COLLEEN M. HARMELING

Dr. Persis E. Rockwood School of Marketing • College of Business • Florida State University
Tallahassee, FL 32306 • Phone: (850) 644-7449 • Email: charmeling@fsu.edu

ACADEMIC APPOINTMENTS

Persis E. Rockwood Associate Professor of Marketing 2020–Present
Florida State University, Tallassee, FL

Assistant Professor of Marketing and Dean's Emerging Scholar 2015–2020
Florida State University, Tallassee, FL

HONORARY APPOINTMENTS

Director of Research Partnerships and Membership Programs 2015–2017
Center for Sales and Marketing Strategy, University of Washington, Seattle, WA

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

Affiliated Researcher 2019–Present
Reynolds and Reynolds Sales Leadership Institute, Texas A&M University, TX

Affiliated Researcher 2022–Present
Center for Service Leadership, Arizona State University, Phoenix, AZ

RESEARCH

Research Interests: Stakeholder engagement theory and strategy with an emphasis on healthcare decision making, relationship dynamics, customer experience design, relationship recovery, and morality in business-to-business, service, and retail markets

Publications (*junior faculty or doctoral student):

1) Bettencourt, Lance A., **Colleen M. Harmeling**, Yashoda Bhagwat, Mark Houston (2022). "Consumer Job Journey, *Journal of Service Research*.
   - **Lead article**
2) Aksoy, Lerzan, Sandhya Banda*, **Colleen M. Harmeling**, Timothy L. Keiningham, Anita Pansari (2021). "Marketing's Role in Multi-Stakeholder Engagement, *International Journal of Research in Marketing*.
3) **Harmeling**, **Colleen M.,** Martin Mende, Maura Scott, Robert W. Palmatier (2021). "Marketing, Through the Eyes of the Stigmatized," *Journal of Marketing Research*, 58(2), 223-45.
   - **Lead article**
   - **Nominated for the 2022 Paul Green Award**
   - **Featured in the American Marketing Association's Exploring New Research on Marketing in the Healthcare Sector** https://www.ama.org/2020/08/18/promoting-research-on-marketing-in-the-healthcare-sector/
4) Krafft, Manfred, V. Kumar, **Colleen M. Harmeling**, Siddharth Singh, Ting Zhu, Jialie Chen, Tom Duncan, Whitney Fortin, Erin Rosa (2021). "Insight is Power: Understanding the Terms of the Consumer-Firm Data Exchange," *Journal of Retailing*.
5) Henderson, Conor**,** Lena Steinhoff, **Colleen M. Harmeling**, and Robert W. Palmatier (2020). "Customer Inertia Marketing," *Journal of Academy of Marketing Science*.
   - **Winner of the 2015 Robert D. Buzzel MSI Best Paper Award**
6) **Harmeling**, **Colleen M.,** Alexander Bleier, and Robert W. Palmatier (2019). "How to Design Product Pages that Increase Online Sales," *Harvard Business Review*, HBR.com, November 14, 2019, https://hbr.org/2019/11/how-to-design-product-pages-that-increase-online-sales

- **Feature article on HBR.com November 14th, 2019**
- **Featured in *Harvard Business Review Special Issue***
- **Featured on Harvard Business Review LinkedIn**

7) Bleier, Alexander, **Colleen M. Harmeling**, and Robert W. Palmatier (2019). "Creating Effective Online Customer Experiences," *Journal of Marketing* (March).

- **Nominated for the 2019 Marketing Science Institute/H. Paul Root Award**
- **MSI Grant Recipient $16,500**
- **Featured in Marketing Science Working Paper Series**
- **Featured as a Keller Center Research Report, https://www.baylor.edu/business/kellercenter/news.php?action=story&story=217500**
- **Featured in Florida State University Newsletter**
- **Featured on SiriusXM Radio's Marketing Matters powered by the Wharton School**
- **Featured in Academy of Marketing Science Scholarly Insights: https://www.ama.org/2019/04/17/how-to-structure-product-page-design-for-ecommerce-success/**
- **Featured in *Marketing News*, American Marketing Association, September 2019, p. 22-23**
- **Featured on *Journal of Marketing* Twitter and LinkedIn**
- **Part of the *Journal of Marketing* in the Classroom Series**

