



MICHAEL K. BRADY

Department of Marketing • College of Business • Florida State University
Tallahassee, FL 32306 • Phone: (850) 644-7853 • Email: mbrady@fsu.edu

ACADEMIC APPOINTMENTS

- The Bob Sasser Professor of Marketing and Chair, Department of Marketing, Florida State University, 2018-present
- The Carl DeSantis Professor and Chair, Department of Marketing, Florida State University, 2011-2017
- The Carl DeSantis Professor, Department of Marketing, Florida State University, 2011
- The Carl DeSantis Associate Professor, Department of Marketing, Florida State University, 2008-2010
- Associate Professor of Marketing, Florida State University, 2005-2008
- Assistant Professor of Marketing, Florida State University, 2003-2004.
- Assistant Professor of Marketing, The Wallace E. Carroll School of Management, Boston College, 1997-2003.

HONORARY APPOINTMENTS

- Board of Directors, American Marketing Association, 2019-2021
- Board Member, Responsible Research in Business & Management (RRBM), 2018-present
- Editor-in-Chief, *Journal of Service Research*, 2017-2021.
- Honorary Professor, University of International Business and Economics, Beijing, China, 2019-2022
- Co-Editor, Special Issue of *Journal of Service Research* on Artificial Intelligence and Emotion, 2020-2021
- Fellow of the ACC Academic Leaders Network, 2018-2019
- Co-Editor, Special Issue of *Journal of the Academy of Marketing Science* on Service Strategy, 2016-2017
- Distinguished Faculty Fellow, Center for Excellence in Service, University of Maryland, 2016-present
- Co-Editor, Special Issue of *Journal of Service Research* on Organizational Frontlines Research, 2015-2016
- Associate Editor, *Journal of the Academy of Marketing Science*, 2015-present
- Executive Committee, Center for Services Leadership, Arizona State University, 2015-present
- Honorary Professor, The University of Queensland, Australia, 2015-present
- Affiliated Researcher, The Center for Sales and Marketing Strategy, University of Washington, 2015-present
- President, American Marketing Association Academic Council, 2014-2015
- Executive Committee, American Marketing Association Academic Council, 2012-2016
- Chair, Department of Marketing, College of Business, Florida State University, 2011-present
- Service Research Center Faculty Research Network Member, Karlstad University, Karlstad, Sweden, 2014-present
- Associate Editor, *Journal of Service Research*, 2013-2016
- Director, Florida State University Doctoral Program in Marketing, 2004-2011

HONORS AND AWARDS

- Research has been cited over 27,000 times to date (Google Scholar)
- Marketing Management Association's Innovator Award, 2021
- Doctoral Educator Career Award, Southeast Marketing Symposium, 2021
- FSU College of Business Core Values Award, 2019
- Finalist, *Journal of Service Research* Best Article Award for Papers Written in 2018
- Selected for the Inaugural Cohort of the Atlantic Coast Conference Academic Leadership Network (ALN), 2018
- Named one of the Top 10 Reviewers for *Journal of Service Research*, *Journal of Retailing*, and *Journal of the Academy of Marketing Science*, 2017
- Selected into the Inaugural Cohort of the FSU Leadership Development Program, 2017
- Winner of the Christopher Lovelock Career Contributions to the Service Discipline Award, 2016
- Winner of the Inaugural FSU College of Business Distinguished (Lifetime) Teaching Award, 2016
- Winner of the 2016 Robert Johnston Outstanding Paper Award, *Journal of Service Management*, 2016
- Finalist, *Journal of Service Research* Best Article Award for Papers Written in 2016
- Finalist, 2016 Sheth Foundation Best Paper Award, *Journal of the Academy of Marketing Science*
- Winner of the SERVSIG Best Services Article Award for All Papers Written in 2015
- Finalist, 2015 Sheth Foundation Best Paper Award, *Journal of the Academy of Marketing Science*
- University Distinguished Teacher Award Nominee, 2015
- Winner of the University Online Teaching Award for Excellence in Online Teaching, 2014-2015
- Winner of the University Online Teaching Award for Excellence in Online Course Design, 2014-2015
- Coauthor of one of the most downloaded articles of all time, Science Direct, 2014
- Coauthor of the 5th Most Influential Article for the Future of Services Marketing
- Inducted into the Ph.D. Project's Circle of Champions, 2014
- Winner of the Best Practitioner Paper Award, Frontiers in Service Conference, 2014
- Coauthor One of the Top 10 Most Cited Articles in Marketing between 2001-2012
- Winner of the University Graduate Mentor Award, 2012
- Academic Council Executive Committee, American Marketing Association, 2012-2016
- Elected to the Academic Council, American Marketing Association, 2010-2012
- Winner of the 2010 *Journal of Retailing* Outstanding Reviewer Award
- Winner of the 2009 *Journal of Service Research* Best Reviewer Award
- Winner of the 2008 William R. Jones Outstanding Mentor Award for work related to mentoring minority doctoral students, Florida Education Fund
- University Graduate Mentor Award Nominee, 2008
- Winner of the Academy of Marketing Science Outstanding Teacher Award, 2007
- Finalist, Sherwin-Williams Excellence in Teaching Award, 2007
- Winner of the Joan Raley Student Service Award, Florida State University, 2007
- Winner of the University Teaching Award, Florida State University, 2005-2006
- University Teaching Award Nominee, 2004-2011, 2014, 2018
- Winner of the 2004 *Journal of Retailing* Outstanding Reviewer Award
- Listed as One of the 30 Most Prolific Authors in the Services Marketing Literature, 1993-2003
- Doctoral Consortium Faculty, *AMA/Sheth Doctoral Consortium*, 2015, 2016, 2018, 2020; *Frontiers in Service Conference*, 2001, 2007, 2008, 2009, 2011, 2012, 2014, 2019
- Winner of the Senior Faculty Forum Award for Excellence in Teaching, Research, and Service, Boston College, 2003

- Winner of the 2001 M. Wayne Delozier Award for Best Conference Paper: *Academy of Marketing Science Annual Conference*
- Winner of the 1999 Steven J. Shaw Award for Best Conference Paper, Society for Marketing Advances
- Best Paper Award, Strategy Track: *Marketing Exchange Colloquium*, 1998
- ANBAR Citation of Highest Quality Award for Research, 1998
- University Dissertation Award, Florida State University, 1997
- AMA Doctoral Consortium Fellow, 1996

REFEREED JOURNAL ARTICLES

Lopo Rego, Michael K. Brady, Robert Leone, John Roberts, Chandra Srivastava, and Rajendra Srivastava “Brand Response to Environmental Turbulence: A Framework and Propositions for Resistance, Recovery and Reinvention,” *International Journal of Research in Marketing*, forthcoming.

Paul Patterson, Janet McColl-Kennedy, Jiyeon Lee, and Michael K. Brady (2021), “Gaining Insights into Why Professionals Continue or Abandon Pro Bono Service,” *European Journal of Marketing*, 55 (3), 790-813.

Alexis Allen, Todd Green, Michael K. Brady, and John Peloza (2020), “Can Corporate Social Responsibility Deter Consumer Dysfunctional Behavior?” *Journal of Consumer Marketing*, 37 (7), 729-738.

Cinthia B. Saturnino, Demetra Andrews, Rebeca Perren, and Michael K. Brady (2020), “Beyond Personality: An Emergence View of Influential Consumers,” *Journal of Consumer Marketing*, 37 (2), 160-169.

Heiner Evanschitzky, B. Ramaseshan, Michael K. Brady, Fazlul K. Rabbane, Christian Brock, and Joanna Pokorska-Zare (2020), “Consumer Relationship Fading,” *Psychology & Marketing*, 37 (6), 815-836.

Michael J. Brusco, Clay M. Voorhees, Roger Calantone, Michael K. Brady, and Douglas Steinley (2019), “Integrating Linear Discriminant Analysis, Polynomial Basis Expansion, and Genetic Search for Two-Group Classification,” *Communications and Statistics - Simulation and Computation*, 48 (6), 1623-1636.

Harrison B. Pugh, Michael K. Brady, and Lucas M. Hopkins (2018), “A Customer Scorned: Effects of Employee Reprimands in Frontline Service Encounters,” *Journal of Service Research*, 21 (2), 219-234.
*Finalist, *Journal of Service Research Best Paper Award*, 2018

Andrew E. Wilson, Michael D. Giebelhausen, and Michael K. Brady (2017), “Negative Word of Mouth Can Be a Positive for Consumers Connected to the Brand,” *Journal of the Academy of Marketing Science*, 45 (4), 534-547.

