018 - present
- *Journal of Consumer Psychology*, 2018 - present
- *Journal of the Academy of Marketing Science*, 2017 - present
- *Journal of Public Policy & Marketing*, 2013 - present
- *Journal of Retailing*, 2018 - present
- *Journal of Business Research*, 2016 - present
- *Journal of Consumer Affairs*, 2018 - present

**Ad Hoc Reviewing:** Psychological Science, Journal of Service Research, International Journal of Research in Marketing, Appetite, Social Sciences and Humanities Research Council of Canada

## **RESEARCH RELATED SERVICE TO THE DISCIPLINE (CONTINUED)**

### **American Marketing Association**

- AMA Academic Council, Member (Term: 2017 - 2020)
- 2017 Marketing & Public Policy Conference, Co-Chair (with Sterling Bone and Jerome Williams). Theme: Promoting Solutions for Quality of Life and Consumer Well-Being
- 2018, 2016 Marketing & Public Policy Conference, Planning Committee
- 2018, 2016 Marketing & Public Policy Conference, Doctoral Workshop Faculty Mentor
- 2018 V. Kumar Award for Service to Marketing Scholarship Committee
- 2016, 2015, Marketing and Society SIG Emerging Scholar Selection Committee
- AMA Sheth Doctoral Consortium
  - Faculty Fellow: 2019 (New York University), 2010 (Texas Christian University)
  - 2007 Co-Chair: Social Program Committee, Arizona State University (with Martin Mende)
- AMA Foundation Williams, Qualls, Spratlen (WQS) Award Reviewer
- AMA Foundation Valuing Diversity Scholarship Reviewer

### **Association for Consumer Research**

- 2020 - 2022, ACR Board of Directors, Industry Perspectives
- 2019 Co-Chair, Transformative Consumer Research Conference, Florida State University (co-chair with Martin Mende)
- 2017 ACR Conference, Working Paper and Data Blitz Sessions Co-Chair (with Andrew Gershoff), (439 submissions)
- 2016 ACR, Berlin, Associate Editor (44 full length papers, 10 sessions)
- 2014 - 2017, ACR Doctoral Consortium, Invited Faculty
- 2010 - 2014, Reviewer, ACR Transformative Consumer Research Grants
- 2009 - 2014, ACR Transformative Consumer Research Advisory Board
- 2009, TCR Database Development Committee, Grant Resources Database Committee
- ACR Asia Pacific, Program Committee Member (2015, 2019)
- ACR Sheth Foundation Dissertation Grant Competition Reviewer
- TCR Conference Participant (competitive application process)
  - 2017 Cornell University (session co-chair with Martin Mende)
  - 2015 Villanova University
  - 2011 Baylor University
  - 2009 Villanova University
  - 2007 Dartmouth College (award winning paper)

## **RESEARCH RELATED SERVICE TO THE DISCIPLINE (CONTINUED)**

### **Society for Consumer Psychology**

- 2014 - 2017 SCP Main Conference, Program Committee Member
- 2015 SCP International Conference, Vienna, Program Committee Member
- 2011 Co-Chair, SCP Doctoral Consortium (with Naomi Mandel and David Silvera)
- 2009 - 2012, Chair, Ethnic Minority Affairs Committee

### **PhD Project**

- 2019, Panelist, Marketing PhD Programs, Annual Conference
- 2015 - 2018, Faculty Advisor, PhD Project, Marketing Doctoral Student Association
- 2014, 2009 PhD Project - Mock Interviewer, AMA Job Market
- 2006 PhD Project - Presentation, Preparing for Comprehensive Exams

### **Marketing Science Institute**

- 2017, 2016, 2015, Reviewer, MSI Clayton Doctoral Dissertation Award
- 2016 MSI Trustees Meeting, Priorities Discussion Leader, Healthcare
- 2011, MSI 50<sup>th</sup> Anniversary Celebration, ACR, Co-Presenter (with Punam A. Keller)

### **Frontiers in Service**

- 2019, Doctoral Consortium, Faculty Mentor, National University of Singapore, Singapore

## **TEACHING**

### **Doctoral Dissertation Committees**

- James Mead (co-chair, University of Kentucky, 2015)
- William Montford (member, Florida State University, 2016)
- Carrie Skinner (co-chair, Florida State University, 2018)
- Corinne Kelley (co-chair, Florida State University, 2019)
- Ilana Shanks (co-chair, Florida State University, 2019)
- Annika Abell (member, University of South Florida, 2019)
- Liwen Zhang (member, Florida State University, 2019)
- Diane Lawong (member, Florida State University, 2019)
- Tessa Garcia-Collart (member, Florida International University, PhD candidate; planned 2020)
- Lane Peterson (co-chair, Florida State University, PhD candidate; planned 2022)
- Marina Cozac (co-chair, Florida State University, PhD student, planned 2024)



