

Martin Mende

Professor of Marketing & Jim Moran Professor of Business Administration

College of Business, Rockwood School of Marketing

e-mail: mmende@fsu.edu

Florida State University, Tallahassee, FL

Phone: 850 644 7897

EDUCATION

- Ph.D. Business Administration (Focus: Marketing), W. P. Carey School of Business, Arizona State University, 08/2008 (Co-Advisors: Mary Jo Bitner & Ruth Bolton)
- Ph.D. Business Administration (Focus: Management), Ingolstadt School of Management, Catholic University of Eichstätt, Germany, Doctor rerum politicarum (summa cum laude), 01/2006
- M.Sc. Business Administration (Diplom-Kaufmann), Ingolstadt School of Management, Catholic University of Eichstätt, Germany, 10/2000

TEXTBOOK

Services Marketing: Integrating Customer Focus Across the Firm, 8th Edition (2024), Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, and Martin Mende, McGrawHill.

PUBLICATIONS

- Scott, Maura L., Sterling Bone, Glenn Christensen, Annelise Lederer, Martin Mende, Brandon G. Christensen, and Marina Cozac, “Mitigating the Effects of Racial Bias in Financial Services,” *Journal of Marketing Research*, (forthcoming), (FT 50).
- Mende, Martin, Stephanie Noble, and Thomas Sugar, “From Homo Sapiens to Homo Superior? Wearable Robotics as the Platform for Transhumanist Marketing,” [Commentary], *Journal of the Academy of Marketing Science*, (forthcoming), (FT 50)
- Noble, Stephanie and Martin Mende, The Future of Artificial Intelligence and Robotics in the Retail and Service Sector: Sketching the Field of Consumer-Robot-Experiences [Guest Editorial], *Journal of the Academy of Marketing Science*, (forthcoming), (FT 50)
- Peterson Fronczek, Lane, Martin, Mende, Maura L. Scott, Gergana Y. Nenkov, and Anders Gustafsson, “Friend or Foe? Can Anthropomorphizing Self-Tracking Devices Backfire on Marketers and Consumers,” *Journal of the Academy of Marketing Science*, (forthcoming), (FT 50)
- 2017 ACR Grant for Transformative Consumer Research
- Mende, Martin, Dhruv Grewal, Abhijit Guha, Kusum Ailawadi, Anne Roggeveen, Maura Scott, Aric Rindfleisch, Koen Pauwels and Barbara Kahn (2023), “Exploring Consumer Responses to Covid-19: Meaning Making, Cohort Effects, and Consumer Rebound,” *Journal of the Association for Consumer Research*, 8 (2).

PUBLICATIONS (cont.)

- Cozac, Marina, Mende, Martin, and Maura L. Scott (2023), “Consumer Preferences for Fuel Snacks at the Intersection of Caregiving Stress and Gender”, *Journal of Business Research*, (forthcoming).
- Garbas, Janina, Sebastian Schubach, Jan H. Schumann, Martin Mende, and Maura L. Scott (2022), “You want to sell this to me twice!? How perceptions of betrayal may undermine internal product upgrades.?” *Journal of the Academy of Marketing Science*, (FT 50), <https://doi.org/10.1007/s11747-022-00881-8>
- Scott, Maura, and Martin Mende (2022), “Impact for Good: A Journey toward Impact through Marketing Scholarship,” *European Journal of Marketing*, 56 (9), 2573-2585.
- Noble, Stephanie M., Martin Mende, Dhruv Grewal, and A. Parasuraman (2022), “The Fifth Industrial Revolution: How Harmonious Human–Machine Collaboration is Triggering a Retail and Service [R]evolution”, *Journal of Retailing* (forthcoming).
- Kumar, Smriti, Liz Miller, Martin Mende, and Maura L. Scott (2022), “Language Matters! Humanizing Service Robots Through the Use of Language During the COVID-19 Pandemic,” *Marketing Letters*, 33, 607–623.
- Peterson Fronczek, Lane, Martin Mende, and Maura L. Scott, “From Self-Quantification to Self-Objectification? Framework and Research Agenda on Consequences for Well-Being,” *Journal of Consumer Affairs*, 56 (3) 1356-1374.
- Grewal, Dhruv, Martin Mende, Abhijit Guha, Kusum Ailawadi, Anne Roggeveen, Maura Scott, Aric Rindfleisch, Koen Pauwels and Barbara Kahn (2021), “Marketing in a Crises-Laden World,” *Marketing Science Institute Working Paper Series*, Report No. 21-116.
- Mende, Martin, Beth Vallen, and Christopher Berry (2021), “We’ve Got News for You: Marketing in News Organizations Contributes to Infodemics...but Marketing Can Also Help!”, *Journal of Public Policy & Marketing*, 40(3), 326-330 (invited commentary for the 40th Anniversary Issue of *JPPe&M*).
- Nations, Courtney, Laurel Anderson, Martin Mende, Hilary Downey, Josephine Go Jefferies, Amy L. Ostrom, and Jelena Spanjol (2021), “Consumers on the Job: Contextualization Crafting in Expert Services.” *Journal of Service Research*, 24(4), 520 –541.
- Mende, Martin and Maura L. Scott (2021), “May the Force Be with You: Expanding the Scope for Marketing Research as a Force for Good in a Sustainable World,” *Journal of Public Policy & Marketing*, 40(2), 116-125, (Guest Editorial, Special Issue on TCR).
- Harmeling, Colleen, Martin Mende, Maura L. Scott, and Robert Palmatier (2021), “Marketing Through the Eyes of the Stigmatized”, *Journal of Marketing Research*, 58(2), 223–245, (FT 50) (lead article).
- Finalist for *JMR*’s Paul E. Green Award
 - Finalist 2023 AMA-EBSCO-RRBM Award for Responsible Research in Marketing
- Mende, Martin and Vasubandhu Misra (2021), “Time to Flatten the Curves on COVID19 and Climate Change... Marketing Can Help,” *Journal of Public Policy & Marketing*, 40(1), 94-96, (invited commentary).

