



# Riley T. Krotz

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## ACADEMIC EXPERIENCE

2023 – Assistant Professor of Marketing  
Present Florida State University, Dr. Persis E. Rockwood School of Marketing

2021 – Assistant Professor of Marketing  
2023 Texas Tech University, Rawls College of Business

## EDUCATION

Ph.D.	Marketing, 2021	<i>University of Tennessee</i>
M.B.A.	Marketing, 2016	<i>University of North Florida</i>
B.S.	Biology (Biomedical Science), 2014	<i>University of North Florida</i>

## RESEARCH INTERESTS

Blood Donations, Organizational Frontlines, Retail/Services Marketing Strategy, Public Policy

## REFEREED PUBLICATIONS

**Riley T. Krotz**, Gregory T. Gundlach & Diana M. Moss (2022), “Modernizing Competition Policy and Law: The Impact of Marketing Developments on the Legal Treatment of Price Maintenance in the United States, European Union, and China,” *Journal of Public Policy & Marketing*.

Gregory T. Gundlach & **Riley T. Krotz** (2020), “Resale Price Maintenance: Implications of Marketing Trends for the *Colgate* Doctrine and the *Leegin* Factors,” *Journal of Public Policy & Marketing*.

- 2022 Best Retail and Pricing Paper Award by AMA Retail & Pricing SIG

Gregory T. Gundlach, Robert Frankel & **Riley T. Krotz** (2019) “Competition Policy and Antitrust Law: Implications of Developments in Supply Chain Management,” *Journal of Supply Chain Management*.

## PAPERS UNDER REVISION/REVIEW

Stephanie M. Noble\*, Dhruv Grewal\*, **Riley T. Krotz\***, Carl-Philip Ahlbom\*, Jens Nordfält & Dipayan Biswas, “Hygiene Spillovers at the Frontline: When and How Wellness Benefits Really Benefit FLEs, Employers, and Consumers.” \* *Equal contribution*  
Status: Under fourth-round review, *Journal of Marketing Research*

Jonathan M. Beck, Clay M. Voorhees & **Riley T. Krotz**, “Frontline Employee Well-Being, Workplace Stressors, and Shift Performance.”

Status: **Invited for third-round revision**, *Journal of Marketing*

- Winner of the 2021 AMA Organizational Frontlines Young Scholar Research Award
- Awarded \$10,000 in research grant funding

Gregory T. Gundlach, **Riley T. Krotz**, William Wilkie & Kevin Bradford, “Marketers’ knowledge and actions against illegal demand within the U.S. firearms industry: Evidence for addressing gun violence.”

Status: **Invited for revision**, *Journal of the Academy of Marketing Science*

Gregory T. Gundlach & **Riley T. Krotz**, “On the Nature of Public Policy Research in Marketing: Insights from the “Policy Studies” Literature.”

Status: **Invited for revision**, *Journal of the Academy of Marketing Science*

**Riley T. Krotz**, Stephanie M. Noble, Dhruv Grewal & Carl-Philip Ahlbom, “Saving Lives in the Social Media Era: Increasing Repeat Blood Donations.”

Status: **Invited for resubmission**, *Journal of Marketing*

- Awarded \$20,000 in research grant funding

**Riley T. Krotz**, Carl-Philip Ahlbom, Dhruv Grewal, Stephanie M. Noble & Stephan Ludwig, “Trends, Inertia, and Climaxes at the Moment of Consumption: Dimensions and Developments in Self-Service Experiential Consumption Journeys.”

Status: **Invited for resubmission**, *Journal of Marketing*

- Winner of the 2022 AMA Organizational Frontlines Young Scholar Research Award

**Riley T. Krotz\***, Jonathan M. Beck\* & Paul Parker\*, “Exploring Racial Inequities Among Blood Donors: Quantifying Lives Saved, Donor Attrition, and Firm Revenue.”