## TEACHING (CONTINUED)

### Courses Taught

#### Florida State University

| <u>Courses</u>                            | <u>Dates</u>             | <u>Average Rating*</u>   |
|---|--------------------------|--------------------------|
| Consumer Behavior Theory (PhD)            | 2014 – 2016              |                          |
| Consumer Behavior Methodology (PhD)       | 2017 – present           |                          |
| Consumer Behavior (live, undergraduate)   | 2013 – 2019 (9 sections) | 4.66 (range 4.32 – 4.84) |
| Consumer Behavior (online, undergraduate) | 2019 – present           | 4.45                     |

\* *“Overall Instructor Rating” 1 = Poor, 5 = Excellent*

#### University of Kentucky

| <u>Courses (Undergraduate)</u> | <u>Dates</u>              | <u>Average Rating*</u>   |
|--------------------------------|---------------------------|--------------------------|
| Marketing Strategy             | 2012 (2 sections)         | 3.70 (range 3.60 – 3.80) |
| Consumer Behavior              | 2008 – 2013 (16 sections) | 3.70 (range 3.40 – 3.90) |

\* *“Overall Quality of Teaching” 1 = Poor, 4 = Excellent*

#### Arizona State University

| <u>Courses (Undergraduate)</u> | <u>Dates</u>             | <u>Average Rating*</u> |
|--------------------------------|--------------------------|------------------------|
| Consumer Behavior              | 2005 - 2007 (4 sections) | 1.27                   |
| Marketing Management           | 2004 - 2007 (4 sections) | 1.64                   |
| Marketing Principles           | 2004 (2 sections)        | 1.07                   |

\* *“Which rating best describes this instructor?” 1 = Very Good, 5 = Very Poor*

### Honors Projects and Directed Independent Study (DIS)

- Allison Bowden, Personalized Advertisements, Undergraduate DIS (2018)
- Dominique Guttierrez, Gender and Cuteness, Undergraduate DIS (2017)
- Danielle Silvera-Dias, Consumer Spending Behaviors, Undergraduate DIS (2017)
- Colleen Koubek, Consumer Environmental Responsibility, Honors DIS (2016)
- Jaime Eads, Olfaction and Consumer Behavior, Undergraduate DIS (2016)
- Lane Peterson, Eating Disorders and Food Innovation, Master’s DIS (2015)

### Teaching Awards

- 2018, Nominee, FSU College of Business Graduate Teaching Award
- 2011, Alpha Kappa Psi, Professor of the Month (March)
- 2010, Alpha Kappa Psi, Professor of the Month (October)
- 2007 ASU W. P. Carey School of Business, Kenneth A. Coney Award
- 2006 ASU Department of Marketing, Doctoral Student Teaching Excellence Award
- 2005 Arizona State University, Sun Devil Alumni Award

## UNIVERSITY SERVICE

### Florida State University

#### *University*

- FSU Office of Faculty Development and Advancement
  - Discussion Leader “Path to Full Professor: The Power of Self-Reflection” (2/2020)
  - FSU Connections Faculty Mentor Network, Mentor (2017 – present)
  - Committee on Faculty Research Support (COFRS) Awards, Reviewer (2015)
- FSU Presidential Scholars (Honors College)
  - Discussion Leader: Social Media for Nonprofit Organizations (Mar 2019)
  - Faculty Roundtable, Scholar Recruitment and Selection Meeting (Mar 2016)
  - Discussion Leader: Race, Identity, and Consumption (Feb 2016)

#### *College of Business*

- FSU College of Business Faculty Research Awards Committee (2018, member; 2019, co-chair)
- FSU College of Business Cross-Discipline Mentor Program, Mentor (2017 – 2018)
- FSU College of Business PhD Professional Development Seminar, “Presenting Your Scholarly Research,” Guest presenter with Martin Mende (2018, 2019)
- FSU College of Business, Women in Business Conference, Welcome Speaker (Feb 2014)