Stacey G. Robinson, Michael K. Brady, Katherine N. Lemon, and Michael D. Giebelhausen (2016), “Less of This One? I’ll Take It: New Insights on the Influence of Shelf-Based Scarcity,” *International Journal of Research in Marketing*, 33 (4), 961-965.

Peter R. Darke, Michael K. Brady, Ray L. Benedictus, and Andrew E. Wilson (2016), "Feeling Close from Afar: Effects of Psychological Distance in Offsetting Distrust in Unfamiliar Online Retailers," *Journal of Retailing*, 92 (3), 287-299.

Paul G. Patterson, Michael K. Brady, and Janet R. McColl-Kennedy (2016) "Geysers or Bubbling Hot Spring? A Cross-Cultural Examination of Customer Rage from Eastern and Western Perspectives," *Journal of Service Research*, 19 (3), 243-259. Lead Article.

Leff Bonney, Christopher R. Plouffe, and Michael K. Brady (2016), "Investigations of Sales Representatives' Valuation of Options," *Journal of the Academy of Marketing Science*, 44 (2), 135-150.

Clay M. Voorhees, Michael K. Brady, Roger Calantone, and Edward Ramirez (2016), "Discriminant Validity Testing in Marketing: An Analysis, Causes for Concern, and Proposed Remedies," *Journal of the Academy of Marketing Science*, 44 (1), 119-134.

**Selected as a Finalist for the Sheth Foundation Best Paper Award*

Janet R. McColl-Kennedy, Paul G. Patterson, Michael K. Brady, Lilliemay Cheung, and Doan Nguyen (2015), "To Give or Not to Give Professional Services to Non-paying Clients: Professionals' Giving Backstory," *Journal of Service Management*, 26 (3), 426-459.

**Winner of the 2016 Robert Johnston Outstanding Paper Award*

**Winner of the 2016 Emerald Literati Network Award for Excellence*

Alexis M. Allen, Michael K. Brady, Stacey G. Robinson, and Clay M. Voorhees (2015), "One Firm's Loss is Another's Gain: Capitalizing on Other Firms' Service Failures," *Journal of the Academy of Marketing Science*, 43 (5), 648-662.

**Selected as a Finalist for the Sheth Foundation Best Paper Award*

**Winner of the SERVSIIG Best Services Article Award for All Papers Written in 2015*

Kelly O. Cowart and Michael K. Brady (2014), "Pleasantly Plump: Offsetting Negative Obesity Stereotypes for Frontline Service Employees," *Journal of Retailing*, 90 (3), 365-378.

Michael Giebelhausen, Stacey G. Robinson, Nancy J. Sirianni, and Michael K. Brady (2014), "Touch vs. Tech: When Technology Functions as a Barrier or a Benefit to Service Encounters," *Journal of Marketing*, 78 (4), 113-124.

**Received the Highly Commended Services Article Award and was runner-up for the SERVSIIG Best Services Article Award for All Papers Written in 2014*

Sara Leroi-Werelds, Sandra Streukens, Michael K. Brady, and Gilbert Swinnen (2014), "Assessing the Value of Commonly Used Methods for Measuring Customer Value: A Multi-Setting Empirical Study," *Journal of the Academy of Marketing Science*, 42 (4), 430-451.

Kelly O. Cowart, Edward Ramirez, and Michael K. Brady (2014), "Religious Affiliation: Buffering Negative Reactions to Service Failures," *Journal of Services Marketing*, 28 (1), 1-9.

Brian L. Bourdeau, Michael K. Brady, J. Joseph Cronin, Jr., Astrid L. Keel, and Clay M. Voorhees (2013), "The Moderating Role of Attitude in Consumers' Service Assessments," *Marketing Management Journal*, 23 (2), 86-100.

Michael K. Brady, Clay M. Voorhees, and Michael J. Brusco (2012), "Service Sweethearting: Its Antecedents and Customer Consequences," *Journal of Marketing*, 76 (2), 81-98.

Ray L. Benedicktus, Michael K. Brady, Peter R. Darke, and Clay M. Voorhees (2010), "Conveying Trustworthiness to Online Consumers: Reactions to Consensus, Physical Store Presence, Brand Familiarity, and Generalized Suspicion," *Journal of Retailing*, 86 (4), 310-323.

Melinda L. Andrews, Ray L. Benedicktus, and Michael K. Brady (2010), "The Effect of Incentives on Customer Evaluations of Service Bundles," *Journal of Business Research*, 63 (1), 71-76.

Janet McColl-Kennedy, Paul G. Patterson, Amy K. Smith, and Michael K. Brady (2009), "Customer Rage Episodes: Emotions, Expressions and Behaviors," *Journal of Retailing*, 85 (2), 222-237.

Michael K. Brady, J. Joseph Cronin Jr., Gavin L. Fox, and Michelle L. Roehm (2008), "Strategies to Offset Performance Failures: The Role of Brand Equity," *Journal of Retailing*, 84 (June), 151-164.

Michelle L. Roehm and Michael K. Brady (2007), "Consumer Responses to Performance Failures by High-Equity Brands," *Journal of Consumer Research*, 34 (December), 537-545.

Clay M. Voorhees, Michael K. Brady, and David M. Horowitz (2006), "A Voice from the Silent Masses: An Exploratory and Comparative Analysis of Noncomplainers," *Journal of the Academy of Marketing Science*, 34 (4), 514-527.

Michael K. Brady, Clay M. Voorhees, J. Joseph Cronin, Jr., and Brian L. Bourdeau (2006), "The Good Guys Don't Always Win: The Effect of Valence on Service Perceptions and Consequences," *Journal of Services Marketing*, 30 (2), 83-91.

Brian L. Bourdeau, Michael K. Brady, and J. Joseph Cronin Jr. (2006), "A New Frontier in the Battle Against Smoking: An Exploratory Investigation of Low-Income Adult Smokers," *Journal of Nonprofit & Public Sector Marketing*, 16 (1/2), 123-149.

Michael K. Brady, Gary A. Knight, J. Joseph Cronin Jr., G. Tomas M. Hult, and Bruce D. Keillor (2005), "Removing the Contextual Lens: A Multinational, Multi-Setting Comparison of Service Evaluation Models," *Journal of Retailing*, 81 (3), 215-230.

Clay M. Voorhees and Michael K. Brady (2005), "A Service Perspective on the Drivers of Complaint Intentions," *Journal of Service Research*, 8 (2), 192-204.

Michael K. Brady, Brian L. Bourdeau, and Julia Heskell (2005), "The Importance of Brand Cues in Intangible Service Industries: An Application to Investment Services," *Journal of Services Marketing*, 19 (6), 401-410.

Tom DeWitt and Michael K. Brady (2003), "Rethinking Service Recovery Strategies: The Effect of Rapport on Consumer Responses to Service Failure," *Journal of Service Research*, 6 (2), 193-207.

Michael K. Brady, Charles H. Noble, Gerald E. Smith, and Deborah J. Utter (2002), "How to Give and Receive: An Exploratory Study of Charitable Hybrids," *Psychology & Marketing*, 19 (November), 919-944.

Christopher J. Robertson, William F. Crittenden, Michael K. Brady, and James J. Hoffman (2002), "Situational Ethics Across Borders: A Multicultural Examination," *Journal of Business Ethics*, 38 (4), 327-348.

Roscoe Hightower, Jr., Michael K. Brady, and Thomas L. Baker (2002), "Investigating the Role of the Physical Environment in Hedonic Service Consumption: An Exploratory Study of Sporting Events," *Journal of Business Research*, 55 (9), 697-707.

Michael K. Brady, J. Joseph Cronin, Jr., and Richard R. Brand (2002), "Performance-Only Measurement of Service Quality: A Replication and Extension," *Journal of Business Research*, 55 (1), 17-31.

Michael K. Brady and J. Joseph Cronin, Jr. (2001), "Some New Thoughts on Conceptualizing Perceived Service Quality: A Hierarchical Approach," *Journal of Marketing*, 65 (July) 34-49.