*\*Equal contribution*

Status: **Under Review**, *Journal of Marketing*

- Awarded \$12,500 in research grant funding
- Winner of the 2022 University of Kansas Big XII Faculty Fellowship

## WORKS IN PROGRESS

**Riley T. Krotz**, Carl-Philip Ahlbom, Stephanie M. Noble & Dhruv Grewal, “Increasing Short- and Long-Term Blood Donations: A Longitudinal Comparison of Public and Private Events.”

Status: Four longitudinal field studies; One Experiment; Manager interviews

Target journal: *Journal of Marketing Research*

- Awarded \$25,000 in research grant funding

Jonathan M. Beck\*, **Riley T. Krotz\*** & Yexin “Jessica” Li, “Frontline Employee Perception Biases: Field Evidence for Healthcare Performance Errors.” \* *Equal contribution*  
Status: One longitudinal field study completed (Experience sampling methodology)  
Target journal: *Journal of Marketing Research*

## RESEARCH GRANTS

2024	\$20,000 Florida State University Council on Research & Creativity FYAP Grant
2023	\$5,000 Academy of Marketing Science Building the Bridge Research Grant
2023	\$5,000 Rawls Research Support Grant, Texas Tech University Rawls College of Business
2022	\$10,000 DEI Research Program, Texas Tech University Office of Institutional Diversity
2022	\$5,000 Rawls Research Support Grant, Texas Tech University Rawls College of Business
2022	\$4,000 Scholarship Catalyst Program, Texas Tech University
2021	\$10,000 Academic Advisory Council for Signage Research and Education
2021	\$1,000 Association for Consumer Research Transformative Consumer Research Grant
2020	\$125,000 Omidyar Foundation; American Antitrust Institute
2020	\$10,000 University of Tennessee
2020	\$5,000 Academic Advisory Council for Signage Research and Education
2015	\$1,500 Community First Cares Foundation, Community First Credit Union

## HONORS AND AWARDS

- 2023 Congressional Commendation  
Senate, United States of America
- 2023 2023 LifeShare Advancement in Blood Science Award  
LifeShare Blood Center, America's Blood Centers
- 2023 Lubbock Top 20 Under 40  
City of Lubbock Chamber of Commerce
- 2023 Jerry S. Rawls Excellence in Undergraduate Teaching Award, College Nominee  
Texas Tech University, Jerry S. Rawls College of Business
- 2022 Best Paper Award for Significant Contributions to the Literature  
AMA Retail & Pricing SIG
- 2022 AMA Organizational Frontlines Young Scholar Research Award  
AMA Organizational Frontlines Research Interest Group
- 2022 Texas Tech University Outstanding Faculty Mentor Award  
Texas Tech University
- 2022 Faculty C-Startup Teaching Award for Innovation and Entrepreneurship  
Texas Tech University, Innovation Hub at Research Park
- 2022 Difference Maker Award for Outstanding Community Contributions  
Texas Tech University
- 2022 AMA SERVSIG Best Dissertation Award, Runner-Up  
American Marketing Association SERVSIG
- 2022 Jerry S. Rawls Excellence in Undergraduate Teaching Award, College Nominee  
Texas Tech University, Jerry S. Rawls College of Business
- 2022 Hidden Gem Recognition for Supporting Student Success  
Texas Tech University Teaching Academy
- 2022 Best Practitioner Paper Award, Finalist  
Frontiers in Service
- 2021 AMS Mary Kay Dissertation Proposal Award, Runner-Up  
Academy of Marketing Science
- 2021 BESH Doctoral Research Award, First-Place  
KU Research Institute for Business and Economics in Service of Humanity