8) **Harmeling, Colleen M.**, Eric Fang, Robert W. Palmatier, and Dianwen Wang (2017). "Group Marketing: Theory, Mechanisms and Dynamics," *Journal of Marketing*, (July), pp. 1-24**.**

- **Nominated for the 2022 Sheth Foundation/*Journal of Marketing* Award**
- **Winner of the 2017 *Journal of Marketing* Shelby D. Hunt/Harold H. Maynard Award**
- **Nominated for the 2017 Marketing Science Institute/H. Paul Root Award**
- **Lead article for July issue**
- **Featured in Marketing Science Working Paper Series**
- **Selected as part of the AMA Scholarly Insights Series**
- **Selected as a featured article in Blast from the Past-Editor Pick**

9) **Harmeling, Colleen M.,** Robert W. Palmatier, Mark B. Houston, Mark J. Arnold, and Stephen A. Samaha (2015). "Transformational Relationship Events," *Journal of Marketing,* 79 (September), pp. 39-62.

- **Winner of the Center for Service Leadership Leading Edge Service Research Award**
- **Featured in Adweek, one of only three COVID-19 articles made free to the public; https://www.adweek.com/brand-marketing/3-elements-of-your-brand-that-can-shine-through-in-these-harrowing-times/**
- **Selected as part of Marketing Science Institute's Journal Selection Series**
- **Featured on CustomerThink, Center for Service Leadership, and Business2Community blogs**
- **Finalist for Institute for the Study of Business Markets Dissertation Award**
- **Selected as part of the AMA Scholarly Insights Series**
- **Featured as a Keller Center Research Report, September 2016**
- **Featured in Marketing Science Working Papers Series**

10) **Harmeling, Colleen M.**, Jordan W. Moffett*, Mark J. Arnold, Brad D. Carlson (2017). "Toward a Theory of Customer Engagement Marketing," *Journal of Academy of Marketing Science*, 45 (April), 312-35.

- **40,000+ reads (Researchgate) and 750+ citations (Google Scholar)**

11) **Harmeling, Colleen M.**, Peter Magnusson, and Nitish Singh. "Beyond Anger: A Deeper Look at Customer Animosity," (2015). *Journal of International Business Studies,* 46 (7), 676-93.

Books, Book Chapters, and Published MSI Working Papers:

12) Palmatier, Robert W., V. Kumar, and **Colleen M. Harmeling,** eds (2017). *Customer Engagement Marketing*. London, England: Palgrave Macmillan, 9783319619842.

- **Over 89,000+ chapter downloads**

13) **Harmeling, Colleen M.,** Jordan W. Moffett*, and Robert W. Palmatier. (2017). "Future Research Directions in Customer Engagement Marketing," In *Customer Engagement Marketing*, V. Kumar, Robert W. Palmatier, and Colleen M. Harmeling, Eds. London, England: Palgrave MacMillan, 9783319619842.

14) **Harmeling, Colleen M.** and Robert W. Palmatier (2019). "Relationship Dynamics: Understanding Continuous and Discontinuous Relationship Change," In *Handbook of Research on Distribution Channels*, Charles A. Ingene, and Rajiv P. Dant, Eds. Northampton, Massachusetts: Edward Elgar Publishing, https://www.e-elgar.com/shop/handbook-of-research-on-distribution-channels.

15) **Harmeling, Colleen M.**, Eric Fang, Robert W. Palmatier, and Dianwen Wang (2016). "Group Marketing," *Marketing Science Institute Working Paper Series*, http://www.msi.org/reports/group-marketing/

16) **Harmeling, Colleen M.,** Robert W. Palmatier, Mark B. Houston, and Mark J. Arnold (2015). "Effect of Transformational Relationship Events on Exchange Performance," *Marketing Science Institute Working Papers Series*, http://www.msi.org/reports/effect-of-transformational-relationship-events-on-exchange-performance/

17) Beck, Joshua T., **Colleen M. Harmeling**, Conor M. Henderson, and Yashoda Bhagwat. "Economic Inequality, Trust, and Brand Leadership," (2016) *Marketing Science Institute Working Paper Series*, http://www.msi.org/reports/economic-inequality-trust-and-brand-leadership/

18) Mende, Martin, **Colleen M. Harmeling,** Maura Scott, and Robert W. Palmatier (2017). "Effective Customer Engagement Strategies in Healthcare: The Role of Stigma," *Marketing Science Institute Working Paper Series*, http://www.msi.org/reports/effective-customer-engagement-strategies-in-health-care-the-role-of-stigma/