#### *Department*

- Marketing Doctoral Program
  - Co-Director (2018 – present)
  - Doctoral Policy Committee (2014 – present)
  - Doctoral Student Behavioral Research Training (2013 – present)
  - Mock Interviewer, Academic Placement (2015 – 2018)
  - Doctoral Student Brown Bag: “Preparing for the Job Market” (2019, 2015)
- Marketing Department Student Subject Pool, Coordinator (2014 – present)
- Marketing Department Hiring Committee (2014, 2017)
- American Marketing Association, FSU Chapter, Guest Speaker (Mar 2014)
- Distinguished Scholar Series Co-Organizer (with Martin Mende) (2013 – 2018)

## UNIVERSITY SERVICE (Continued)

### University of Kentucky

- Fall Gatton Welcome Event: Welcoming Incoming Business Freshmen (2012, 2011)
- Doctoral Comprehensive Exam Committee, Department of Marketing (2011-2012)
- University-Wide New Faculty Orientation, Presenter (2011, 2010)
- University-Wide Wellness Conference, “Food, Self-Control, and Well-Being.” (2011)
- TEDx at Gatton College, “Can Diet Foods Make You Fat?” (2011)
- Gatton College of Business Hall of Fame, research presentation, (2011)
- Doctoral Summer Paper Committee, Department of Marketing (2010 – 2011)
- Marketing Area Research Presentation, “Conspicuous Consumption.” (2010)
- Southern Association of Colleges and Schools (SACS) University-Wide QEP Re-Accreditation Committee (2010)
- UK Marketing Doctoral Student Brown Bag Session. Preparing for the Job Market. (2009)
- University-Wide Anna J. Cooper Address: “Consumption, Self-Control and Well-Being.” (2009)
- Doctoral Student Behavioral Research Training (2008 – 2013)

## INVITED WORKSHOPS AND RESEARCH PRESENTATIONS (\*denotes presenting author)

Kelley, Corinne, Martin Mende, \*Maura L. Scott, and Lisa E. Bolton “The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers’ Prosocial Behavior,” (2/2020) *American University*, Washington, D.C.

Kelley, Corinne, Martin Mende, \*Maura L. Scott, and Lisa E. Bolton “The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers’ Prosocial Behavior,” (2/2020) *Colorado State University*, Ft. Collins, CO.

\*Mende, Martin and \*Maura Scott, “Keynote Address: Interdisciplinary Research: Bridging Consumer Psychology, Consumer Based Strategy and Public Policy to Create New Service Knowledge,” (12/2019) *Let’s Talk About Service Conference*, Fordham University, NYC.

Kelley, Corinne, Martin Mende, \*Maura L. Scott, and Lisa E. Bolton “The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers’ Prosocial Behavior,” (11/2019) *University of California, Irvine*.

Heß, Nicole, Corinne Kelley, \*Maura L. Scott, Martin Mende, and Jan H. Schumann, “Consumers’ Perceptions of Personalized Advertising in Public Environments,” (9/2019) *BI, The Norwegian Business School*, Oslo, Norway.

Heß, Nicole, Corinne Kelley, \*Maura L. Scott, Martin Mende, and Jan H. Schumann, “Consumers’ Perceptions of Personalized Advertising in Public Environments,” (6/2019) *Journal of Retailing Thought Leaders Conference on Consumer Privacy*, Florence, Italy.

\*Scott, Maura, “Field Experiments in Transformative Consumer Research,” (2/2019) *Florida International University*, Miami FL.

\*Scott, Maura, “Advanced Research Methods: Using Field Experiments in Your Research,” (8/2018) *PhD Project*, Boston MA.

\*Scott, Maura, “Experimental Methods in Marketing and Public Policy Research,” (6/2018) *MPPC Doctoral Symposium*, Ohio State University, Columbus, OH

\*Scott, Maura, “Experimental Methods in Consumer Behavior,” (5/2018) *University of Augsburg*, Germany.