- 2021 Dr. Marva Rudolph Award for Equity, Diversity, and Inclusion  
University of Tennessee
- 2020 Mathew Joseph Emerging Scholar Award  
AMA DocSIG
- 2020 AMA Organizational Frontlines Young Scholar Research Award, Finalist  
AMA Organizational Frontlines Research Interest Group
- 2020 Yates Dissertation Fellowship\*  
University of Tennessee  
\* The University's most prestigious award for being "recognized as one of the most promising graduate students at the University of Tennessee"
- 2020 Chancellor's Award for Extraordinary Professional Promise  
University of Tennessee
- 2020 Haslam College of Business Outstanding Doctoral Student Researcher Award  
University of Tennessee
- 2020 Outstanding Commitment to Diversity, Equity, and Inclusion Award  
University of Tennessee, LGBTQIA Business Scholars Association
- 2020 AMA Sheth Foundation Doctoral Consortium Fellow  
University of Indiana
- 2020 Emerging Research Fellow  
Academic Advisory Council for Signage Research and Education
- 2020 Doctoral Student Grant  
AMA Higher ED SIG
- 2019 Outstanding Marketing Doctoral Student  
AMA DocSIG
- 2019 Haslam College of Business Excellence in Research Award (Marketing)  
University of Tennessee
- 2019 Frontiers in Service SERVSIG Doctoral Consortium Fellow  
National University of Singapore
- 2019 Three Minute Thesis/Dissertation, University Finalist  
University of Tennessee
- 2016 – 2021 Haslam College of Business Chancellor's Scholarship  
University of Tennessee

- 2016 William H. Thomlinson Outstanding Graduate Scholar Award  
University of North Florida, International Honor Society Beta Gamma Sigma
- 2016 Innovation in Education Award  
Community First Cares Foundation, Community First Credit Union
- 2015 – Coggin Fellowship  
2016 University of North Florida, Coggin College of Business

## MEDIA AND POPULAR PRESS MENTIONS

Lincoln Journal Star (2022); Arberdeen News (2022); The Western Producer (2022); South Bend Tribune (2022); The Pantagraph (2022); Yahoo! (2021); Business Wire – A Berkshire Hathaway Company (2021); American Antitrust Institute (2021); Mary Kay (2021); JD Supra (2019); LAW 360 (2019); Jacksonville Public Education Fund (2015, 2016)

## BOOKS AND OTHER PUBLICATIONS

- Gregory T. Gundlach & **Riley T. Krotz**, “Anticompetitive Challenges in America's Food Retail Industry: The Power of Category Captains,” *Yale Law School*.
- Gregory T. Gundlach & **Riley T. Krotz** (2022), “Insights from Marketing and Supply Chain Management: Implications for Competition Policy and Antitrust Law,” *Antitrust Chronicle, Competition Policy International*.
- Riley T. Krotz** (2022), “Reflections on Conducting Frontline Services Research,” *American Marketing Association SERVSIG*.
- Diana M. Moss, Gregory T. Gundlach & **Riley T. Krotz** (2021), “Market Power and Digital Business Ecosystems: Assessing the Impact of Economic and Business Complexity on Competition Analysis and Remedies,” *American Antitrust Institute*.
- Riley T. Krotz** & Garrett M. Shipley (2021), “Using Text to Unlock the Power of Online Searches in the Consumer Journey,” *Journal of Marketing Research, Scholarly Insights*.
- Riley T. Krotz** & Farnoush Reshadi (2020), “Do You Really Love it or is it Just on Sale? Actually, You’re Motivated!,” *Journal of Marketing Research, Scholarly Insights*.
- Gregory T. Gundlach, Alex G. Loff & **Riley T. Krotz** (2019), “Competitive Exclusion in Category Captain Arrangements,” *Kindle Direct Publishing*.
- Gregory T. Gundlach & **Riley T. Krotz** (2016), “Resale Price Maintenance After *Leegin*: The Curious Case of Contact Lenses,” *Kindle Direct Publishing*.

Gregory T. Gundlach & **Riley T. Krotz** (2015), “Resale Price Maintenance After *Leegin*: The Curious Case of Contact Lenses,” Working Paper No. 15-04, *American Antitrust Institute*.