Michael K. Brady, Christopher J. Robertson, and J. Joseph Cronin, Jr. (2001), "Managing Behavioral Intentions in Diverse Cultural Environments: An Investigation of Service Quality, Service Value, and Satisfaction for American and Ecuadorian Fast-Food Customers," *Journal of International Management*, 7 (2), 129-149.

Michael K. Brady and J. Joseph Cronin, Jr. (2001) "Customer Orientation: Effects on Customer Service Perceptions and Outcome Behaviors," *Journal of Service Research*, 3 (February), 241-251.

Michael K. Brady and Christopher J. Robertson (2001), "Searching for a Consensus on the Antecedent Role of Service Quality and Satisfaction: An Exploratory Cross-National Study," *Journal of Business Research*, 51 (1), 53-60.

Christopher J. Robertson, Michael K. Brady and James J. Hoffman (2001), "Moral and Marketing Differences Between the United States and Ecuador," *International Journal of Organization Theory and Behavior*, 4 (1&2), 75-90.

J. Joseph Cronin, Jr., Michael K. Brady, and G. Tomas Hult (2000) "Assessing the Effects of Quality, Value, and Satisfaction on Consumer Behavioral Intentions in Service Environments," *Journal of Retailing*, 76 (2), 193-218.

* Listed as one of the most downloaded articles of all time, *Science Direct*, 2014

Michael K. Brady and Christopher J. Robertson (1999), "An Exploratory Study of Service Value in the United States and Ecuador," *Journal of Service Management*, 10 (5), 469-486.

J. Joseph Cronin, Jr., Michael K. Brady, Richard R. Brand, Roscoe Hightower, Jr., and Donald J. Shemwell (1997), "A Cross-Sectional Test of the Effect and Conceptualization of Service Value," *Journal of Services Marketing*, 11 (6), 375-391.

INVITED JOURNAL ARTICLES

Linda D. Hollebeek, David E. Sprott, and Michael K. Brady (2021), "Rise of the Machines? Customer Engagement in Automated Service Interactions," *Journal of Service Research*, 24 (1), 3-8.

Jagdeep Singh, Todd Arnold, Michael Brady, and Tom Brown (2019), "Synergies at the Intersection of Retailing and Organizational Frontlines Research," *Journal of Retailing*, 95 (2), 90-93.

Todd Arnold, Michael K. Brady, and Rob Palmatier (2017), "Organizational Service Strategy," *Journal of the Academy of Marketing Science*, 45 (6), 785-788.

Singh, Jagdeep, Michael Brady, Todd Arnold, and Tom Brown (2017), "The Emergent Field of Organizational Frontlines," *Journal of Service Research*, 20 (1), 3-11.

Gustafsson, Anders, Lerzan Aksoy, Michael K. Brady, Janet McColl-Kennedy, Nancy Sirianni, Lars Witell, and Nancy Wunderlich (2015), "Conducting Service Research that Matters," *Journal of Services Marketing*, 29 (6/7), 425-429.

BOOK CHAPTERS

M. Saied Kermani, Peter R. Darke, and Michael K. Brady, "Consumer Online (Dis)Trust: A Decade Later," (2022), forthcoming.

Cinthia B. Saturnino, Michael K. Brady, Charles Hofacker, Michal Brusco, and Gerald Ferris (2021), "Creative Team Networks and Innovation Outcomes: The Effects of Team Socio-Structural Factors in Creative Industries," in *The Global Nature of Organizational Science Phenomena: Critical Roles of Politics, Leadership, Stress, And Context*, G.R. Ferris, P.L. Perrewé, A. Akande, B. Adetoun, and M. Adewuyi (eds.), Hauppauge, NY: Nova Science Publishers.

Michael K. Brady (2018), "It's Time to Redefine the Frontline," in *Rewriting the Marketing Handbook: Accumulated Wisdom from the Ivory Trenches*, Ron Hill and Cait Lamberton (eds.).

Peter R. Darke, Ray L. Benedictus, and Michael K. Brady, (2012) "Consumer (Dis)Trust Online," in *The Routledge Companion to Digital Consumption*, Russell Belk and Rosa Llamas (eds.), Routledge: New York, NY.

Ray L. Benedictus III, Michael K. Brady, Peter R. Darke, and Clay M. Voorhees, "Consumer Trust in Multiple Channels: New Evidence and Directions for Future Research," in *Bricks and Mortar Shopping in the 21st Century*, Tina Lowrey (ed.), Erlbaum: Mahwah, NJ.

Gau, Li-Shiue, Matthew Gailliot, and Michael K. Brady "A Model Examining Relationships among Team Identification, Sport Spectators' Motives, Perceived Service Quality, and Satisfaction," in *Sport Marketing Across the Spectrum: Selected Research from Emerging, Developing, and Established Scholars*, Jeffrey James (ed.), International Center for Performance Excellence: Morgantown, WV.

EDITED WORKS

Brady, Michael K. and Michael D. Hartline (2010), *Marketing Theory and Applications*, Proceedings of the 2010 American Marketing Association's Winter Educators' Conference, Volume 21.

NON-REFEREED JOURNAL ARTICLES

Brady, Michael (1999), "Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs," Book Review, *Journal of the Academy of Marketing Science*, 315.

Charles H. Noble, Deborah Utter, and Michael Brady (1999), "Investing in the Future: Transforming Current Students into Generous Alumni," *Fund Raising Management*, November, 31-36.

REFEREED PROCEEDINGS ARTICLES

Arch G. Woodside, Eva M. Thelen, and Michael Brady (2001), "Customer Automatic Thinking and Store Choice," *2001 Proceedings of the Academy of Marketing Science*, San Diego, CA.

Christopher J. Robertson, William F. Crittenden, Michael K. Brady, and James J. Hoffman (2000), "A Multicultural Test of Personal Versus Firm Ethics," published in *The International Marketing Educators Conference Proceedings*, Buenos Aires, Argentina.

Michael K. Brady, Victoria L. Crittenden, William F. Crittenden, and Ken Grant (1998), "Direct Selling as a Market Entry Strategy," published in the *1998 ANZMAC Proceedings*, Dunedin, New Zealand.

J. Joseph Cronin, Jr., Michael K. Brady, and William R. Bullard (1998), "Customer Orientation: Effects on Perceptions of Strategic Execution and Organizational Performance," published in the *1998 Marketing Exchange Colloquium Proceedings*, Vienna, Austria.

G. Tomas M. Hult, J. Joseph Cronin, Jr. and Michael K. Brady (1997), "Leadership and Relationship Commitment in Purchasing Units: Moderating Effects of International/Domestic Settings and Frequent/Infrequent SBU Users," published in the *1997 AMA Relationship Marketing Special Conference Proceedings*, Dublin, Ireland.

REFEREED ABSTRACTS

Ray, Kristal, Paul Fombelle, Michael Brady, and Sterling Bone, "The Downstream Effects of New Service Technology Innovation: A Longitudinal, Dyadic Analysis of Service Employees and Customers," *2014 Frontiers in Service Conference Proceedings*, American Marketing Association, Coral Gables, FL.

Robinson, Stacey, Clay Voorhees, and Michael Brady, "It's Not Me, or Them, It's You: The Impact of Customer Generated Service Failure," *2014 Frontiers in Service Conference Proceedings*, American Marketing Association, Coral Gables, FL.

Hopkins, Luke, Michael Brady, Yany Gregoire, and Steve Vallancourt, "Revenge or Reconciliation? A Rejection-Based Model of Firm-Induced Relationship Termination," *2014 Frontiers in Service Conference Proceedings*, American Marketing Association, Coral Gables, FL.

Patterson, Paul, Janet McColl-Kennedy, and Michael Brady, "What Motivates Professionals to Undertake Pro Bono Service?" *2014 Frontiers in Service Conference Proceedings*, American Marketing Association, Coral Gables, FL.

Cynthia Saturnino, Michael Brady, Michael Brusco, and Clay Voorhees, "Demystifying Network Based Strategies: Diversifying Social Capital in Teams through the Strategic Deployment of Influential Hubs," *2012 American Marketing Association Summer Marketing Educators' Conference*, Chicago, IL.

Cynthia Saturnino, Demetra Andrews, Michael Brady, and Rebeca Perren, "Dethroning the Cult of Personality: Creating Influential Hubs through Activation of the Hub Self-Concept," *2012 Frontiers in Service Conference proceedings*, American Marketing Association, College Park, MD.