19) Bleier, Alexander, **Colleen M. Harmeling**, and Robert W. Palmatier (2017). "How Firms can Shape the Customer Experience for Greater Success in Online Retailing," *Marketing Science Institute Working Paper Series,* http://www.msi.org/reports/how-firms-can-shape-the-customer-experience-for-greater-success-in-online-retailing/

Under Review or Revisions (*junior faculty or doctoral student):

1) Hochstein, Rachel*, Ela Veresiu, **Colleen M. Harmeling.** "Self-Care Consumption," (revision requested at ***Journal of Consumer Research***).
    - Winner of a 2020 Association for Consumer Research Grant on Transformational Consumer Research
    - Nominated for best paper at Consumer Culture Theory Conference, 2022
    - Finalist for Colorado State University's Business for a Better World Dissertation Award, 2022
2) Pugh, Harrison B.*, **Colleen M. Harmeling**, Michael K. Brady, Justin M. Lawrence, and Andrew Crecelius, "Managing Moral Misalignment and Donor Defection," (preparing for resubmission to ***Journal of Marketing Research***).
3) Jordan W. Moffett*, Daniel Sheehan, **Colleen M. Harmeling**, Patrick Fennell*, and Robert W. Palmatier. "Influencer Marketing: Amplifying Parasocial Experiences and Brand Performance," preparing manuscript for submission (target: ***Journal of Marketing)***.
4) Mende, Martin, Maura Scott, Colleen M. Harmeling, Robert W. Palmatier, "Stigma and Service Sanctuaries: Toward Inclusive Engagement for Customer Flourishing," (revision requested at ***Journal of Service Research***).
5) Rachel Hochstein*, **Colleen M. Harmeling,** Taylor Perko*. "Searching for Truth: Meta-Analysis of Four Assumptions of Trust in Online Customer Engagement with Implications on Firm Performance," (revision requested at ***Journal of Academy of Marketing Science)***.
6) Almashayekhi, Abdullah*, **Colleen M. Harmeling** and Ruby Lee. "Borrowing Benevolence: How Partner Character Determines Interfirm Reputation Spillovers," (under review at ***Journal of Marketing Research***).

7) Hochstein, Rachel*, Abdullah Almashayekhi*, **Colleen M. Harmeling** and Ruby Lee. "Gauging Generosity: When do Philanthropic Sponsorships Increase Firm Value," (preparing for resubmission to ***Journal of Academy of Marketing Science***).

8) Almaguer, Jacob*, Reto Felix, and **Colleen M. Harmeling**. "Emoji Marketing," (revision requested ***International Journal of Research in Marketing***).

9) Beck, Joshua T., **Colleen M. Harmeling**, Connor M. Henderson, and Yashoda Bhagwat. "Economic Inequality and the Erosion of Trust in Brand Leaders," (preparing for resubmission to ***Marketing Science***).

Work in Progress:

10) **Harmeling, Colleen M**., Nooshin Warren, and Joshua T. Beck. "Fit, Fame, and Folly: Effect of Endorser's Negative Behavior on Brand Performance," targeted for ***Journal of Marketing*** (event study complete and currently crafting manuscript).

11) Anlamlier, Eda*, **Colleen M. Harmeling**, Mengtain (Montina) Jiang*. "Targeting Through Taboo: Understanding Moralistic Tensions in Positive Marketing," targeted for ***Journal of Consumer Research*** (collecting data).
    - **Winner of a 2021 Center for Positive Marketing and ANA Foundation Research Grant**

Conference Presentations and Invited Presentations:

"New Paradigms for a New World," Journal of Marketing Special Session, Winter AMA, Nashville, TN, 2023
"Influencers and Virtual Consumers," Special Session, Winter AMA, Nashville, TN, 2023
"Generating Ideas: Stories of Manuscript Origins," Invited Presentation, University of Pittsburg, PA, 2022
"Morality and Consumption: Theory, Moral Sensemaking, and Managing Moral Disruptions," Invited Presentation, George Mason University, Washington, DC, 2022
"Morality and Consumption: Theory, Mechanisms, and Managing Moral Disruptions," Invited Presentation, University of Missouri, Columbia, MO, 2022
"Morality and Consumption: How Moral Considerations Affect Donor Decision-Making," Invited Presentation, Vienna University of Economics and Business, Vienna, Austria, 2022
"Time Related Dynamics in Marketing," Winter American Marketing Association, Las Vegas, NV, 2022
"Solidarity in the Marketplace: A Unifying Concept to Address Social Divide," Winter American Marketing Association, Las Vegas, NV, 2022
"Market-Mediated Wellness: How Markets Enable and Inhibit Consumer Wellness," Winter American Marketing Association, Las Vegas, NV, 2022
"Targeting Through Taboo: Exploring Moralistic Tensions in Positive Marketing," Winter American Marketing Association, Las Vegas, NV, 2022
"Consumers as Brand Managers: Exclusion and Status in Communities," Academy of Marketing Science Annual Conference, 2020
"Effective Winback Window Strategies," Summer American Marketing Association, San Francisco, CA, 2020
"Marketing Through the Eyes of the Stigmatized: Evidence from Online Healthcare Programs," Invited Presentation, JAMS Thought Leader Conference on Creating Customer, Firm, and Social Value through Cutting-Edge Digital Technologies, London, England, 2020
"Relative Generosity: When do Philanthropic Sponsorships Increase Firm Value," Invited Presentation, Contemporary Developments in Global Marketing Research, Winter Academy of Marketing Association, San Diego, CA, 2020
"Marketing, Through the Eyes of the Stigmatized," Cole Seminar Series, Kennasaw State University, 2020
"Marketing, Through the Eyes of the Stigmatized," Invited Talk at Arizona State University, 2019
"The Age of Big Data: Using Unstructured Data to Inform Marketing Theory and Practice," Special Session with Dhruv Grewal, Ashlee Humphreys, Hope Schau, Gerald Tellis, Summer AMA, Chicago, 2019
"Understanding Worldviews and Metaphors to Improve Theory Building," Invited Talk at Oklahoma State University, Executive Ph.D. Program, 2019
"Marketing, Through the Eyes of the Stigmatized," State of Florida, Marketing Research Camp, University of Central Florida, Orlando, FL, 2019

"Relative Generosity: Factors Altering the Effectiveness of Cause Sponsorship," AMA Global Marketing SIG Conference, Buenos Aires, Argentina, 2019

"Identity-Based Defections: Unique Psychological States and Reacquisition Strategies," Organizational Frontline Research Symposium, Austin, TX, 2019

"Relationship Marketing to Customer Engagement: Panel Discussing the Evolution of the Customer Relationship," Special Session with Katherine Lemon, Roland Rust, Peter Verhoef, Winter AMA, Austin, 2019

"Managing the Shopping Experience for Greater Success in Online Retailing," Winter AMA, New Orleans, LA, 2018

"Investigating the Winback Window: Effective Strategies for Reacquiring Passive and Active Defectors", Winter AMA, New Orleans, LA, 2018

"Effective Selling On The Web: How Content Factors Influence The Performance Of Online Product Listings," INFORMS Marketing Science Conference, Los Angeles, CA, 2017

"The Sanctuary Effect of Engagement Marketing for Stigmatized Customer," JAMS Thought Leaders in Consumer-Based Strategy Conference, Amsterdam, 2017

"How Firms Can Shape the Shopping Experience for Greater Success in Online Retailing," Theory + Practice in Marketing Conference, Charlottesville, May 2017.

"Group Marketing: Theory, Mechanisms, and Dynamics," Global Marketing Conference, Havana, Cuba, 2017

"Economic Inequality, Trust, and Brand Leadership," AMA, Atlanta, GA, 2016

"The Unintended Consequences of Customer Engagement on Intrinsic Loyalty," Thought Leaders in Service Marketing Strategy Conference, Paris, France, 2016

"A Cross-Firm, -Channel, and Product Analysis of the Effects of Online Content Factors on Business Performance," INFORMS Marketing Science Conference, Shanghai, China 2016

"Economic Inequality, Trust and Brand Leadership," Theory and Practice in Marketing, Houston, TX, 2016

"Transformational Relationship Events" Center for Service Leadership Annual Meeting, Pheonix, AZ, 2016

"Group Marketing: The Development of Relationships Between Groups," BBR, Boston, MA, 2015

"Disruptive Change: Transformational Relationships Events in B2B Relationships," ISBM, San Francisco, CA, 2014

"Turning Points: Transformational Relationship Events and Firm Performance," AMA, San Francisco, CA, 2014