Michelle R. Shero, **Riley T. Krotz**, Daniel P. Costa, Julie P. Avery & Jennifer M. Burns (2015), “How Do Overwinter Changes in Body Condition and Hormone Profiles Influence Weddell Seal Reproductive Success?,” *Functional Ecology*

#### INVITED UNIVERSITY PRESENTATIONS

2022 *Yale University*  
2022 *University of Oregon*  
2022 *Georgia State University*  
2022 *University of Kansas*  
2022 *Florida State University*  
2021 *Indiana University*  
2021 *University of Cincinnati*  
2021 *Texas Tech University*  
2021 *Loyola University Chicago*  
2017 *University of North Florida*

#### INVITED INDUSTRY PRESENTATIONS

**Riley T. Krotz** (2024), “Exploring Racial Inequities Among Blood Donors: Quantifying Lives Saved, Donor Attrition, and Firm Revenue,” *America’s Blood Centers’ Annual Meeting*, Washington, D.C.

**Riley T. Krotz** (2024), “Exploring Racial Inequities Among Blood Donors: Quantifying Lives Saved, Donor Attrition, and Firm Revenue,” *Alliance for Community Transfusion Services Annual Meeting*, Washington, D.C.

#### OTHER INVITED PRESENTATIONS

**Riley T. Krotz** (2021), “AMA Marketing 2030 Task Force,” *American Marketing Association Academic Council*.

**Riley T. Krotz** (2021), “Market Power and Digital Business Ecosystems: A Discussion of the Impact of Economic and Business Complexity on Competition Analysis and Remedies,” *American Antitrust Institute*, Washington, D.C.

**Riley T. Krotz** (2020), “Social Media, On-Premise Signs, and Blood Donations: Unraveling the ‘Digital Divide,’” *Academic Advisory Council for Signage Research and Education*.

Gregory T. Gundlach & **Riley T. Krotz** (2019), “Competition Policy in the Mexican Grocery Retail Industry,” The Organisation for Economic Co-Operation and Development in collaboration with the *Mexican Ministry of Economy*, Mexico City, Mexico.

## CONFERENCE PRESENTATIONS<sup>1</sup>

**Riley T. Krotz\***, Jonathan M. Beck, Paul Parker (2024), “Exploring Racial Inequities Among Blood Donors: Quantifying Lives Saved, Donor Attrition, and Firm Revenue,” oral presentation, AMA Winter Academic Conference, Organizational Frontlines Pre-Conference, St. Pete’s Beach, FL.

**Riley T. Krotz\***, Stacey Robinson\*, Stephanie M. Noble\* & Michael “Mike” Brady\* (2023), “Retail & Pricing SIG Pop-In Pop-Out Mini Research Workshop,” oral presentation, AMA Summer Academic Conference, San Francisco, CA.

Amber Epp\*, Colin Campbell\*, **Riley T. Krotz\***, Lez Trujillo\*, Nandini Nim\* & Aditya Gupta\* (2023), “AMA Doctoral Student Intensive Workshop: Navigating the New Job Market,” oral presentation, AMA Summer Academic Conference, San Francisco, CA.

Eda Anlamier\*, Colleen Harmeling\*, Lez Trujillo\*, Mark Houston\*, **Riley T. Krotz\*** & Yashoda Bhagwat (2023), “Platform-Mediated Consumption and Its Effects on Understudied Consumers,” oral presentation, AMA Summer Academic Conference, San Francisco, CA.

**Riley T. Krotz\***, Carl-Philip Ahlbom, Stephanie M. Noble & Dhruv Grewal (2023), “Saving Lives by Increasing Short- and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Marketing Events,” oral presentation, AMS Annual Conference, New Orleans, LA.

**Riley T. Krotz\***, Stephanie M. Noble, Dhruv Grewal & Carl-Philip Ahlbom (2023), “Increasing Repeat Blood Donations in the Social Media Era: Bridging the Gap Between Online and Offline Behaviors,” oral presentation, Organizational Frontlines Research Symposium, AMA Winter Academic Pre-Conference, Nashville, TN.