Janet McColl-Kennedy, Paul Patterson, and Michael Brady, "Geysers or Bubbling Hot Springs? East-West Customer Rage Expressions," *2012 Frontiers in Service Conference proceedings*, American Marketing Association, College Park, MD.

Clay Voorhees, Stacey Robinson, Michael Brady, and Alexis Allen, "Lemonade Out of Lemons: Unrelated Firm Service Recovery," *2011 Frontiers in Service Conference Proceedings*, American Marketing Association, Columbus, OH.

Shashi Matta, Clay Voorhees, and Michael Brady, "Is It Smart to be Nice? Customer Perceptions of the Competence and Warmth of Service Providers across Three Service Industries," *2010 American Marketing Association Winter Educators' Conference Proceedings*, New Orleans, LA.

Shashi Matta, Michael Brady, Clay Voorhees, Izumi Miyazaka, and Catherine Smithers, "Is It Smart to be Nice? Customer Perceptions of the Competence and Warmth of Service Providers across Three Service Industries," *2009 Frontiers in Service Conference Proceedings*, American Marketing Association, Honolulu, HI.

Ray L. Benedictus, Michael K Brady, Peter R. Darke, and Michael Hartline, "Intersection of Distance and Trust Theories at Retail Locations," *2009 American Marketing Association Winter Educators' Conference Proceedings*, Tampa, Florida.

Andrew Wilson, Michael Giebelhausen, and Michael Brady, "Airing Dirty Laundry in the Public Square," *2007 Association for Consumer Research working paper abstracts*.

Michael K. Brady, Michael J. Brusco, David M. Horowitz, and Clay M. Voorhees, "An Empirical Investigation of Employee Motivations and Customer Consequences of Service Sweethearting," *2005 Frontiers in Service Conference Proceedings*, American Marketing Association, Phoenix, AZ.

Clay M. Voorhees, Michael K. Brady, and David M. Horowitz, "The Rest of the Iceberg: An Examination of Noncomplaining Service Customers," *2005 American Marketing Association Winter Educators' Conference Proceedings*, San Antonio, TX.

Brian L. Bourdeau, Michael K. Brady, and J. Joseph Cronin, Jr., and Clay M. Voorhees "Attributions of Credit? A Reexamination of the Role of Customer Attributions across both Successful and Unsuccessful Service Encounters," *2004 Academy of Marketing Science Annual Conference*, Vancouver, British Columbia.

Brian L. Bourdeau, Michael K. Brady, and J. Joseph Cronin, Jr. "A New Battlefield in the War Against Smoking: An Investigation of the Drivers of Smoking Behavior among Low-Income Minorities," *2004 American Marketing Association Winter Educators' Conference Proceedings*, Phoenix, Arizona.

Clay M. Voorhees, Brian L. Bourdeau, Michael K. Brady, and J. Joseph Cronin, Jr. "A Reexamination of Consumer Equity in the Service Encounter," *2004 American Marketing Association Winter Educators' Conference Proceedings*, Phoenix, Arizona.

Michael K. Brady and Julia Heskell (2003), "Purchase Decisions and Brand Equity in the Investment Services Industry," *2003 Frontiers in Services Conference Proceedings*, American Marketing Association, College Park, MD.

Michael K. Brady, Michelle L. Roehm, and J. Joseph Cronin, Jr. (2001) "The Role of Brand Equity and Tangibility in Addressing Transgressions," *Association for Consumer Research Proceedings*, Vol. 29, Susan Broniarczyk, Editor, Austin, TX.

J. Joseph Cronin, Jr., Michael K. Brady and Tom De Witt (2001) "The Impact of Waiting Time on Consumers' Perceptions of the Performance of Service Partners," *2001 Frontiers in Services Conference Proceedings*, American Marketing Association, College Park, MD.

Victoria L. Crittenden, William F. Crittenden, Ken Grant, and Michael K. Brady (2001), "The Importance of the Service Encounter in Direct Selling: Examples from the Australian Marketplace" *Proceedings of the Academy of Marketing Science World Marketing Congress*, Cardiff, Wales.

Michael K. Brady, Charles H. Noble, Gerald E. Smith, and Deborah J. Utter (2001), "Soliciting Charity as Supplemental Revenue: An Integrated Model of Service Delivery and Philanthropic Factors," *Proceedings of the 2001 Academy of Marketing Science Annual Conference*, San Diego, CA. This paper was selected as the **best conference paper**.

Roscoe Hightower, Jr., Michael K. Brady, and Thomas L. Baker (1999), "The Servicescape's Role in the Hedonic Services Sector," *1999 Society for Marketing Advances Conference Proceedings*, Atlanta, Georgia. This paper was selected as the **best conference paper**.

Michael K. Brady, Victoria L. Crittenden, William F. Crittenden, and Ken Grant (1999), "The Importance of the Service Encounter in International Marketing Strategy," *Proceedings of the 1999 Academy of Marketing Science Annual Conference*, Coral Gables, Florida.

Michael K. Brady and Christopher J. Robertson (1998), "Modeling the Antecedents of Behavioral Intentions across National Borders," *1998 Society for Marketing Advances Conference Proceedings*, New Orleans, Louisiana.

Michael K. Brady and Christopher J. Robertson (1998), "Searching for a Consensus on the Determinants of Behavioral Intentions: An Exploratory Cross-National Study," *1998 Marketing Exchange Colloquium Proceedings*, Vienna, Austria. This paper was selected as the **best paper in track**.

J. Joseph Cronin, Jr., Michael K. Brady, and Martha Cooper (1996), "Vigilante Consumers: Identifying and Managing the Difficult Service Customer," *1996 Frontiers in Services Conference Proceedings*, American Marketing Association, Nashville, Tennessee.

J. Joseph Cronin Jr., Michael K. Brady, Roscoe Hightower, Jr., and Richard R. Brand (1995), "A Re Conceptualization of the Relationship between Customer Satisfaction and Service Quality," *1995 Frontiers in Services Conference Proceedings*, American Marketing Association, Nashville, Tennessee.

REFEREED PRESENTATIONS

Harrison Pugh, Colleen Harmeling, and Michael K. Brady, "Effective Win-Back Window Strategies," presented at the *2020 AMA Summer Educators Virtual Conference*.

Michael K. Brady, Paul W. Fombelle, Scott Thompson, Sterling A. Bone, and Kristal R. Ray, "An Untimely End to the Customer Journey," presented at the *2017 AMA Winter Educators Conference*, Orlando, Florida.

Ryan White, Clay M. Voorhees, Michael K. Brady, and Andrew E. Wilson, "An Examination of Research Productivity in Marketing: A Doctoral Program Perspective," presented at the *2008 AMA Summer Educators Conference*, San Diego, California.

Clay Voorhees, Michael K. Brady, Douglas Johansen, and Daekwan Kim, "Complaining across Cultures: The Drivers of Negative Customer Feedback," presented at the *2008 AMA Winter Educators Conference*, Austin, Texas.

Shashi M. Matta, Michael K. Brady, and Clay M. Voorhees, "Consumers' Evaluations of Competence and Warmth of Service Providers," presented at the *2008 AMA Winter Educators Conference*, Austin, Texas.

Michael K. Brady and Michelle Roehm, "On the Use of Humor in Service Encounters," presented at the *2008 AMA Winter Educators Conference*, Austin, Texas.

Andrew E. Wilson, Michael Giebelhausen, and Michael K. Brady, "Airing Dirty Laundry in the Public Square: An Examination of Disparaging Websites and the Brand Buffer," presented at the *2007 Association for Consumer Research* conference, Memphis, TN.

David M. Horowitz and Michael K. Brady, "Undercover Marketing as a Classroom Exercise: Implications for Teaching Marketing Research and Ethics," presented at the *2007 Academy of Marketing Science Conference*, Coral Gables, Florida.

Ray Benedicttus, Michael K. Brady, Peter Darke, and Clay M. Voorhees, "Enhancing Consumer Trust in a Service Provider Under Conditions of Suspicion" presented at the *2007 AMA Winter Educators Conference*, San Diego, California.

Michael K. Brady and Michelle Roehm (2007), “Brand Equity and Service Failures: Inoculation or Amplification?” presented at the *2007 AMA Winter Educators Conference*, San Diego, California.