"Transformational Relationships Events and Channel Relationships," AMS, Indianapolis, IN, 2014

"Sport Sponsorship Effectiveness: The Impact of Transformational Consumption Experiences," AMS, Indianapolis, IN, Recipient of the ***Excellence in Sports Marketing Research Award***, 2014

"The Pursuit of Extraordinary Experiences: Seeking and Creating Triggers," CCT, Tucson, AZ, 2013

"The Pursuit of Extraordinary Experiences: An Exploration of Triggers," AMA, Chicago, IL, 2012

HONORS AND AWARDS

- Finalist, Erin Anderson Award, American Marketing Association, 2022
- Selected for Faculty Mentor, Marketing Strategy Consortium, Texas A&M University, 2022
- Invited Participant, Journal of Academy of Marketing Science Thought Leadership, London, England, 2022
- Center for Positive Marketing and the ANA Educational Foundation Research Grant, 2021 (awarded $1,500)
- Association of Consumer Research, Transformational Consumer Research Grant, 2020 (awarded $500)
- Outstanding Reviewer Award, *Journal of Marketing*, 2020
- Selected as Faculty Mentor, AMA Sheth Foundation Doctoral Consortium, Indiana University, 2020
- Invited Participant, JAMS Thought Leader Conference on Creating Customer, Firm, and Social Value through Cutting-Edge Digital Technologies, London, England, 2020
- Invited Participant, Retailing Thought Leadership Conference, University of Arkansas, 2019
- Relationship Marketing SIG, Vice Chair, Conference Planning, 2018-Present
- Selected as Faculty Mentor, Marketing Strategy Consortium, Indiana University, 2019

- Selected as Faculty Mentor, Global Marketing Consortium, Buenos Ares, Argentina, 2019
- Winner of the Journal of Marketing Shelby D. Hunt/Harold H. Maynard Award, 2017
- Selected as Faculty Mentor, Academy of Marketing Science Conference, New Orleans, LA, 2018
- Selected as Faculty Mentor, National Sales Education Conference, San Diego, CA, 2018
- Selected as Faculty Mentor, Institute for the Study of Business Markets, Boston, MA, 2018
- Selected as Faculty Mentor, Marketing Strategy Consortium, University of Missouri, 2018
- Dean's Emerging Scholar, Florida State University College of Business, 2016-2018
- Marketing Science Institute Research Grant, 2015 (awarded $17,000)
- Center for Service Leadership Leading Edge Service Research Award, 2015 (awarded $3,500)
- 2013 Boeing Research Fellowship (awarded $2,000)
- 2013 AMA-Sheth Doctoral Consortium Fellow
- 2013 John Cook School of Business Research Development Award (awarded $3,000)
- ISBM Doctoral Dissertation Award Finalist, 2013
- Boeing Institute Summer Research Award, 2012 (awarded $1,800)
- Graduate Honors Award, University of Tampa, 2006
- John H. Sykes Graduate Assistant of the Year, 2006
- Krusen Fellowship Award, 2006 (awarded $4,500)
- Fast Start Graduate Fellow, 2005 (awarded $6,000)
- Addy Citation of Excellence, Tri-State Regional American Marketing Association, 2005
- Dean's Scholar, Southeast Missouri State University, 2001-2005
- Magna Cum Laude, Southeast Missouri State University, 2005
- Scholar Athlete Award, Southeast Missouri State University, 2001-2005
- Presidential Scholarship, Southeast Missouri State University, 2001-2005
- Beta Gamma Sigma, National Business Administration Honor Society, Lifetime Membership 2005

TEACHING & PROFESSIONAL EXPERIENCE

Teaching Interests:

- Marketing Analytics, Marketing Research, Marketing Strategy, Sales Management, Branding, Marketing Management, Theory Building, Customer Engagement Marketing
- Managerially-focused courses at undergraduate, MBA, and PhD levels

Teaching Experience:

Certificate in University Teaching Skills, Saint Louis University

Assistant Professor, Florida State University 2015-present
Lecturer, Saint Louis University 2012-2014

PhD:

- **Marketing Strategy:** (2019)
- **Customer Engagement Marketing:** (2019)

MBA:

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

Undergraduate:

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

Professional Experience:

Barnes and Noble Booksellers, Tampa, FL 2007–2010
Community Relations Training Manager
Responsibilities included negotiation of government contracts including an annual $35M contract with the Board of Education, management of a $2M annual sales program constituting the leading institutional sales program in the company, assistance in developing and implementing an electronic ordering system for institutional sales, and the management and training of all outside sales associates in Florida.