**Riley T. Krotz\***, Jonathan M. Beck & Paul A. Parker (2023), “Closing the Gap in Frontline Healthcare Inequities: Quantifying Lives Saved and Firm Revenue through Blood Donor Lifetime Value,” oral presentation, Organizational Frontlines Research Symposium, AMA Winter Academic Pre-Conference, Nashville, TN.

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<sup>1</sup> \*Denotes presenting author



Gregory T. Gundlach\* & **Riley T. Krotz** (2023) “Price Maintenance and Over-Promotion: Marketing Insights for Public Policy,” AMA Marketing & Public Policy Conference, Arlington, VA.

Paul A. Parker\*, Jonathan M. Beck, & **Riley T. Krotz** (2023), “Closing the Gap in Frontline Healthcare Inequities: Quantifying Lives Saved and Firm Revenue through Blood Donor Lifetime Value,” oral presentation, Marketing Science: Diversity, Equity & Inclusion Conference, University Park, TX.

**Riley T. Krotz\***, Martin Mende\*, Clifford Shultz\*, Abigail Cherup\* & Stacey Finkelstein\* (2022), “Job Market Workshop: Navigation & Negotiation” AMA Summer Academic Conference, Chicago, IL.

Jonathan M. Beck, Clay M. Voorhees\* & **Riley T. Krotz** (2022), “Overload, Burnout, and Frontline Employee Errors: Implications from Two Experience Sampling Studies,” AMA Summer Academic Conference, Chicago, IL.

**Riley T. Krotz\***, Stacey Robinson\*, Courtney Szocs\*, Judith Folse\*, Carol Jones\* & Carl-Philip Ahlbom\* (2022), “SIG Award Winners on Developing Meaningful Work,” AMA RAPSIG Special Session, AMA Winter Academic Conference, Las Vegas, NV.

**Riley T. Krotz\***, Carl-Philip Ahlbom, Stephanie M. Noble & Dhruv Grewal (2022), “Increasing Short- and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Events,” oral presentation, AMS Annual Conference, Monterey Bay, CA.

Jonathan M. Beck\*, Clay M. Voorhees, **Riley T. Krotz** & Benjamin Prijatel (2022), “Overload, Burnout, and Frontline Employee Errors: Implications from Two Experience Sampling Studies,” Frontiers in Service, Babson College, Wellesley, MA.

Jonathan M. Beck\* & **Riley T. Krotz\*** (2022), “Embracing Diversity, Equity, and Inclusion within Business and Marketing Scholarship: Implications of Frontline Employee Research,” oral presentation, Big 12 LGBTQIA & Allies Summit, Lubbock, TX.

Gregory T. Gundlach\* & **Riley T. Krotz** (2022) “Levers of Policy and Government in Digital Environments,” AMA Marketing & Public Policy Conference, Austin, TX.

**Riley T. Krotz\***, Martin Mende\*, Marlys Mason\*, Meike Eilert\*, Lane Peterson\* & Verónica Martín\* (2022), “Job Market Workshop: Navigation & Negotiation” AMA Marketing & Public Policy Conference, Austin, TX.

**Riley T. Krotz\***, Carl-Philip Ahlbom, Stephanie M. Noble & Dhruv Grewal (2022), “Increasing Short- and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Events,” oral presentation, AMA Winter Academic Conference, Las Vegas, NV.

**Riley T. Krotz\***, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig (2022), “Dimensional and Developmental Effects within the Consumption Experience: A Field Examination of Self-Service Technology,” oral presentation, Organizational Frontlines Research Symposium, AMA Winter Academic Pre-Conference, Las Vegas, NV.