Horowitz, David M., Michael K. Brady, and Clarence Gravlee (2006), “The Cultural Domain of Disney World among Florida Undergraduates,” presented at the *2006 Consumer Culture Theory Conference*, South Bend, Indiana.

Michelle L. Roehm, Michael K. Brady, and J. Joseph Cronin, Jr. (2004), “A Look at the Interplay between Brand Equity, Cognitive Capacity, and Performance Failure,” presented at the *2004 American Marketing Association Winter Educators’ Conference*, Phoenix, Arizona.

Michael K. Brady (2001), “Clients in the Classroom,” presented at the *2001 Academy of Marketing Science Conference*, San Diego, California.

Michael K. Brady (2000), “Brand Equity: Effects on Performance Perceptions and Service Recovery,” presented at the *2000 Society for Consumer Psychology Conference*, San Antonio, Texas.

Michael K. Brady and Thomas L. Baker (1999), “Customer Orientation: The Role of the Customer in Sports and Entertainment Purchases,” presented at the *1999 SERVSIG Services Research Conference*, New Orleans, Louisiana.

Michael K. Brady (1999), “Investigating Service Brand Equity: A CIT Study,” presented at the *1999 American Marketing Association Winter Educators’ Conference*, St. Petersburg, Florida.

Michael K. Brady (1998), “Conceptualizing Interaction Quality in Service Settings: An Exploratory Analysis,” presented at the *1998 Academy of Marketing Science Conference*, Norfolk, Virginia.

Michael K. Brady (1997), “Customer Perceptions of Service Employees’ Customer Orientation,” presented at the *1997 Academy of Marketing Science Conference*, Coral Gables, Florida.

Cronin, J. Joseph, Jr. and Michael K. Brady (1996), “Perceived Customer Service, Value Added Services and Satisfaction: The Consumer Perspective,” presented at the *1996 AMA Winter Educators’ Conference Special Session*, Hilton Head, South Carolina.

INVITED RESEARCH PRESENTATIONS: FEATURED SCHOLAR

“Managing the Moral Consumer,” presented as part of Georgia Tech’s Distinguished Scholar Series, Georgia Tech University, 2021.

“Communication Strategies for Re-acquiring Identity-based Customer Defectors,” presented as a featured faculty member in the Executive Ph.D. Program, Oklahoma State University, 2020.

“Reacquiring Identity-Based Customer Defectors,” presented as a featured scholar at the University of Toledo, Toledo, Ohio, 2019.

“JSR, OFR, and Comments on Conducting Service Research,” presented as part of the University of Texas-El Paso’s Distinguished Scholar Program, El Paso, Texas, 2019.

“International Service Research,” presented as the Keynote Speaker, 2019 *Journal of International Marketing* Thought Leaders Conference, Beijing, China, 2019.

“On the Use of Humor in Frontline Service Encounters,” presented as part of Wilfrid Laurier’s Featured Scholar Program, Waterloo, Ontario, Canada, 2019.

“On the Use of Humor in Frontline Service Encounters,” presented as part of Beijing International Studies University’s Distinguished Researcher Program, Beijing, China, 2019.

“On the Use of Humor in Frontline Service Encounters,” presented as part of the University of South Florida’s Distinguished Scholar Series, Tampa, Florida, 2019.

“Frontline Marketing in a B2C Domain: Three Papers on Interactions and Interfaces,” presented at the University of Aston Marketing and Strategy Research Camp, Birmingham, England, 2018.

“Frontline Research: Origins Trajectory, and Future Trends,” presented at the University of Aston Marketing and Strategy Research Camp, Birmingham, England, 2018.

“Priorities in Service Research: A View from an Editor’s Chair,” presented at the SERVSIG Research Conference, American Marketing Association, Paris, France, 2018.

“Trends in Frontline Research: Lessons from the Editor’s Chair,” presented at the Organizational Frontlines Research conference, American Marketing Association, New Orleans, Louisiana, 2018.

“Service Strategy and the Emergent Field of Organizational Frontlines,” presented as the Keynote Speaker, 2017 *JAMS* Thought Leaders Conference, Beijing, China, 2017.

“OFR: Implications, Agenda, and a Call to Action,” presented as the Keynote Speaker, Center for Service Leadership Think Tank Colloquium, Arizona State University, Tempe, Arizona, 2017.

“Organizational Frontlines Research: Boundaries, Agenda, and a Call for Action,” presented as the keynote speaker, Monash University Research Camp, Melbourne, Australia, 2017.

“Cliffs of Dissatisfaction: Effects of Innovation Implementation on Frontline Employees and the Customers They Serve,” presented as part of the Byington featured Scholar Series, Michigan State University, 2016.

“Feeling Close from Afar: Effects of Psychological Distance on Retailer Trust and Purchase Intentions,” presented as a featured faculty member in the Executive Ph.D. Program, Oklahoma State University, 2014.

“The Roles of Appropriateness and Relevance in Determining Reactions to Humor in Frontline Service Encounters,” presented as part of a Visiting Speaker Series, HEC Montréal, Montreal, Canada, 2013.

“The Roles of Appropriateness and Relevance in Determining Reactions to Humor in Frontline Service Encounters,” presented as part of a Featured Scholar Series, WHU, Otto Beisheim School of Management, Vallendar, Germany, 2013.

“Feeling Close from Afar: Effects of Psychological Distance on Retailer Trust and Purchase Intentions,” presented as part of a Distinguished Scholar Series, The University of New South Wales, Sydney Australia, 2012.

“Feeling Close from Afar: Effects of Psychological Distance on Retailer Trust and Purchase Intentions,” presented as part of the *Sharing Scholarship Series in Marketing*, The University of North Florida, 2012.

“Managing Psychological Distance Perceptions: Implications for Virtual and Distant Retailers,” presented at *The Vrije Universiteit featured speaker series*, Amsterdam, The Netherlands, 2010.

“Managing Psychological Distance Perceptions: Implications for Virtual and Distant Retailers,” presented as part of a distinguished scholar series, Brigham Young University, 2009.

“Consumer Responses to Performance Failures by High-Equity Brands,” presented as part of a distinguished scholar series, The Ohio State University, 2007.

“Services Are Different and What This Means to You,” presented as the keynote speaker at the *2007 National Conference for Agribusiness*, Purdue University, West Lafayette, Indiana.

“The Effect of Brand Equity on Service Failure and Recovery,” presented at *The Vrije Universiteit featured speaker series*, Amsterdam, The Netherlands, 2006.

“An Exploratory Investigation of the Drivers and Consequences of Service Sweethearting,” presented as an invited scholar at the *2005 University of Maastricht Research Day*, Maastricht, The Netherlands.

“Benefit or Burden: The Effect of Brand Equity on Reactions to Performance Failure,” presented as part of a featured speaker series, The University of Alabama-Tuscaloosa, 2004.

INVITED RESEARCH PRESENTATIONS: CONFERENCES

“Publishing in *JSR*,” presented as the keynote address, *2021 Macquarie Research Conference*, scheduled for Melbourne, Australia, delivered virtually, 2021.

“The Future of Services: The Human Perspective,” presented as the keynote address, *2020 SERVSIG Conference*, scheduled for Brisbane, Australia, delivered virtually, 2020.

“How Do You Send Positive Signals to a Review Team?” presented at the *2020 SERVSIG Conference*, scheduled for Brisbane, Australia, delivered virtually, 2020.

“Interdisciplinary Service Research: Lessons from the Editor’s Chair,” presented at the *2019 Let’s Talk About Service (LTAS) Conference*, Manhattan, New York, 2019.

“OFR with Impact,” presented at the *2018 AMA-Sheth Doctoral Consortium*, The University of Leeds, England, 2018.

“Importance of the Literature Review,” presented at the *2018 Let’s Talk About Service (LTAS) Conference*, Ghent, Belgium, 2018.

“On the Frontline of Service Research,” presented at the *2015 AMA-Sheth Doctoral Consortium*, London Business School, England, 2015.

“On the Use of Humor in Frontline Service Encounters,” presented at the *2015 Organizational Frontlines Research Symposium*, Stillwater, Oklahoma.

“Bridging Research Perspectives in Frontline Services Marketing,” presented at the *2015 AIM-AMA-Sheth Doctoral Consortium*, Dubai, UAE.

“Addressing Some Popular Myths in Order to Make the Research Process Successful,” presented as the plenary speaker, *2012 American Marketing Association/ACRA Retailing Conference*, Seattle, Washington.

