

KELLY HEWETT

Associate Professor, Reagan Professor of Marketing, Haslam Family Faculty
Research Fellow, Haslam College of Business, University of Tennessee

328 Stokely Management Center
916 Volunteer Blvd.
Knoxville, TN 37996-0530

Phone: 865-974-1656
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EDUCATION

University of South Carolina, Ph.D. in Marketing and International Business

University of South Florida, M.B.A. in Marketing and International Business

College of Charleston, B.S. in Marketing and B.A. in Spanish

EXPERIENCE

Prior Academic Experience:

University of Tennessee, Knoxville, TN - *Assistant Professor of Marketing* (2013-2016)

University of South Carolina, Columbia, SC - *Clinical Assistant Professor of Marketing* (2004 - 2008)

Winthrop University, Rock Hill, SC - *Assistant Professor of Marketing* (2000 - 2004)

University of Connecticut, Storrs, CT - *Assistant Professor of Marketing* (1998 - 2000)

University of South Carolina, Columbia, SC - *Graduate Research Assistant and Instructor, Marketing Department* (1994 - 1998)

University of South Florida, Tampa, FL - *Graduate Teaching Assistant, Decision Sciences Department* (1988 - 1990)

Prior Industry Experience:

Bank of America, Charlotte, NC - *Senior Vice President* (May 2008 - July 2013)

Served as Strategic Marketing Executive, responsible for developing strategies across all consumer segments. Served as the primary liaison between marketing and innovation teams. Co-founded a College of Marketing, developing a curriculum focused on marketing strategy. In this role also served as Executive in Residence at the Media Lab at MIT and as a sponsored trustee with the Marketing Science Institute.

Marketing Metrics, Inc., Paramus, NJ (marketing research firm later acquired by Ipsos) - *Vice President, Client Services* (1991 - 1994)

Senior project director and coordinator of firm's new business efforts.

Institute for International Research, New York, NY - *Vice President* (1990 - 1991)

Produced, marketed and managed business conferences in the U.S. and in Mexico.

Lancaster-Distral Group, Lakeland, FL and Fort Lauderdale, FL - *International Sales Coordinator and Expeditor* (1986 - 1990)

Coordinated sales of industrial steam boilers and parts worldwide.

REFEREED JOURNAL ARTICLES

- Tower, Annette, Kelly Hewett and Alok Saboo, "Marketing Strategy Emphasis and International Alliance Focus: An Empirical Analysis," *Journal of Business Research*, forthcoming.
- Meire, Matthijs, Kelly Hewett, Michel Ballings, V. Kumar, and Dirk Van den Poel, (2019), "The Role of Marketer-Generated Content in Customer Engagement Marketing," *Journal of Marketing*, 83 (6), 21-42.
- * Covered in the article "Not all Social Media Posts are Equal," (2020) *Harvard Business Review*, 98 (2), p. 25.
- Tower, Annette, Kelly Hewett and Anton Fenik (2019), "The Role of Cultural Distance Across Quantiles of International Joint Venture Longevity," *Journal of International Marketing*, 27 (4), 3-21.
- Allman, Helena F., Kelly Hewett and Mandeep Kaur (2019), "Consumers' Thinking Styles and Reciprocal Brand Spillover Effects for Global Brand Extensions," *Journal of International Marketing*, 27 (2), 1-21.
- Lemon, Laura L. and Kelly Hewett (2019), "A Process View of the Role of Integrated Marketing Communications during Brand Crises," *Qualitative Market Research: An International Journal*, 22 (3), 497-524.
- Hewett, Kelly, William Rand, Roland T. Rust, and Harald J. van Heerde (2016), "Brand Buzz in the Echaverse," *Journal of Marketing*, 80 (3), 1-24.
- * Named by Oxford University Centre for Corporate Reputation as the 2016 Best Published Paper
- * Finalist for the 2017 MSI/H. Paul Root Award.
- Allman, Helena F., Anton P. Fenik, Kelly Hewett and Felicia N. Morgan (2016), "Brand Image Evaluations: The Interactive Role of Country of Manufacture, Brand Concept, and Vertical Line Extension Type," *Journal of International Marketing*, 24 (2), 40-61.
- Hewett, Kelly and Alexander V. Krasnikov (2016), "Investing in Buyer-Seller Relationships in Transitional Markets: A Market-Based Assets Perspective," *Journal of International Marketing*, 24 (1), 57-81.
- Jayachandran, Satish, Peter Kaufman, V. Kumar and Kelly Hewett (2013), "Brand Licensing: What Drives Royalty Rates?," *Journal of Marketing*, 77 (5), 108-122.
- Ozdemir, V. Emre and Kelly Hewett (2010), "The Effect of Collectivism on the Importance of Relationship Quality and Service Quality for Behavioral Intentions: A Cross-National and Cross-Contextual Analysis." *Journal of International Marketing*, 18 (1), 41-62.
- Watson, Sharon and Kelly Hewett, (2006), "A Multi-Theoretical Model of Knowledge Transfer in Organizations: Determinants of Knowledge Contribution and Knowledge Reuse." *Journal of Management Studies*, 43 (2), 141-173.
- Hewett, Kelly, Money, Bruce and Subhash Sharma, (2006), "National Culture and Industrial Buyer-Seller Relationships in the United States and Latin America." *Journal of the Academy of Marketing Science*, 34 (3), 386-402.