Garrett M. Shipley\*, Carl-Philip Ahlbom, Stephanie M. Noble, **Riley T. Krotz** & Dhruv Grewal (2022), “The Influence of Augmented Reality Across the Customer Decision Journey,” oral presentation, AMA Winter Academic Conference, Las Vegas, NV.

Andrea Giles & **Riley T. Krotz** (2022), “Online to Offline (O2O) Marketing: An Experimental Examination of How Online Social Media Usage Affects Offline Blood Donations,” poster presentation, Undergraduate Research Conference, Texas Tech University, Lubbock, TX.  
\* Winner of an “Outstanding Undergraduate Researcher” Award

**Riley T. Krotz\*** & Gregory T. Gundlach (2021), “Competitive Exclusion in Retail Category Captain Arrangements,” oral presentation, AMA Marketing + Public Policy Conference, Virtual.

**Riley T. Krotz\***, (2021), “Organizational Frontline Marketing and a High-Tech World,” oral presentation, AMS Annual Conference, Virtual.

**Riley T. Krotz\***, Dhruv Grewal, Stephanie M. Noble, & Carl-Philip Ahlbom (2020), “Does Social Media Help or Harm Prosocial Behavior? Unraveling the Digital Divide,” oral presentation, AMA Summer Academic Conference, San Francisco, CA.

**Riley T. Krotz\***, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig (Accepted 2020), “Designing Brand Descriptions for the Digital Organizational Frontlines,” oral presentation, AMA SERVSIG Frontiers in Service, Boston, MA.

**Riley T. Krotz\***, Stephanie M. Noble, Dhruv Grewal & Carl-Philip Ahlbom (Accepted 2020), “Prosocial Behavior in the Organizational Frontlines: The Digital Divide,” oral presentation, AMA SERVSIG Frontiers in Service, Boston, MA.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz\***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (Accepted 2020), “Increasing Retail Sales Through Happy and Indebted

Frontline Employees: The Free Food Effect,” oral presentation, AMA SERVSIG Frontiers in Service Boston, MA.

**Riley T. Krotz\*** & Gregory T. Gundlach (2020), “Re-Envisioning Retail Theories: Vertical Restraints and Resale Price Maintenance,” oral presentation, AMA Marketing + Public Policy Conference, Marina Del Rey, CA.

**Riley T. Krotz\***, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig (2020), “Designing Brand Descriptions for the Digital Organizational Frontlines,” oral presentation, AMA Winter Academic Conference, San Diego, CA.

**Riley T. Krotz\***, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig (2020), “Designing Brand Descriptions for the Digital Organizational Frontlines,” oral presentation, Clemson University Research Symposium, Clemson, SC.

**Riley T. Krotz\***, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig, “Designing Brand Descriptions for the Digital Organizational Frontlines,” oral presentation, Organizational Frontlines Research Symposium, AMA Winter Academic Pre-Conference, San Diego, CA.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz\***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (2019), “Happy and Indebted Frontline Employees: The Free Food Effect,” oral presentation, AMA Summer Academic Conference, Chicago, IL.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz\***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (2019), “Happy and Indebted Frontline Employees: The Free Food Effect,” oral presentation, Organizational Frontlines Research Symposium, AMA Winter Academic Pre-Conference, Austin, TX.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz\***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (2019), “Happy and Indebted Frontline Employees: The Free Food Effect,” oral presentation, Southeast Marketing Symposium, University of Memphis.

Stephanie M. Noble, Dhruv Grewal, **Riley T. Krotz\***, Dipayan Biswas, Jens Nordfält & Carl-Philip Ahlbom (2018), “Happy and Indebted Frontline Employees: The Free Food Effect,” oral presentation, Center for Services Leadership, Arizona State University.