“My ‘Bitter-Sweet’ Research Journey,” presented at the *2012 Frontiers in Service Doctoral Consortium*, College Park, Maryland.

“My ‘Bitter-Sweet’ Research Journey,” presented at the *2011 Frontiers in Service Doctoral Consortium*, Columbus, Ohio.

“Testing Some Popular Service Research Myths: Implications for Emerging Researchers,” presented at the *2009 Frontiers in Service Doctoral Consortium*, Honolulu, Hawaii.

“Service Research and Behavioral Methods: A Match Made in Heaven?” presented at the *2008 Frontiers in Service Doctoral Consortium*, College Park, Maryland.

“Publishing in Better Journals,” presented at the *2008 Society for Marketing Advances Doctoral Consortium*, St. Petersburg, Florida.

“An Investigation of Service Sweethearting,” presented at the *2008 Southeastern Marketing Doctoral Symposium*, Mississippi State University, Starkville, Mississippi.

“A Behavioral Approach to the Study of Service Phenomena,” presented at the *2007 Frontiers in Service Doctoral Consortium*, San Francisco, CA.

“The Business of Baseball,” Plenary Panel Discussant at the *2004 Frontiers in Service Conference*, Coral Gables, FL.

“New Directions in Customer Recovery Management: Effects of Brand Equity and Tangibility,” presented at the First Annual *Boston Area Research Colloquium*, March 2002.

INVITED TEACHING / MENTORING PRESENTATIONS

“Some Thoughts on DEI,” presented at the *Marketing Management Association Conference*, virtual, 2021.

“Getting Published,” presented as part of the *Doctoral Student Professional Development Seminar*, Florida State University, 2020-2021.

“Historical Overview of the Service Quality Literature,” presented as a featured faculty member in the Executive Ph.D. Program, Oklahoma State University, 2020.

“Becoming an Assistant Professor,” presented at the *Ph.D. Project Marketing Doctoral Student Association Conference*, Chicago, Illinois, 2019.

“How to Develop a Personal Impact Strategy,” presented at the *2019 Frontiers in Service Conference Doctoral Consortium*, Singapore, 2019.

“Leaders Developing Leaders,” presented at the *2019 ACC Academic Leadership Network Conference*, Georgia Tech University, Atlanta, Georgia, 2019.

“Journal Review Process and Editor Expectations,” presented as part of the *Doctoral Student Professional Development Seminar*, Florida State University, 2019-2020.

“Deans’ and Department Chairs’ Perspectives,” presented at the *2018 AMA-Sheth Doctoral Consortium*, The University of Leeds, England, 2018.

“The Past, Present, and Future of Service Strategy Research,” presented to doctoral students and new faculty at the inaugural Marketing Strategy Consortium, Columbia, Missouri, 2018.

“The Future of Service Research,” presented to doctoral students and symposium faculty at the Southeast Marketing Symposium, Tuscaloosa, Alabama, 2018.

“The SMS: Past, Present, Future,” presented to doctoral students and symposium faculty at the Southeast Marketing Symposium, Tuscaloosa, Alabama, 2018.

“Publishing Managerially Relevant Research,” presented to doctoral students and new professors at the Let’s Talk About Service Conference, Antwerp, Belgium, 2017.

“Teaching Huge (and Really Huge) Intro Classes,” presented at the *2016 AMA-Sheth Doctoral Consortium*, The University of Notre Dame, Indiana, 2016.

“Underpinnings of Service Provision,” presented to students in the Executive Ph.D. Program, Oklahoma State University, 2014.

“Building an Overall Successful Academic Career over the Long Term” presented at the *2013 Society for Marketing Advances Doctoral Consortium*, Hilton Head, SC.

“Effective Classroom Management,” presented at the *2013 Marketing Management Association’s Fall Meeting*, New Orleans, LA.

“Teaching the FSU Student,” presented at the *2013 Preparing Future Faculty Workshop*, Florida State University, Tallahassee, FL.

“Teaching the FSU Student,” presented as the Keynote Speaker during the *2012 Program for Instructional Excellence*, Florida State University, Tallahassee, FL.

“The Value of Networking,” presented at the 2012 *AMA DOCSIG Pre-Conference Symposium*, American Marketing Association, St. Petersburg, FL.

“Some Thoughts on Sports Marketing from a Marketer’s Perspective,” presented to 2012 Sports Marketing Students, Florida State University, Tallahassee, FL.

“Teaching the FSU Student,” presented at the 2011 *Preparing Future Faculty Workshop*, Florida State University, Tallahassee, FL.

“Publishing Your Research,” presented at the 2011 *American Collegiate Retailing Association Conference*, Boston, MA.

“Getting Started in Academia,” presented to the College of Business doctoral students, *The Vrije Universiteit*, Amsterdam, The Netherlands, 2010.

“Establishing a Legacy in Academia and Beyond: A Story of the Prince, the Pauper, and an Irish Toast,” presented as the keynote address, 2009 *Marketing Doctoral Students’ Association (MDSA) Conference*, Ph.D. Project, Chicago, Illinois.

“Five Keys to Delivering Effective Lectures,” presented at the 2008 *Marketing Doctoral Students’ Association (MDSA) Conference*, Ph.D. Project, San Diego, California.

“Thoughts and Reflections from an Ordinary Joe,” presented at the 2007 *Society for Marketing Advances Conference*, San Antonio, Texas.

“Four Keys to Delivering Effective Lectures,” presented at the 2007 *Academy of Marketing Science Conference*, Coral Gables, Florida.

“Managing Your Dissertation From Beginning to End,” presented at the 2006 *DOCSIG Preconference Symposium*, Chicago, IL, August 2006.

“On the Use of Structural Equation Modeling in Services Marketing Research,” Special Seminar on Research Methods in Services Marketing, *The European Institute for Advanced Studies in Management*, Maastricht, The Netherlands, 2005.

“Navigating the Hiring Process,” presented as a distinguished panelist at the 2003 *AMA Winter Educators’ Conference*, Orlando Florida.

“What I Now Know, Should Have Known, and Wish I Could Forget,” presented as part of the *Getting Started in Academia* session at the 2001 *SERVSIG Doctoral Consortium*, Bethesda, MD, October 2001.

“Clients in the Classroom,” presented at the 2001 *Academy of Marketing Science Conference*, Coral Gables, Florida, May 2001.

CONTRACTS & GRANTS

“Modelling Multidimensional Multiparty Decision to Improve Outcomes,” Funded by Australian Research Council. Total award \$330,000.

“Service Innovation Implementation and the Voice of the Employee,” Funded by the Center for Service Leadership, Arizona State University. Total Award \$50,000.

“Pro Bono Service: Drivers, Delight, Dark Side and Downside for the Professional,” Funded by Australian Research Council. Total award \$350,000.

Dean's Summer Research Grant, College of Business, Florida State University, 2011. Total award \$12,000.

Dean's Summer Research Grant, College of Business, Florida State University, 2008. Total award \$12,000.

“Customer Rage Spectrum Emotions in Service Failure Encounters: Linking Experience, Expression, Behavior and Organisational Responses,” Funded by Australian Research Council. Total award \$240,000.

First year assistant professor grant, Florida State University. Total award \$10,000.

TEACHING

Graduate Marketing Research: 1997, 1998, 1999, 2000, 2001, 2002, 2008

Undergraduate Marketing Research: 1998, 1999, 2000, 2003, 2004, 2005, 2006, 2008, 2009, 2012, 2013

Graduate Customer Relationship Management: 2011

Graduate Services Marketing: 2001, 2002, 2003

Undergraduate Advanced Marketing Research: 2003

Undergraduate Principles of Marketing (large lecture format): 2010, 2011, 2012, 2013, 2014

Undergraduate Principles of Marketing (online format): 2014, 2015, 2016, 2017, 2018, 2019, 2020

Undergraduate Services Marketing: 2000, 2001, 2006, 2007, 2009

Undergraduate Consumer Behavior: 2005, 2007, 2009

Undergraduate Promotions Management: 2006-2007

Doctoral Seminar in Marketing Models: 2004

Doctoral Seminar in Structural Equation Modeling: 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012

CONFERENCE SERVICE

Program Chair

Co-Chair, 2024 Frontiers in Service Conference, Amelia Island, Florida

Organizing Committee, 2020 Organizational Frontlines Research Symposium, San Diego, California

Organizing Committee, 2019 Organizational Frontlines Research Symposium, Austin, Texas

Organizing Committee, 2018 Organizational Frontlines Research Symposium, New Orleans, Louisiana

Co-Chair, 2017 Organizational Frontlines Research Symposium, Orlando, Florida

Co-Chair, 2016 Organizational Frontlines Research Symposium, Tallahassee, Florida

Co-Chair, 2015 Organizational Frontline Research Symposium, Stillwater, Oklahoma

Co-Chair, 2010 AMA Winter Educators' Conference, New Orleans, Louisiana.