- Absher, Carrie, \*Maura L. Scott, Martin Mende, Stephen M. Nowlis, and Michael Brady (5/2018) “Cash or Credit? How Consumers Pay Can Influence How Others Judge Them,” *University of Augsburg, Germany*.
- Absher, Carrie, \*Maura L. Scott, Martin Mende, Stephen M. Nowlis, and Michael Brady (5/2018) “Cash or Credit? How Consumers Pay Can Influence How Others Judge Them,” *University of California, Riverside*.
- Absher, Carrie, \*Maura L. Scott, Martin Mende, Stephen M. Nowlis, and Michael Brady (12/2017) “Cash or Credit? The Interplay of Form of Payment and Consumer Physical Appearance in Social Judgment,” *University of Neuchâtel, Switzerland*.
- Absher, Carrie, \*Maura L. Scott, Martin Mende, Stephen M. Nowlis, and Michael Brady (10/2017) “Cash or Credit? The Interplay of Form of Payment and Consumer Physical Appearance in Social Judgment,” *University of Wisconsin, Milwaukee, Lubar School of Business, Milwaukee, WI*.
- \*Scott, Maura, “Advanced Research Methods: Experimental Methods,” (8/2017) *PhD Project, San Francisco, CA*.
- \*Mende, Martin, \*Maura L. Scott, Jenny van Doorn, Dhruv Grewal, and Ilana Shanks, “Robots Rising: How Humanoid Robots Influence Customers’ Service Experiences and Food Consumption,” (7/2017) *HEC Montreal, Montreal, Canada*.
- \*Mende, Martin, \*Maura L. Scott, Aaron M. Garvey, and Lisa E. Bolton, (5/2017) “Attachment Styles and Romantic Consumption,” *MSI-JAMS Thought Leaders Conference, Amsterdam*.
- Skinner, Carrie, \*Maura L. Scott, Martin Mende, Stephen M. Nowlis, and Michael Brady (3/2017) “Cash or Credit? The Interplay of Form of Payment and Consumer Physical Appearance in Social Judgment,” *University of South Florida, Muma College of Business, Tampa, FL*.
- Skinner, Carrie, \*Maura L. Scott, Martin Mende, Stephen M. Nowlis, and Michael Brady (12/2016) “Cash or Credit? The Interplay of Form of Payment and Consumer Physical Appearance in Social Judgment,” *Arizona State University, W. P. Carey School of Business, Tempe, AZ*.
- Bui, Myla (My), Brennan Davis, Collin Payne, and \*Maura L. Scott (10/2016), “The Fixed Unit Effect,” *Baruch College, Zicklin School of Business, New York City*.
- Bui, Myla (My), Brennan Davis, Collin Payne, and \*Maura L. Scott (7/2016), “The Fixed Unit Effect,” *University of Bayreuth, Germany*.
- \*Scott, Maura L. (6/2016), “Experimental Research and Public Policy,” *2016 Marketing & Public Policy Preconference Workshop, Invited Faculty Presenter, San Luis Obispo, CA*.
- Bui, Myla (My), Brennan Davis, Collin Payne, and \*Maura L. Scott (12/2015), “The Fixed Unit Effect,” *Nanyang Technological University, Singapore*.
- Bui, Myla (My), Brennan Davis, Collin Payne, and \*Maura L. Scott (10/2015), “The Fixed Unit Effect,” *University of Arkansas, Walton College of Business, Fayetteville, AR*.
- \*Baker, Stacey M., \*Punam A. Keller, \*David G. Mick, \*Maura L. Scott (9/2015), “Transformative Consumer Research,” *ACR Doctoral Symposium, New Orleans, LA*.
- Mende, Martin, \*Maura L. Scott, and Lisa Bolton (5/2015), “When and Why Service Providers’ Conspicuous Consumption Triggers Rewards or Penalties,” *University of Passau, Germany*.
- \*Scott, Maura and \*Martin Mende (5/2015), Doctoral Workshop: Experimental Design. Workshop for marketing and management doctoral students. *University of Passau, Germany*.
- \*Scott, Maura (1/2015), Marketing Science Institute Young Scholars, Invited Presenter.
- \*Scott, Maura (10/2014), “Transitioning into Your Assistant Professor Position,” *ACR Doctoral Consortium, Faculty Presenter*.
- \*Scott, Maura and Gergana Y. Nenkov (9/2014), “Using Responsibility Reminders to Reduce Cuteness-Induced Indulgent Consumption,” *Iowa State University, Ivy College of Business*.