PUBLICATIONS (cont.)

- Mende, Martin, Linda Salisbury, Gergana Nenkov, and Maura L. Scott (2020), "Improving Financial Inclusion through Communal Financial Orientation: How Financial Service Providers Can Better Engage Consumers in Banking Deserts," *Journal of Consumer Psychology*, 30(2), 379-391 (FT 50).
- Winner 2023 Best Paper Award, *JCP*
 - Winner 2021 AMA-EBSCO-RRBM Award for Responsible Research in Marketing
 - Among Wiley's "Top cited articles" published between 01/2020-12/2021
- Heß, Nicole, Corinne Kelley, Maura L. Scott, Martin Mende, and Jan H. Schumann (2020), "Getting Personal in Public!? How Consumers Respond to Public Personalized Advertising in Retail Stores," *Journal of Retailing*, 96(3), 344-361.
- Grewal, Dhruv, Mirja Kroschke, Martin Mende, Anne L. Roggeveen, and Maura L. Scott (2020), "Frontline Cyborgs at Your Service: How Human Enhancement Technologies Affect Customer Experiences in Retail, Sales, and Service Settings," *Journal of Interactive Marketing*, 51 (August), 9-25.
- Mende, Martin, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, and Ilana Shanks (2019), "Service Robots Rising: How Humanoid Robots Influence Service Experiences and Elicit Compensatory Consumer Responses," *Journal of Marketing Research*, 56(4), 535-556, (FT 50) (lead article).
- Finalist, SERVSIQ Best Article Award 2019, 2016 MSI CX Research Grant
- Mende, Martin, Maura L. Scott, Aaron M. Garvey, and Lisa E. Bolton (2019), "The Marketing of Love: How Attachment Styles Affect Romantic Consumption Journeys," *Journal of the Academy of Marketing Science*, 47(2), 255-273, (FT 50).
- Mende, Martin and Stephanie M. Noble (2019), "Retail Apocalypse or Golden Opportunity for Retail Frontline Management?," *Journal of Retailing*, 95(2), 84-89 (Guest Editorial).
- Mende, Martin (2019), "The Innovation Imperative in Healthcare: An Interview and Commentary," *Academy of Marketing Science Review*, 9(1-2), 121-131.
- Mende, Martin, Maura L. Scott, and Lisa E. Bolton (2018), "All That Glitters is Not Gold: The Penalty Effect of Conspicuous Consumption in Services and How It Changes with Customers and Contexts," *Journal of Service Research*, 21(4), 405-420.
- Hüttel, Bjoern, Jan Schumann, Maura L. Scott, Martin Mende, and Christian Wagner (2018), "How Consumers Assess Free E-Services: The Role of Benefit-Inflation and Cost-Deflation Effects," *Journal of Service Research*, 21(3), 267-283 (lead article).
- Finalist, Best Article Award 2018
- van Doorn, Jenny, Martin Mende, Stephanie M. Noble, John Hulland, Dhruv Grewal, Amy Ostrom, and Andrew Petersen (2017), "Domo Arigato Mr. Roboto: How Technology Could Change the Service Customer Experience of the Future – A Research Vision and Agenda," *Journal of Service Research*, 20(1), 43-58.
- Winner, Best Article Award 2017, *Journal of Service Research*
 - The first two authors contributed equally and share first-authorship

PUBLICATIONS (cont.)