2007 Southeast Marketing Symposium, Tallahassee, Florida.
Co-Chair, 1999 Faculty Consortium, Academy of Marketing Science, Coral Gables, Florida.

Doctoral Symposium Chair

Chair, 2015 Southeast Marketing Symposium, Tallahassee, Florida
Chair, 2007 Southeast Marketing Symposium, Tallahassee, Florida

Conference Planning Committee

Advisory Board, 2020 Winning through Service Excellence: Theory and Practice Conference, IFIM Business School, Bangalore, India.
International Conference Committee for the 2016 SERVSIG Conference, Maastricht, the Netherlands.

Track Chair

Co-Chair, Services Track, *2020 American Marketing Association's Winter Educators' Conference*, San Diego, CA.
Co-Chair, Mary Kay Dissertation Award Track, *2015 Academy of Marketing Science Conference*, Denver, CO.
Co-Track Chair, Services Marketing Track, *2014 American Marketing Association's Winter Educators' Conference*, Orlando, FL.
Co-Track Chair, Services Marketing Track, *2011 Academy of Marketing Science Conference*, Coral Gables, FL.
Co-Track Chair, Services Marketing Track, *2009 World Marketing Congress*, Oslo, Norway.
Services Marketing Track Chair, *2008 Society for Marketing Advances Conference*, St. Petersburg, FL.
Co-Track Chair, Services Marketing Track, *2003 World Marketing Congress*, Perth, Australia.

Session Chair

2015 American Marketing Association Winter Educators Conference, San Antonio, Texas.
2014 American Marketing Association Winter Educators Conference, Orlando, Florida.
2008 American Marketing Association Winter Educators Conference, Austin, Texas.
2007 Academy of Marketing Science Conference, Coral Gables, Florida.
2006 American Marketing Association Summer Educators Conference, Chicago, Illinois.
1998 Marketing Exchange Colloquium, International Services Track, Vienna, Austria.
1998 Society for Marketing Advances Conference, Issues and Strategies for International Marketing Special Session, New Orleans, Louisiana.

Award Chair

2016 Overall Best Paper Chair, *American Marketing Association Winter Educators' Conference*
2015 Mary Kay Doctoral Dissertation Competition, *Academy of Marketing Science Conference*.

Award Committee:

Bill Bearden Best Paper Award, Southeast Marketing Symposium, 2014-2020

Discussant

2002 American Marketing Association's Faculty Consortium on Sports Marketing.
2000 American Marketing Association Summer Educators' Conference, Services Special Interest Group Session.
1998 American Marketing Association Winter Educators' Conference, Education Track.

1998 *Marketing Exchange Colloquium*, Vienna, Austria, Strategy Track.
1998 *Marketing Exchange Colloquium*, Vienna, Austria, International Services Marketing Track.

Panelist

2021 *American Marketing Association Winter Educators' Conference*, "Broadening the Impact of Marketing," Virtual Conference.

2021 Organizational Frontlines Young Scholars Competition Panel, AMA Winter Virtual Conference.

2020 Digital Service Transformation Summit, University of Queensland Service Innovation Alliance, Brisbane, Australia

Chair, Blue Ribbon Panel for Selection of the Best Overall Conference Paper, 2011 *American Marketing Association Summer Educators' Conference*, San Francisco, CA.

2011 *American Collegiate Retailing Association*, Journal Editor's Panel, Boston, MA.

2009 *American Marketing Association Winter Educators' Conference*, "Emerging Perspectives in Services Research," Tampa, FL.

2008 *American Marketing Association Summer Educators' Preconference Doctoral Symposium Roundtable*

2008 *American Marketing Association Winter Educators' Conference*, "Emerging Perspectives in Services Research," Austin, TX.

Doctoral Consortia

Faculty Fellow, *AMA-Sheth Doctoral Consortium*, 2015, 2016, 2018, 2020, 2021

Doctoral Consortium Faculty, *Frontiers in Service Conference*, 2001, 2007, 2008, 2009, 2011, 2012, 2014, 2017, 2019

Consortium Faculty, *Society for Marketing Advances Doctoral Consortium*, 2008, 2013

Faculty Fellow, *AIM-AMA-Sheth Doctoral Consortium*, 2015

Consortium Faculty, the inaugural *Marketing Strategy Consortium*, 2018

JOURNAL SERVICE

Editor in Chief

Journal of Service Research, 2017-2021

Special Issue Co-Editor

Journal of Service Research, 2020-2022

Journal of Service Research, 2018-2020

Journal of Retailing, 2018-2019

Journal of the Academy of Marketing Science, 2016-2017

Journal of Service Research, 2015-2016

Associate Editor

Journal of Service Research, 2013-2016

Journal of the Academy of Marketing Science, 2015-present

Editorial Review Boards

Journal of Service Theory & Practice, 2018-present

Journal of Service Research, 2003-2013

Journal of Retailing, 2003-present
Journal of the Academy of Marketing Science, 2003-2007; 2009-2014
Academy of Marketing Science Review, 2012-2013; 2019-present
Service Science, 2017-2019

Ad Hoc Reviewing

Journal of Consumer Research
Journal of Marketing
Journal of Marketing Research
Journal of Business Research
Journal of International Business Studies
Journal of International Marketing
International Journal of Research in Marketing
Marketing Letters
European Journal of Marketing
Journal of Retailing and Consumer Services
Journal of Service Management
Service Industries Journal
Journal of Applied Management Studies
Journal of Services Marketing
Journal of Product & Brand Management

Conference-Related Reviewing

2015 *European Marketing Academy Conference Proceedings*, Services Track.
2012 *American Marketing Association Summer Educators' Conference Proceedings*, Education Track.
2009 *American Marketing Association Summer Educators' Conference Proceedings*, Services Track.
2008 *Academy of Marketing Science Proceedings*, Retailing Track.
2005 *American Marketing Association Winter Educators' Conference Proceedings*, Services Track.
2004 *American Marketing Association Winter Educators' Conference Proceedings*, Services Track.
2003 *American Marketing Association Summer Educators' Conference Proceedings*, Services Track.
2003 *Academy of Marketing Science Proceedings*, Services Track.
2001 *American Marketing Association Summer Educators' Conference Proceedings*, Services Track.
2001 *Academy of Marketing Science Proceedings*.
2001 *American Marketing Association International Marketing Conference*, Strategy Track.
2000 *Academy of Marketing Science Proceedings*.
2000 *Decision Sciences Conference*, International Business Track.
1999 *Academy of Marketing Science Proceedings*.
1998 *American Marketing Association Summer Educators' Conference Proceedings*, Education Track.
1997 *Southern Marketing Association Conference Proceedings*, Global Marketing Track.

SPECIAL INTEREST GROUP (SIG) SERVICE

SIG Officer

SERVSIG President, 2006-2007
SERVSIG Electronic Media Officer, 2002-2003.