Gasparilla Distance Classic Association, Tampa, FL 2005–2007
Marketing Coordinator
The not-for-profit produces an annual community event (15k, 5k, marathon, half marathon) that raises money for a portfolio of charities. Responsibilities included assistance in the negotiation and management of over $1M in corporate sponsorships including Gatorade, Nike, Bank of America, Verizon, and Coca-Cola, and the design of the recruitment, training, and incentive program for more than 3,000 annual volunteers.

Gap Clothing, Warrenton, MO 2001-2005
Merchandise Presentation Specialist
Responsibilities included the design, execution and management of all in-store and window display, management of the merchandising team and execution of all floor display changes.

EDUCATION

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

Saint Louis University, John Cook School of Business, St. Louis, MO, *Great Distinction* 2010–2014
Ph.D., Marketing
Dissertation: Defining Moments: Understanding the Effect of Transformational Relationship Events
(*passing With Distinction; 2013 ISBM Dissertation Award finalist*)
Committee: Robert W. Palmatier (co-chair), Mark J. Arnold (co-chair), Mark B. Houston (reader), Nitish Singh (reader), Brad D. Carlson (reader)

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

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

ACADEMIC SERVICE (MENTORING)

- Dissertation and Honors Committees
  - Member of Dissertation Committee for Rachel Hochstein (chair), Andrea Tillett (placement: University of Wisconsin, Financial Accounting and Reporting Section Best Dissertation Award winner 2022), Alec Pappas (placement: Washington State University), Harrison Pugh (placement: University of North Carolina – Greensboro), and Abdullah Almashayekhi (placement: King Fahd University of Petroleum and Minerals)
  - Member of Honor's Thesis Committee, Florida State University, Gabriela Oliveira
  - Faculty Mentor for Florida State University Student Consulting Group 2016-2017
- Consortiums
  - Faculty Mentor, AMA/Sheth Foundation Consortium, BI Nowegian Business School, Oslo, Norway, 2023
  - Faculty Mentor, Institute for the Study of Business Markets, Chicago, IL, 2022
  - Faculty Mentor, Marketing Strategy Consortium, Texas A&M University, 2022
  - Faculty Mentor, AMA/Sheth Foundation Consortium, Indiana University, 2021
  - Faculty Mentor, AMA Global Marketing SIG Consortium, Buenos Aires, Argentina, 2019

- Faculty Counselor, Marketing Strategy Consortium, University of Missouri Trulaske College of Business, 2018
- Faculty Counselor, Institute for the Study of Business Markets, PhD Research Camp, Boston, 2018
- Faculty Counselor, Conceptual Article Development Workshop, Academy of Marketing Science Conference, New Orleans, 2018
- Faculty Counselor, National Sales Education Foundation Doctoral Consortium, San Diego, 2018
- Faculty Counselor, PhD Project, Boston, 2018
- Faculty Mentor, Keith Hunt Newcomer Virtual Meet and Greet, Association of Consumer Research Conference, 2020
- Faculty Mentor, Winter AMA Mentor Networking Breakfast, Austin, TX, 2019
- Faculty Mentor, Winter AMA Mentor Networking Breakfast, New Orleans, 2018