- Mende, Martin, Maura L. Scott, Mary Jo Bitner, and Amy L. Ostrom (2017), "Activating Customers as Coproducers for Better Outcomes: The Interplay of Firm-Assigned Workload, Service Literacy, Eustress, and Organizational Support," *Journal of Public Policy & Marketing*, 36(1), 137-155.
- 2013 ACR-Sheth Foundation Grant for Transformative Consumer Research
- Mende, Martin, Colleen Harmeling, Maura L. Scott, and Robert Palmatier (2017), "Effective Customer Engagement Strategies in Health Care: The Role of Stigma," *Marketing Science Institute Working Paper Series*, Report 17-105.
- Mende, Martin, Maura L. Scott, Jenny van Doorn, Ilana Shanks, and Dhruv Grewal (2017), "Service Robots Rising: How Humanoid Robots Influence Service Experiences and Food Consumption," *Marketing Science Institute Working Paper Series*, Report 17-125.
- Anderson, Laurel, Spanjol Jelena, Josephine Go Jeffries, Amy Ostrom, Courtney Nations Baker, Sterling Bone, Hilary Downey, Martin Mende, and Justine Rapp (2016), "Responsibility and Well-Being: Resource Integration under Responsibilization in Expert Services," *Journal of Public Policy & Marketing*, 35(2), 262-279.
- Mende, Martin and Jenny van Doorn (2015), "Coproduction of Transformative Services as a Pathway to Improved Consumer Well-Being: Findings from a Longitudinal Study on Financial Counseling," *Journal of Service Research*, 18(3), 351-368.
- SERVSIG Best Paper 2015, Runner-Up (Highly Commended Article Award)
- Mende, Martin, Scott Thompson, and Christian Coenen (2015), "It's All Relative: How Customer-Perceived Competitive Advantage Influences Referral Intentions," *Marketing Letters*, 26(4), 661-678.
- Mende, Martin, Maura L. Scott, Katherine N. Lemon, and Scott Thompson (2015), "Consumer Judgments of Firm Integrity in Light of Firm-Initiated Relationship Ending," in, *Strong Brands, Strong Relationships*, eds. Susan Fournier, et al., 233-249, Routledge.
- Scott, Maura L., Martin Mende, and Lisa E. Bolton (2013), "Judging the Book by Its Cover? How Consumers Decode Conspicuous Consumption Cues in Buyer-Seller Relationships," *Journal of Marketing Research*, 50(3), 334-347, (FT 50).
- Mende, Martin, Ruth N. Bolton, and Mary Jo Bitner (2013), "Decoding Customer-Firm Relationships: How Attachment Styles Help Explain Customers' Preferences for Closeness, Repurchase Intentions, and Changes in Relationship Breadth," *Journal of Marketing Research*, 50(1), 125-142, (FT 50).
- Anderson, Laurel, Amy L. Ostrom, Canan Corus, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, Martin Mende, Mark Mulder, Steven W. Rayburn, Mark S. Rosenbaum, Kunio Shirahada, and Jerome D. Williams (2013), "Transformative Service Research: An Agenda for the Future," *Journal of Business Research*, 66(8), 1203-1210.
- Winning Paper, "Emerald Citations of Excellence Award 2016"
- Rosenbaum, Mark S., Canan Corus, Amy L. Ostrom, Laurel Anderson, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, Martin Mende, Mark Mulder, Steven W. Rayburn, Kunio Shirahada, and Jerome D. Williams (2011), "Conceptualization and Aspirations of Transformative Service Research," *Journal of Research for Consumers*, 19, 1-6.

PUBLICATIONS (cont.)

- Mende, Martin and Ruth N. Bolton (2011), “Why Attachment Security Matters: How Customers’ Attachment Styles Influence Their Relationships with Service Firms and Service Employees,” *Journal of Service Research*, 14(3), 285-301.
- Finalist, Best Article Award 2011
- Mende, Martin, Ruth N. Bolton, and Mary Jo Bitner (2009), “Relationships Take Two: Customer Attachment Styles’ Influence on Consumers’ Desire for Close Relationships and Loyalty to the Firm,” *Marketing Science Institute Working Paper Series*, #09-112.
- Mende, Martin (2007), “On the Insufficiency of an Operational Approach to Corporate Complaint Management,” in: Gouthier et al. (Eds.): *Service Excellence as a Research Impulse*, DUV [in German: “Zur Unzulänglichkeit des operativen Managementfokus...”].
- Mende, Martin (2006), “Strategic Planning for Corporate Complaint Management”, DUV - German University Press, *Research Series “Services Marketing”* [in German, original title, “Strategische Planung im Beschwerdemanagement”].

MANUSCRIPTS UNDER REVIEW / SELECTED RESEARCH IN PROGRESS

- Kelley, Corinne, Maura L. Scott, Martin Mende, and Lisa E. Bolton, “The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers’ Prosocial Marketplace Behavior and Patronage Intentions.”
- Revising for 3rd round review (revision invited), *Journal of Marketing* (FT 50).
- Lane Peterson, Maura L. Scott, Martin Mende, Brennan Davis, Myla Bui, “Managerial Implications of When and Why Unit Bias Influences Food Choice.”
- Revising for 3rd round review (revision invited), *Journal of Marketing Research* (FT 50).
- Mende, Martin, Maura L. Scott, Colleen Harmeling, Robert Palmatier, Corinne M. K. Hassler, Valentina O. Ubal, “Matching Inclusive Marketing Communication to Stigmatized Customers? Initial Insights into When and Why (Not) to Match and the Role of Artificial Intelligence in Service Inclusion,” Conditionally accepted, *Journal of Service Research*.
- Mende, Martin, Lisa E. Bolton, Abhishek Borah, Maura L. Scott, and Leonard Lee, “People, Peace, Prosperity, and the Planet: A Journey toward Sustainable Development,” Revising for invited 3rd review (R&R), *Journal of Consumer Research* (FT 50).
- Shanks, Ilana, Martin Mende, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, “Cobotics and Its Power Dynamics: Establishing and Mitigating Unintended Consequences of Human-Robot Collaboration in Healthcare Services,” Revising for second review (R&R), *Journal of the Academy of Marketing Science*.