SIG Committees

SERVSIG Emerging Service Scholar Award Committee Member, 2016

Chair, AMA SERVSIG Christopher Lovelock Career Contributions to the Services Discipline Award Selection Committee, 2011
Member, AMA SERVSIG Christopher Lovelock Career Contributions to the Services Discipline Award Selection Committee, 2009
SERVSIG Best Article Award Committee, 2001, 2004

OTHER EXTERNAL SERVICE

Member, Board of Directors, American Marketing Association, 2019-present
Member, Working Board, Responsible Research in Business & Management (RRBM), 2018-present
Member, Fellows of the American Marketing Association Selection Committee, 2020
Reviewer, Clayton Doctoral Dissertation Proposal Competition, Marketing Science Institute, 2019
Reviewer, Clayton Doctoral Dissertation Proposal Competition, Marketing Science Institute, 2018
Chair, Christopher Lovelock Career Contributions to the Service Discipline Award, 2017
Chair, AMA Fellows Selection Committee, 2015
Academic Council Executive Committee, American Marketing Association, 2012-2016
American Marketing Association Foundation's Valuing Diversity Scholarship Committee, 2010, 2012
Reviewer, *2011 John A. Howard Dissertation Competition*, American Marketing Association
Reviewer, *2010 John A. Howard Dissertation Competition*, American Marketing Association
Academic Council, American Marketing Association, 2010-present

External Reviewer for Promotion and Tenure Candidates

Iowa State University, 2021
University of Texas-Arlington 2021
Clemson University 2020
Portland State University 2020
Hasselt University, Belgium 2020
The University of Georgia 2020
The University of Memphis, 2019
Howard University, 2019
Pepperdine University, 2019
University of South Florida 2019
George Mason University, 2019
University of Massachusetts Boston 2018
Texas State University, 2018
Kent State University, 2018
Monash University, Australia, 2018
Colorado State University, 2018
University of Strathclyde, U.K., 2018
DePaul University, 2017
Auburn University, 2017
The University of Mississippi, 2017
Indiana University, 2017
Babson College, 2017
College of William & Mary, 2017
The University of Mississippi, 2016
Ohio University, 2016
Mississippi State University, 2016

Michigan State University, 2016
Clemson University, 2015
The University of New Hampshire, 2015
Oklahoma State University, 2015
The University of Tennessee, 2015
Lehigh University, 2015
Kent State University, 2014
George Mason University, 2013
The University of Southern Illinois, 2012
The University of Missouri-Kansas City, 2012
The University of Alabama, 2011
Mississippi State University, 2011
Indiana University, 2011
Loyola-Marymount University, 2011
The University of Memphis, 2010
Washington State University, 2009
Cornell University, 2008
The University of Wisconsin-Whitewater, 2006

UNIVERSITY SERVICE: FLORIDA STATE UNIVERSITY

Administrative Appointments:

Faculty Athletics Representative, 2021-present
Department Chair, Marketing, 2012-present
Director, Doctoral Program in Marketing, 2004-2011

University Committees

Chair, University Athletics Board, 2021-present
Chair, University Budget Advisory Committee, 2020-present
University Honorary Degree Committee, 2021
University Budget Advisory Committee, 2016-2020
University Distance Learning Awards Selection Committee, 2016
University Strategic Planning Committee, 2015-2016
Executive Committee, University Athletics Board, 2008-2012, 2018-present
Chair, Academic Committee, University Athletics Board, 2008-2012
University Athletics Board, 2006-present
University Teaching and Advising Awards Committee, 2007-2009

College Committees

College of Business Executive Committee, 2012-present
College Online Teaching Excellence Committee, 2017-present
Chair, College of Business Teaching Awards Committee, 2017-2018
College of Business Teaching Awards Committee, 2016-2017
Hall of Fame Selection Committee, 2015, 2016, 2017
College Strategic Planning Committee, 2006-2007, 2015-2017
College Research Committee, 2015-2016
Chair, College Strategic Planning Committee, 2007-2008
Promotion and Tenure Committee, 2009

Distinguished Doctoral Alumnus Award Committee, 2008
College of Business Dean Search Committee, 2005
College Doctoral Policy committee, 2004-2011

Department Committees

Chair, Marketing Department Strategic Planning Committee, 2011-present
Chair, Marketing Department Doctoral Policy Committee, 2004-2011
Chair, Marketing Department doctoral recruiting and admissions subcommittee, 2004-2011
Chair, Faculty Search Committee, 2007, 2012, 2013, 2014, 2015, 2017
Founder and Chair, Wachovia Distinguished Scholar Series, 2004-2013
Department Strategic Planning Committee, 2006-2011
Faculty Search Committee 2004, 2005, 2006, 2007, 2008
Comprehensive Exam Subcommittee, 2004, 2009, 2010, 2011

Dissertation Chair

Harrison Pugh, completed, July 2019
Alexis Allen, completed, July 2014
Cinthia Satornino, completed, May 2014
Lucas Hopkins, Kennesaw State University, completed August 2013
Stacey Robinson, completed May 2011
Kelly Cowart, completed May 2010
Ray Benedicktus, completed June 2008
David Horowitz, completed May 2007

Dissertation Committees

Lane Peterson, expected completion 2021
Alec Pappas, completed June 2021
Kyuyeong Choi, completed December 2019
Carrie Skinner-Absher, completed June 2018
Ibtissam Zaza (Department of Management Information Systems), completed June 2017
Sid Anderson, completed April 2016
Todd Bacile, completed, completed June 2013
David Gomillion (Department of Management Information Systems), completed May 2013
Shuai-Fu Lin (Department of Management Information Systems), completed May 2013
Paul Nagy (Department of Management), completed June 2012
Jeremy Brees (Department of Management), completed February 2012
Stephanie Lawson, completed June 2011
Kevin Basik (Department of Management), completed June 2010
Sam Goh (Management Information Systems), completed May 2010
Tim Munyon (Department of Management), completed October 2009
Frank Butler (Department of Management), completed August 2009
James Summers (Department of Management), completed March 2009
John Martin (Department of Management), completed August 2008
Melinda Andrews, completed June 2008
Colby Wright (Department of Finance), completed June 2007
Robert Zinko (Department of Management), completed May 2007
Clay Voorhees, completed May 2006

Brian Bourdeau, completed July 2005
Tom DeWitt, completed July 2004

International Outside Examiner

Narjes Haj Salem, HEC Montreal, summer 2013
Ali Mohemmed Mebadesh, University of Western Australia, Fall 2008
Tracey Dagger, University of Western Australia, spring 2004

Directed Independent Studies

David Horowitz, "A Look at the Rest of the Iceberg: A Comparative Analysis of Noncomplainers," 2004.
Ray Benedictus, "On the Development of Consumer Trust in Multi-Channel Retailers: Reactions to Brand, Consensus, Physical Presence, and Suspicion," 2006.
Melinda Andrews, "Service Bundles: The Effects of Incentives on Perceived Value and Consumer Behaviors," 2006.
Andrew Wilson, "Airing Dirty Laundry in the Public Square: An Examination of Disparaging Websites and the Brand Buffer," 2007.
Mike Giebelhausen, "Other-serving Attributions: A Reversal of Self-serving Bias under Conditions of Low Task Self-efficacy During Co-production," 2007.

Honors Thesis Committees

Daniel Herrera, "The Moderating Role of Work Drive on Politics Perceptions-Work Outcome Relationships," Department of Management, 2014.
Matthew Kozak, "An Exploratory Investigation of Optimal Retail Selling Strategies, Motivation, and Intercultural Communications Competence," Department of Economics, 2008.

Service-Related Speaking Engagements

Invited Speaker: Freshmen Interest Group (FIG): October 2004, 2005, 2011

Other Service

AACSB Accreditation Seminar, Tampa FL, 2015
Institute for Academic Leadership (IAL) Department Chairs Workshop, 2015
Wachovia Distinguished Scholar Series Founder and Coordinator, 2004-2013

UNIVERSITY SERVICE: BOSTON COLLEGE

Advising

Undergraduate Faculty Advisor, 1998-2003.
Honors Thesis Director, Steven Boyd, "The Redesign and Redevelopment of LakesRegion-NH.com," 2003.
Honors Thesis Director, Dwight Branch, "SoundFiles: A Market Research Study," 2003.
Honors Thesis Director, Kristin Barry, "Financial Modernization: The Effects of Branding and Customer Relationships," 2002.
Honors Thesis Director, Ross Tompkins, "The Place of Cause Marketing in Today's Society: A Personal Reflection," 2000.
Diane Weiss MBA Competition Faculty Advisor, 1999, 2000, 2001, 2002.
Diane Weiss MBA Competition Judge 1998, 1999, 2000, 2001, 2002.

Service-Related Speaking Engagements

Invited Speaker: Irish institute program, spring 2002.

Invited Speaker: The Carroll School of Management Business Day, spring 2002.

Invited Speaker: Honors Graduation Ceremony, spring 1999.

Invited Speaker: Boston College International Programs Department, winter 1999.

Other Service

Faculty Marshall: 1999, 2000, 2001, 2003.

Marketing Faculty Search Committee, fall 1998, fall 2000, fall 2002, fall 2004.

Research Project: "Boston College Student Attitude towards Giving," completed fall, 1998.