## RESEARCH POSITIONS

2020 – Emerging Research Fellow  
2022 Academic Advisory Council for Signage Research and Education

2020 – Yates Fellow  
2021 University of Tennessee

### TEACHING EVALUATIONS

<u>Course</u>	<u>University</u>	<u>Semester</u>	<u>Evaluation</u> <sup>2</sup>	<u># Students</u>
Marketing Research	Florida State	Spring 2023		38
Marketing Research	Florida State	Spring 2023		38
Marketing Research	Florida State	Spring 2023		39
Marketing Research & Analysis	Texas Tech	Spring 2022	5.0	40
Marketing Research & Analysis	Texas Tech	Fall 2022	5.0	40
Marketing Research & Analysis	Texas Tech	Fall 2022	4.9	31
Marketing Research & Analysis	Texas Tech	Spring 2022	4.9	40
Marketing Research & Analysis	Texas Tech	Fall 2021	4.9	39
Marketing Research & Analysis	Texas Tech	Fall 2021	4.7	40
Marketing Research (Analytics)	Tennessee	Summer 2019	4.8	28
Marketing Research (Analytics)	Tennessee	Spring 2019	4.6	52
Introduction to Marketing	Tennessee	Summer 2017	4.7	53

### OTHER TEACHING EXPERIENCE

2014 – Faculty, 6<sup>th</sup> Grade Science  
2016 Duncan U. Fletcher Middle School, Jacksonville, Florida

2014 – Faculty, 6<sup>th</sup> - 8<sup>th</sup> Grade Robotics  
2016 Duncan U. Fletcher Middle School, Jacksonville, Florida

### PROFESSIONAL SERVICE

#### *Service for Journals*

Editorial Review Board

2021 – Journal of Business Research  
Present

Ad Hoc Reviewer

2023 – Journal of Consumer Psychology  
Present

2022 – Journal of Retailing  
Present

2022 – Journal of Service Research  
Present

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<sup>2</sup> “Overall, the instructor was an effective teacher.” 1-5; 5 = Strongly Agree (Texas Tech)

“The instructor contributed to your understanding of the course content.” 1-5; 5 = Strongly Agree (Tennessee)

2024 – Journal of Public Policy & Marketing  
Present

*Internal Service*

2022 Marketing and Supply Chain Scholarship Committee  
Rawls College of Business, Texas Tech University

2022 Faculty Innovation Hub Ambassador  
Texas Tech University Innovation Hub

2021 – LGBTQIA Faculty Mentor, Division of Diversity, Equity & Inclusion  
Present Texas Tech University

2021 – Faculty Research Mentor, Rawls Undergraduate Research Program  
Present Rawls College of Business, Texas Tech University

2021 Judge, Sales & Customer Relationship Strategy Competition  
Rawls College of Business, Texas Tech University

2021 Committee Member, Preliminary (Comprehensive) PhD Exam Committee  
Rawls College of Business, Texas Tech University

*External Service*

2022 – Vice President of Special Session Programming, Retail and Pricing SIG  
2023 American Marketing Association

2021 – Reviewer, Mary Kay Dissertation Proposal Competition  
2024 Academy of Marketing Science

2021 – Reviewer, Best Paper Award  
2023 American Marketing Association Retail & Pricing SIG

2020 – President and Founder, LGBTQIA Business Scholars Association  
2021 University of Tennessee, Knoxville, TN

2020 – Ph.D. Student Liaison, Retail and Pricing SIG  
2021 American Marketing Association

2019 – Reviewer, *AMA Winter Academic Conference*  
2022

2019 – Reviewer, *AMA Summer Academic Conference*  
2022

2019 – Reviewer, *Academy of Marketing Science Academic Conference*  
2022

2019 – Reviewer, *Society for Marketing Advances*  
2020

*Community Service*

2021 – Big Brother, Big Brothers Big Sisters  
Present

**PROFESSIONAL AFFILIATIONS**

2020 – Member, Nashville LGBT Chamber of Commerce  
2021  
LGBT Chamber of Commerce, Nashville, TN

2018 – Member, OUTgrads LGBTQ+ Graduate Students  
2021  
University of Tennessee, Knoxville, TN

2016 – Member, American Marketing Association  
Present