ACADEMIC AWARDS AND HONORS

RESEARCH-RELATED AWARDS AND HONORS

- Winner, 2023 Outstanding Area Editor Award, *Journal of the Academy of Marketing Science*
- Winner, 2023 Outstanding Reviewer Award, *Journal of Consumer Psychology*
- Winner, 2022 Best Paper Award, 17th International Research Conference in Service Management, LaLonde, France
- Winner, 2022 Outstanding Reviewer Award, *Journal of Marketing*
- Winner, 2021 Outstanding Senior Faculty Research Award, FSU, College of Business
- Winner, 2021 AMA-EBSCO-RRBM Award for Responsible Research in Marketing
- Affiliated Visiting Professor, Center for Service Intelligence, Ghent University, Belgium (March 2020 -- present).
- Guest Co-Editor, *Journal of Public Policy & Marketing*, Special Issue “Transformative Consumer Research,” (published 2021); with Maura L. Scott.
- Nominee, 2020 Outstanding Senior Faculty Research Award, FSU, College of Business
- Guest Co-Editor, *Journal of Retailing*, Special Section “The Future of Retail Frontline Management,” (published 2019); with Stephanie M. Noble.
- Winner, 2019 Outstanding Area Editor Award, *Journal of the Academy of Marketing Science*
- Winner, 2017 Best Article Award, *Journal of Service Research*
- Winner, “Emerging Service Scholar” Award 2017, AMA Service SIG
- Winner, “Emerging Scholar” Award 2017, AMA Marketing & Society SIG
- Winner, 2016 Best Reviewer Award, *Journal of the Academy of Marketing Science*
- Emerald “2016 Citations of Excellence Award”
- SERVSIG Best Paper 2015, Runner-Up (Highly Commended Article Award)
- Finalist, 2011 & 2018 Best Article Award, *Journal of Service Research*
- Winner, 2008, Fisher IMS & AMA SERVSIG Dissertation Proposal Competition

TEACHING-RELATED AWARDS AND HONORS

- Winner, 2018 FSU, College of Business, Undergraduate Teaching Award
- Winner, 2016 FSU, University-Wide Undergraduate Teaching Award
- Nominee, 2016 FSU, College of Business, Undergraduate Teaching Award
- Nominated by Delta Zeta as “Favorite Professor”, Florida State University, Fall 2019
- Alpha Kappa Psi Professor of the Month (October), University of Kentucky, Fall 2012

OTHER AWARDS AND HONORS

- ASU, Center for Service Leadership, Thought Leadership Webinar on AI/Service Robotics 2023
- Doctoral Consortium Faculty Fellow, ACR Conference 2022
- The Tenure Project, Inaugural Conference 2022, Faculty Fellow, Panelist, and Mentor
- Doctoral Consortium Faculty Fellow, Frontiers in Service Conference 2022
- Doctoral Consortium Faculty Fellow, Marketing & Public Policy Conference 2022
- Interactive Marketing Research Conference 2021, Keynote Speaker
- Frontiers in Service Conference 2021, Keynote Session, Panelist
- Frontiers in Service Conference, Doctoral Consortium 2021, Faculty Fellow
- Marketing & Public Policy Conference 2021, JPP&M 40th Anniversary Session, Panelist
- SERVSIG Doctoral Consortium 2021, Faculty Fellow
- “Let’s Talk About Service” (LTAS) Conference, Fordham University, Keynote Speaker, 2019
- Conference Co-Chair, 2019 ACR Transformative Consumer Research Conference; Co-Chair with Maura L. Scott (220 participants).
- Conference Co-Chair, 4th Organizational Frontline Research Symposium, AMA Pre-Conference to 2018 Winter AMA; Co-Chair with Stephanie M. Noble (100+ participants).
- ACR Transformative Consumer Research Advisory Committee, 2017 – 2020
- Frontiers in Service Conference, Plenary Speaker, 2018
- ACR Conference, Doctoral Consortium, Faculty Fellow, 2019
- Frontiers in Service Conference, Doctoral Consortium, Presenter, 2011, 2017, 2019
- Marketing & Public Policy Conference, Doctoral Consortium, Presenter, 2016, 2018
- Track Co-Chair, Transformative Services-Track, Transformative Consumer Research Conference, Villanova University (competitive track submission), 2015
- Marketing Science Institute, Spring Trustees Meeting, Invitee and Session Leader, 2016
- Research Faculty, Center for Services Leadership’s Research Network, 2009 – present
- Visiting Scholar (funded), University of Groningen, The Netherlands, 2007
- ASU Alfred H. Schmidt Doctoral Fellowship, 2007
- ASU Barrett Honors College Disciplinary Faculty, 2006 – 2007
- ASU Center for Services Leadership, Doctoral Research Fellowship, 2005, 2007
- Southwest Doctoral Consortium Fellow, University of Houston, 2006

RESEARCH GRANTS (total of > \$100,000)