- Mentoring Presentations
  - "Prioritizing Mental Health and Work-Life Balance in the Doctoral Program," Invited Presentation, DOCSIG Preconference Event, American Marketing Association Summer Educators Conference, Chicago, Il, 2022
  - "Navigating the Job Market: Finding Success and Prioritizing Fit in the Changing Landscape," DOCSIG Special Session, American Marketing Association Summer Educators Conference, Chicago Il, 2022
  - "Moral Considerations in Research: From Idea Generation to Execution to Marketing Your Ideas," Invited Presentation, Vienna University of Economics and Business, Vienna, Austria, 2022
  - "Building and Sustaining Momentum in Academic Research," Institute for the Study of Business Markets, Summer Research Camp, Chicago, IL, 2022
  - "Publishing Multi-Method Research," Invited Presentation, Irish Institute for of Digital Business Research Series, Dublin, Ireland, 2021
  - "Building and Managing BrandYOU," Guest Speaker, Florida State University, Professional Development, 2019
  - "Building Brand You," Guest Speaker, Florida State University, Women in Leadership Conference, 2017, 2018
  - "Building Your Academic Brand Equity," Panel with V. Kumar, Sandy Jap, Satish Jayachandran, AMA Global Marketing SIG Consortium, Buenos Aires, Argentina, 2019
  - "Working with Firms in Academic Research", Guest Lecture, University of Oregon, 2017
  - "Understanding Worldviews and Metaphors to Improve Theory Building," Invited Talk at Oklahoma State University, Executive Ph.D. Program, 2019
  - "Getting Started in Academic," Consortium Session with Mark Houston, Institute for the Study of Business Markets, Summer Research Camp, Boston, MA, 2018
  - "Vetting and Marketing Your Theoretical Ideas," AMS Review Doctoral Conceptual Paper Workshop, Academy of Marketing Science, New Orleans, LA, 2018
  - "Going on the Market: Preparing for the Academic Market," Panel with Willy Bolander and Nathaniel Hartmann, National Sales Education Conference, San Diego, CA, 2018
  - "Eureka! Finding, Nurturing, and Marketing Interesting Ideas," Panel with Doug Hughs, National Sales Education Conference, San Diego, CA 2018
  - "Finding the Elusive Balance," Panel with Clay Voorhees and Frank Germann, Marketing Strategy Consortium, Columbia, MO, 2018

ACADEMIC SERVICE (RESEARCH)

- Editor
  - Journal of Retailing, Special Issue, "Impact of Macro Trends: Retail Strategies, Business Models, and Consumer Insights," 2024
- Area Editor
  - Journal of Academy of Marketing Science
  - Journal of Retailing

- Editorial Review Board
  - Journal of Marketing
  - Journal of International Business Studies
  - Journal of Service Research
- Ad Hoc Reviewer
  - Journal of Marketing Research
  - Journal of Consumer Research
  - International Journal of Marketing Research
  - Journal of Business Research
  - European Journal of Marketing
  - Journal of Public Policy and Marketing
  - International Marketing Review
  - Journal of International Marketing
  - Industrial Marketing Management
  - Palgrave book proposal reviewer
  - AMA Marketing Educators' Conference; Marketing Strategy Track, 2014
  - AMS Marketing Educator's Conference; B2B Marketing Track, 2014
  - AMA Marketing Educators' Conference; Marketing Strategy Track, 2013
  - CCT Marketing Conference; Transformational Experience Track, 2013
  - AMA Marketing Educators' Conference; Consumer Behavior Track, 2012
- Track Chair, Services, Retailing, and Customer Experience, Summer AMA, Boston, 2021
- Committee Member, Florida State University, College of Business Research Award Committee, 2019
- Reviewer, Alden G. Clayton Award, Marketing Science Institute, 2019
- Associate Editor, Association of Consumer Research Academic Conference, Paris, France, 2020
- Co-Chair, John A. Howard/ AMA Doctoral Dissertation Award, Academy of Marketing Science, 2019
- Special Session Chair, The Age of Big Data: Using Unstructured Data to Inform Marketing Theory and Practice, Summer AMA, Chicago, IL, 2019
- Special Session Chair, From Relationship Marketing to Customer Engagement, Winter AMA, Austin, TX, 2019
- Session Chair, Organizational Frontline Research Symposium, Austin, TX 2019
- Review Team, 2018 AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles
- Special Session Chair, Customer Job Journeys, Summer AMA, Boston, 2018
- Track Chair, Customer Experience, Summer AMA, Boston, 2018
- Special Session Chair, Relational, Governance, and Learning Mechanisms for Managing Marketing Exchange, Winter AMA, New Orleans, 2018
- Track Chair, Summer AMA, Marketing Strategy, 2017
- Session Chair, Theory and Practice in Marketing, 2016
- Track Chair, AMS, Customer Engagement and Psychology, 2014
- Saint Louis University student representative for annual board meeting, 2013; selected by the Vice President of Faculty as one of only two students to present to the board of trustees
- Kern Entrepreneurship Education Network, Innovation Challenge Facilitator, 2013-2014
- Committee member for Florida State University, Recruiting Committee, 2017
- Committee member for Florida State University, Marketing Ph.D. Program Committee, 2016-2017

PROFESSIONAL ASSOCIATIONS

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