- \*Scott, Maura and \*Martin Mende (5/2014), Doctoral Workshop: Defining the Research Contribution. Developed and led workshop for marketing and management doctoral students. *University of Passau, Germany.*
- \*Scott, Maura and Stephen M. Nowlis, (11/2012), “The Effect of Consumer Goal Specificity on Goal Reengagement,” *Florida State University.*
- \*Scott, Maura and \*Punam A. Keller, (10/2011), “The Role of the First MSI-Transformative Consumer Research Conference and Social Marketing,” *MSI 50<sup>th</sup> Anniversary Celebratory Session at ACR 2011.*
- Hoegg, JoAndrea, \*Maura L. Scott, Darren W. Dahl, and Andrea C. Morales, (5/2011) “The Effect of Vanity Sizing on Product Evaluations,” *Boston College, Carroll School of Management.*
- Hoegg, JoAndrea, \*Maura L. Scott, Darren W. Dahl, and Andrea C. Morales, (3/2011) “The Effect of Vanity Sizing on Product Evaluations,” *Penn State University, Smeal College of Business.*
- Hoegg, JoAndrea, \*Maura L. Scott, Darren W. Dahl, and Andrea C. Morales, (3/2011) “The Effect of Vanity Sizing on Product Evaluations,” *SUNY, Stony Brook.*
- \*Scott, Maura (8/2009) “Insights into the Marketing Academic Job Market” *AMA DocSIG*
- \*Mende, Martin, \*Maura L. Scott, and Katherine N. Lemon, (2009) “Transitional Customer-Firm Relationships: An Attribution Perspective,” *Boston College, Carroll School of Management.*
- \*Scott, Maura L., Stephen M. Nowlis, Naomi Mandel, and Andrea C. Morales (2007) “Do Diet Foods Make Consumers Heavier? The Effect of Reduced Calorie Packages on Consumption Behavior of Dieters and Non-Dieters,” *Mittelstaedt Doctoral Symposium, University of Nebraska.*
- \*Scott, Maura L., Stephen M. Nowlis, and Naomi Mandel, (2006) “Consumer Preference between Price and Feature Changes,” *Southwest Doctoral Consortium, University of Houston.*
- \*Scott, Maura L., Stephen M. Nowlis, and Naomi Mandel, (2006) “Consumer Preference between Price and Feature Changes,” *University of Notre Dame, Mendoza College of Business.*

## **AFFILIATIONS AND MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS**

- Association for Consumer Research
- American Marketing Association
- Society for Consumer Psychology
- The PhD Project, Marketing Ethnic Faculty Association
- Affiliated Faculty - University of Washington, Foster School of Business, Center for Sales and Marketing Strategy (2015 - present)
- Affiliated Faculty – Sales and Marketing Strategy (SAMS) Institute (2019 – present)

## ACADEMIC APPOINTMENTS

### FLORIDA STATE UNIVERSITY, 2013 – PRESENT

- 2019 – present: Professor of Marketing
- 2019 – present: Madeline Duncan Rolland Professor of Business Administration
- 2015 - 2019: Associate Professor of Marketing
- 2015 - 2019: Madeline Duncan Rolland Associate Professor of Business Administration
- 2014 - 2016: Dean's Emerging Scholar
- 2013 - 2015: Assistant Professor of Marketing

### UNIVERSITY OF KENTUCKY, 2008 - 2013

- Assistant Professor of Marketing

### ARIZONA STATE UNIVERSITY, 2003 - 2008

- Research Assistant to Stephen Nowlis, Naomi Mandel, and Andrea Morales
- Instructor (Consumer Behavior, Marketing Management, Marketing Principles)

### PURDUE UNIVERSITY, 1993 - 1995

- Graduate Assistant to Carolyn Woo; Teaching Assistant to Cornell Bell

## INDUSTRY EMPLOYMENT HISTORY

### MOTOROLA, 1999 - 2002

#### *Marketing Manager*

- Developed and managed the integrated marketing communications plan for new products.
- Conducted marketing research and analysis for new software and service offerings.

### DIAL CORPORATION, 1997 - 1999

#### *Brand Manager, International*

- Managed new product development and introduction of brands for Asia and Europe.
- Developed global merchandising and promotion programs for Freeman brand products.
- Coordinated with 20 Asia-Pacific distributors for Dial, Armour, Freeman product lines.

#### *Assistant Brand Manager*

- Developed a new line of Liquid Dial soap with decorative product positioning. Vase shaped bottle design was implemented across the entire product line and was used 1998 - 2011.
- Analyzed sales, competitive, and profit and loss data for Liquid Dial soap, Liquid Dial for Kids soap, Purex powder laundry detergent, and Baby Soft powder laundry detergent product lines, focusing on weekly, monthly, quarterly, and annual product performance. Analyses ranged from the item level to the brand level.
- Re-launched Liquid Dial for Kids using licensed characters.

### 3M COMPANY, 1995 - 1997

#### *New Product Marketer, Post-it Products*

- Marketing tactics lead for the global development and launch of a new Post-it product.
- Developed and led global training initiative for new Post-it products.