- Marketing Science Institute, Research Grant, 2018
- Marketing Science Institute, Customer Experience Research Grant, 2016
- Hong Kong Research Grant Council (with Yuwei Jiang and Maura L. Scott), 2017
- ACR, Transformative Consumer Research Grant, 2013, 2015, 2017, 2020, 2021
- College of Business, Dean’s Summer Research Grant, 2015-2019
- FSU Provost’s Faculty Travel Grant, 2015, 2016, 2017
- ASU Center for Services Leadership, corporate dissertation funding, 2007
- Marketing Science Institute Research Grant, 2007

INVITED RESEARCH PRESENTATIONS

- Marquette University, Milwaukee 2023
- HEC Montréal, Canada, 2022
- Podcast “Visions for the Future of Patient Experiences in the Technoverse,” invited by the Marketing Science Institute (MSI) & the Advertising Research Foundation (ARF), 2021
- Ghent University, Belgium, 2021
- Academy of Marketing Science (AMS), Doctoral Consortium 2021
- American University, Washington D.C., 2020
- Colorado State University, 2020
- Let’s Talk About Service (LTAS), Fordham University, New York, 2019
- Norwegian Business School, Oslo, Norway, 2019
- Nanyang Business School, Singapore, 2019
- Frontiers in Service Conference, Doctoral Consortium, 2017, 2019
- 5th Organizational Frontline Research Symposium, Pre-Conference to Winter AMA, 2019
- AMA Marketing & Public Policy Conference, Doctoral Consortium, 2018
- University of Augsburg, Germany, 2018
- University of California, Riverside, 2018
- University of Neuchâtel, Switzerland, 2017
- HEC Montréal, Canada, 2017
- University of South Florida, Muma College of Business, 2017
- Arizona State University, W. P. Carey School of Business, 2016
- City University of New York, Baruch College, Zicklin School of Business, 2016
- University of Bayreuth, Germany, 2016
- Karlsruhe Institute of Technology, Germany, 2016
- Marketing & Public Policy Conference, Doctoral Consortium, 2016
- University of Arkansas, Walton College of Business, 2015
- University of Passau, College of Business, Germany, 2015
- Iowa State University, College of Business, 2014
- University of Passau, College of Business, Germany, 2014
- Florida State University, College of Business, 2012
- Pennsylvania State University, Smeal College of Business, 2011
- State University of New York, Stony Brook, College of Business, 2011
- Boston College, Carroll School of Management, 2009
- University of Kentucky, Gatton College of Business, 2007
- University of Groningen, College of Business, The Netherlands, 2007

INVITED DOCTORAL WORKSHOPS (INTERNATIONAL)

- Transformative Consumer Research, Hong Kong Polytech University, 2021 (N = 14).
- Selected Topics in Consumer Behavior, University of Augsburg, Germany, 2018 (N = 16).
- Experimental Design: A Primer, University of Passau, Germany, 2015 (N = 20).
- Defining the Research Contribution, University of Passau, Germany, 2014 (N = 15).

RESEARCH CONFERENCE PRESENTATIONS (* denotes presenting author)

Ilana Shanks, *Mende, Martin, Maura L. Scott, Jenny van Doorn, and Dhruv Grewal, “Cobotics in Healthcare Services,” *JAMS Thought Leaders Conference on Grand Challenges in Marketing*, London, U.K., June 2022 (by invitation-only conference).

*Mende, Martin, *Yany Grégoire et al., “When Indirect Customer Termination Backfires,” *Theory + Practice in Marketing Conference*, Emory University, May 2022.

*Mende, Martin, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, and Ilana Shanks, “When Humanoid Service Robots Elicit Compensatory Consumer Responses: An Examination of Moderating Effects,” *Frontiers in Service*, July 2019.

*Mende, Martin, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, and Ilana Shanks, “How Robots Affect Customer Service Experiences: Exploring Compensation Effects,” *AMA Winter Conference*, February 2019.

*Mende, Martin, Linda Salisbury, Gergana Nenkov, and Maura Scott, “Improving Financial Inclusion through Communal Financial Orientation: How Banks Can Better Engage Consumers in Banking Deserts,” *AMA Winter Conference, Organizational Frontline Marketing Symposium*, February 2019.

*Mende, Martin, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, and Ilana Shanks “Rise of Service Robots: How Humanoid Robots Influence Customers’ Service Experiences,” *AMA Winter Conference*, February 2018.

*Mende, Martin, Maura L. Scott, Aaron M. Garvey, and Lisa E. Bolton, “Journeys of the Heart -- Attachment Styles and Romantic Consumption,” *JAMS Thought Leaders Conference on Consumer-Based Strategy*, Amsterdam, May 2017 (by invitation-only conference).

*Mende, Martin, Maura L. Scott, Aaron M. Garvey, and Lisa E. Bolton, “The Effects of Attachment Styles on Romantic Consumption,” *ACR Conference*, Berlin, October 2016.

*Mende, Martin, Jenny van Doorn, and Jan Schumann “The Service Working Alliance between Customer and Service Provider,” *Marketing & Public Policy Conference*, June 2016.

RESEARCH CONFERENCE PRESENTATIONS (cont.)

- *Mende, Martin, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, and Ilana Shanks “Rise of the Service Robots: How Humanoid Robots Influence Customers’ Service Experiences,” *MSI/JAMS Thought Leaders Conference on Customer Engagement and Customer Relationship Management*, Paris, France, May 2016 (by invitation-only conference).
- *Mende, Martin, Maura L. Scott, and Lisa Bolton, “When and Why Service Providers’ Conspicuous Consumption Triggers Reward or Penalty Effects,” *AMA Winter Conference*, Las Vegas, NV, February 2016.
- *Mende, Martin, Maura L. Scott, Mary Jo Bitner, and Amy Ostrom, “How to Engage Customers as Coproducers,” *MSI/JAMS Thought Leaders Conference on Customer Engagement and Customer Relationship Management*, Paris, France, June 2015 (by invitation-only conference).
- *Mende, Martin, Maura L. Scott, Mary Jo Bitner, and Amy Ostrom, “Activating Customers for Better Coproduction Outcomes,” *ACR Asia Pacific Conference*, Hong Kong, June 2015.
- *Mende, Martin, Maura L. Scott, Mary Jo Bitner, and Amy Ostrom, “Nudging Customers to Become Better Coproducers: Customer Workload, Service Literacy, and Eustress,” *1st Frontline Marketing Symposium*, OSU, April 2015 (invitation-only conference).
- *Mende, Martin, Maura L. Scott, Mary Jo Bitner, and Amy Ostrom, “Activating Customers for Better Coproduction Outcomes,” *Southeast Marketing Symposium*, FSU, February 2015.
- *Mende, Martin, Maura L. Scott, Mary Jo Bitner, and Amy Ostrom, “Activating Customers for Better Coproduction Outcomes,” *Frontiers in Service*, June 2014.
- *Mende, Martin and Scott Thompson “Unintended Consequences of Relationship Formation in Online Sub-Communities,” *AMA Winter Conference*, February 2014.
- *Mende, Martin, Maura L. Scott, and Lisa E. Bolton “Conspicuous Consumption in Services,” *Center for Services Leadership, Academic Board Meeting*, Arizona State University, January 2014.
- *Mende, Martin and Jenny van Doorn “The Service Working Alliance between Customer and Service Provider,” *AMA Winter Conference*, February 2013.
- *Mende, Martin, Maura L. Scott, Katherine Lemon, and Scott Thompson, “How Consumers Respond to Firm-Initiated Relationship Disengagement,” *ACR Conference*, October 2012.
- *Mende, Martin, Scott Thompson, and Christian Coenen “Customer-Perceived Competitive Advantage in Service Relationships,” *AMA Summer Conference*, August 2012.
- *Mende, Martin, Maura L. Scott, and Lisa E. Bolton “How Consumers Decode Conspicuous Consumption Cues in Buyer-Seller Relationships,” *ACR Conference*, October 2010.
- *Mende, Martin and Ruth N. Bolton “Diagnosing Consumer Relationships with Service Firms: An Attachment Perspective,” *AMA Winter Conference*, February 2010.

RESEARCH CONFERENCE PRESENTATIONS (cont.)

- *Mende, Martin and Mary Jo Bitner “Stressed Out Customers: What Happens When Service Coproduction Is Stressful for Consumers?” *QUIS Conference*, Germany, June 2009.
- *Mende, Martin, Mary Jo Bitner, and Amy Ostrom, “The Bright and Dark Sides of Customer Coproduction of Services,” *AMA Winter Conference*, February 2009.
- *Mende, Martin “Leveraging Relationship Marketing in the Insurance Industry via Consumer Attachment Styles,” *19th Compete Through Services Symposium*, ASU, November 2008.
- *Mende, Martin and Mary Jo Bitner “Service Consumer Coproduction Stress,” *AMA Winter Conference*, February 2008.
- *Mende, Martin and Ruth N. Bolton “Leveraging Relationship Marketing in Service Industries Based on Consumer Attachment Styles,” *Frontiers in Service Conference*, October 2007.
- *Mende, Martin and Ruth N. Bolton “Relationship Marketing and Attachment Theory,” *Yale University Center for Customer Insights Collaborative & Multidisciplinary Research*, May 2007.
- *Mende, Martin and Maura L. Scott “Consumer Response to Changes in Services at Varying Levels of Emotional Attachment,” *ACR Conference*, October 2006.
- *Mende, Martin and Maura L. Scott “Consumer Response to Changes in Services at Varying Levels of Human Interaction,” *Frontiers in Service Conference*, October 2005.

TEACHING

Florida State University, College of Business		Mean Rating
Seminar in Consumer Behavior (PhD)	2017 – 2022	n. a.
Retailing Management (UG.)	Spring 2017	4.96†
Service Marketing (UG, in person)	Fall 2013 – Fall 2019	4.95†
Service Marketing (UG, online)	2020 – present	4.86†

† = “Overall Quality of Instructor” 1 = Poor, 5 = Excellent

University of Kentucky, Gatton College of Business and Economics

Marketing Strategy (Capstone)	Fall 2011 – Spring 2013	3.94‡
Service Marketing Management	Fall 2008 – Fall 2012	3.84‡

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

Arizona State University, W. P. Carey School of Business

Strategic Marketing	Spring 2008	6.70*
Marketing Management	Spring 2007	6.55*
Strategic Marketing	Spring 2006	1.17**
Strategic Marketing	Summer 2006	1.00**

* New evaluation system instituted in 2007, 1–7 scale, 7.00 = best possible rating

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

Catholic University of Eichstätt, Ingolstadt School of Management, Germany

Service Management in the Hospitality Industry	Fall 2002
Quality Management for Non-Profit Service Organizations	Spring 2002
Service Marketing	Fall 2001
International Services Management	Fall 2000, Fall 2001

Executive Education: Various Tailored Modules on Services Marketing (e.g., for Healthcare and Financial Service Organizations).

DOCTORAL ADVISING

- Marketing Doctoral Program, Co-Director, 2018 – present
- Graduates (listed are students in Marketing only)
 - Lane Peterson, Florida State University (co-chair), graduated: 2021.
 - Placement: Georgia State University, Robinson College of Business
 - Ilana Shanks, Florida State University (co-chair), graduated: 2019.
 - Placement: SUNY Stony Brook, College of Business
 - Corinne Kelley, Florida State University (co-chair), graduated: 2019.
 - Placement: University of Kentucky, Gatton College of Business and Economics
 - 2018 William O. Bearden Award
 - 2017 ACR/Sheth Foundation Dissertation Award Winner
 - 2017 ACR/Sheth Foundation Transformative Consumer Research Grant
 - 2017 AMA Organizational Frontline Young Scholar Research Award
 - Carrie Skinner, Florida State University (co-chair), graduated: 2018.
 - 2015 ACR-Sheth Foundation Transformative Consumer Research Grant Winner
 - William Montford, Florida State University (member), graduated: 2016.

EDITORIAL ROLES AND REVIEWING

GUEST CO-EDITOR

- *Journal of the Academy of Marketing Science* (JAMS), FT 50, Special Section “Empirical Insights on Artificial Intelligence (AI) and Robotics in the Retail and Service Sector: Leveraging AI to Create Value for Consumers, Organizational Frontlines, and Firms” (to be published 2023); with Stephanie M. Noble.
- *Journal of Public Policy & Marketing*, Special Issue “Transformative Consumer Research,” (published 2021); with Maura L. Scott.
- *Journal of Retailing* (JR), Special Section “The Future of Retail Frontline Management” (published 2019); with Stephanie M. Noble.

AREA / ASSOCIATE EDITOR

- *Journal of the Academy of Marketing Science* (JAMS), FT 50, impact factor: 9.42
 - Serving as Area Editor: 2016 – present
 - Winner, 2023 Outstanding Area Editor Award
 - Winner, 2019 Outstanding Area Editor Award
- *Journal of Service Research* (JSR), impact factor: 4.10
 - Serving as Associate Editor: 2017 – present
- *Journal of Public Policy & Marketing* (JPP&M), impact factor: 2.46
 - Serving as Associate Editor: 2020 – present
- *Journal of Retailing* (JR), impact factor: 5.87
 - Serving as Associate Editor: 2021 – present

DEVELOPMENTAL EDITOR

- *Journal of Marketing* (JM), 2023 – present

EDITORIAL REVIEW BOARDS

- *Journal of Marketing* (JM), 2020 – present
 - Winner, 2022 Outstanding Reviewer Award (JM’s ERB has 200+ members)
- *Journal of Marketing Research* (JMR), 2022 – present
- *Journal of the Academy of Marketing Science* (JAMS), 2015 – present
 - Winner, 2016 Best Reviewer Award
- *Journal of Consumer Psychology* (JCP), 2021 – present
 - Winner, 2023 Best Reviewer Award
- *Journal of Retailing* (JR), 2017 – present
- *Journal of Service Research* (JSR), 2013 – present
- *Journal of Public Policy & Marketing* (JPP&M), 2017 – present
- *Journal of Business Research* (JBR), 2016 – present
- *Journal of Consumer Affairs* (JCA), 2018 – present

AD HOC REVIEWING

Journal of Consumer Research, Marketing Letters, Journal of Interactive Marketing, International Journal of Research in Marketing, California Management Review, Journal of Business Ethics.

Ad Hoc Reviewer (other): ACR North America & Asia Pacific, Winter AMA, Summer AMA, MPPC, AMA Howard Dissertation Award, EMAC McKinsey Dissertation Award

SERVICE (to the Discipline)

- AMA-EBSCO-RRBM Award Committee Member (2023-2025)
- Chair, ACR TCR Advisory Committee (2023-2025)
- SCP Conference 2023, Mentorship Lunch (Faculty Fellow)
- Summer AMA Conference 2022, Job Market Panel for Doctoral Students
- Frontiers in Service Conference 2022, Best Practitioner Paper -- Award Committee
- Mentor in the ACR Mentoring Program for Underrepresented Minorities (2021 –)
- Winter AMA 2021, Co-Chair for the “Services, Retail, and Entertainment” Track
- Organizing & Program Committee, 2020 Frontiers in Service Conference.
- Conference Co-Chair, 2019 ACR Transformative Consumer Research Conference; Co-Chair with Maura L. Scott (220 attendees).
- PhD Project, Presenter & Panelist, Summer AMA 2018, 2019, 2020, 2021
- Conference Co-Chair, 4th Organizational Frontline Research Symposium, AMA Pre-Conference to 2018 Winter AMA; Co-Chair with Stephanie M. Noble (100+ attendees).
- Co-Chair: Service Marketing Track, Summer AMA 2017
- Mentor: Mid-Career Mentorship Workshop, Summer AMA 2017
- ACR Transformative Consumer Research Advisory Committee, Term 2017 – 2020
- PhD Project, Mock-Interviews & Mentoring Sessions, Summer AMA 2015 – 2020
- AMA Service SIG (SERVSIG), Program Officer & Officer for North and South America, 2016-present
- ACR Conference, Program Committee, 2016, 2018, 2019
- ACR Asia-Pacific (Hong Kong), Program Committee, 2015
- Doctoral Workshop: “Defining the Research Contribution.” Developed and led workshop for 15 doctoral students (with Maura Scott), University of Passau, Germany, 2014
- Faculty Mentor, DocSIG Mentorship Breakfast, AMA Winter 2014
- WUKY radio (NPR Kentucky affiliate), ‘Doctor Davis on Medicine,’ Interview on Customer Coproduction in Medical Services, June 2012
- Presenter, UK Healthcare Medicare Patient Advisory Board & Physician Advisory Board, “Research Report: Customer Coproduction in Medical Services”, May - June 2012
- Presenter, Fayette County Kentucky, Department of Parks and Recreation, “Understanding Services Management and Public Services”, December 2011

SERVICE (to the University/College/Department)

Florida State University

- Marketing Doctoral Program, Co-Director, 2018 – present
- College of Business, P&T Committee, 2020 – present
- College of Business, Faculty Research Awards Committee 2022 – present
- Planning the “Job Market Experience” – Doctoral Student Workshop, Spring 2019
- College of Business, Teaching Award Committee, 2019
- College of Business, Mentor for Untenured Faculty, 2017 – present
- College of Business, PhD Professional Development Seminar, Presenter, 2018, 2019
- Faculty Recruiting Committee, Department of Marketing, 2017

SERVICE (to the University/College/Department) (cont.)

- PhD Project Conference, Chicago (PhD Student Recruiting), 2023
- FSU President's Club College (75-minute presentation to top donors), 2016
- FSU Presidential Scholars (FSU Honors College): Faculty Roundtable, 2016
- Doctoral Program Committee, Department of Marketing, 2016 - present
- Undergraduate Policy Committee, Department of Marketing, 2015 – 2016
- Coordination of International Visiting Scholars, Department of Marketing, 2014 - present
- Mock Interviews with Job Market Candidates, Department of Marketing, 2015 - present
- Faculty Recruiting Committee, Department of Marketing, 2014
- Co-Coordinator Wells Fargo Speakers Series, Department of Marketing, 2013 - 2018
- Faculty Representative, Commencement Ceremonies, 2013, 2014, 2015, 2018, 2019
- Student Advising and Outreach (letters of recommendation for more than 30 students)

University of Kentucky, Gatton College of Business and Economics

- Strategic Planning Committee, 2011-2012
- Doctoral Comprehensive Exam Committee, 2010-2012
- Germany 101: Mentorship Presentations to Ethnic Minority Students in an Exchange Program with Freie Universität Berlin, Germany, 2010-2012 (on behalf of UK's VP for Diversity).

Arizona State University, W. P. Carey School of Business

- 2007 AMA Sheth Foundation Doctoral Consortium: Social Program Committee Co-Chair

Catholic University of Eichstätt, Ingolstadt School of Management, Germany

- Organizer, Catholic University of Eichstätt doctoral research consortium, 2002
- Planning and supporting the EQUIS accreditation process for the business school, 2001/02
- Managed exchange programs with two international business schools in Finland and U.S.A.

ACADEMIC APPOINTMENTS

Florida State University, College of Business

- Jim Moran Professor of Business Administration, 2020 - present
- Professor of Marketing, 2020 - present
- Associate Professor of Marketing, 2015 - 2020
- Assistant Professor of Marketing, 2013 - 2015

University of Kentucky, Gatton College of Business and Economics

- Assistant Professor of Marketing, 2009 - 2013
- Visiting Assistant Professor of Marketing, 2008 - 2009

AFFILIATIONS AND MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS

- Sales and Marketing Strategy Institute (Robert Palmatier), Affiliated Faculty, 2015 – present
- Loughborough University, U.K., Centre for Service Management, Associate Member, 2014 – present
- Arizona State University, Center for Services Leadership, Research Faculty, 2009 – present
- Advisory Board, *Journal of Service Management Research*, 2019– present
- American Marketing Association (Service SIG, Marketing & Society SIG)
- Association for Consumer Research
- Society for Consumer Psychology
- Academy of Marketing Science

INDUSTRY RESEARCH PROJECTS/EXECUTIVE EDUCATION

- Tallahassee Orthopedic Clinic, Tallahassee, FL
- FSU Federal Credit Union, Tallahassee, FL
- Procter and Gamble, Corporate Headquarters, Cincinnati, OH
- Cardinal Health, Corporate Headquarters, Dublin, OH
- The Cooperators, Corporate Headquarters, Guelph, ON, Canada
- Additional projects with regional services organizations

MILITARY SERVICE

- German Armed Forces (Bundeswehr), 1992-1993