- Jayachandran, Satish, Kelly Hewett, and Peter Kaufman (2004), "Customer Response Capability in a Sense-and-Respond Era: The Role of Customer Knowledge Process," *Journal of the Academy of Marketing Science*, Vol. 32 (3), 219-233.
- Subramaniam, Mohan and Kelly Hewett, (2004), "Balancing Standardization and Adaptation for Product Success in International Markets: Testing the Influence of Headquarters-Subsidiary Contact and Cooperation," *Management International Review*, 44 (2), 171-194.
- Hewett, Kelly, Martin S. Roth and Kendall Roth, (2003), "Conditions Influencing Headquarters and Foreign Subsidiary Roles in Marketing Activities and Their Effects on Performance." *Journal of International Business Studies*, 34 (6), 567-585.
- Hewett, Kelly, Bruce Money and Subhash Sharma, (2002), "An Exploration of the Moderating Role of Buyer Corporate Culture in Industrial Buyer-Supplier Relationships," *Journal of the Academy of Marketing Science*, 30 (3), 229-239.
- Hewett, Kelly and William O. Bearden, (2001), "Dependence, Trust and Relational Behavior on the Part of Foreign Subsidiary Marketing Operations: Implications for Managing Global Marketing Operations," *Journal of Marketing*, 65 (4), 51-66.
- Hewett, Kelly and Sharon Watson, (2001), "The Effect of Market Orientation and Knowledge use of the Performance of International Teams." *International Quarterly Journal of Marketing*, 1 (4), 239-249.
- Madden, Thomas J., Kelly Hewett and Martin S. Roth, (2000), "Managing Images in Different Cultures: A Cross-National Study of Color Meanings and Preferences." *Journal of International Marketing*, 8 (4), 90-107.
- Hewett, Kelly and David M. Hardesty, (1999), "Team Projects in an Inter-Campus Setting: The Impact of Group Characteristics," *Marketing Education Review*, 9 (2), 23-31.
- Bearden, William O., Manoj Malhotra and Kelly H. Uscátegui, (1998), "Customer Contact and the Evaluation of Service Experiences: Propositions and Implications for the Design of Services." *Psychology and Marketing*, 15 (8), 783-809.
- Bearden, William O., Kelly H. Uscátegui, and Charles S. Madden, (1998), "The Pool is Drying Up: Consumers Represent a Finite Resource - For Researchers and Telemarketers Alike," *Marketing Research: A Magazine of Management and Applications*, 10 (Spring), 27-33.

BOOK CHAPTERS

- Hewett, Kelly, Alexander Krasnikov, and Adam Hepworth (2020), "The Impact of Home Market Institutional Conditions on Market Entry Strategies of Firms from Emerging Markets," Chapter in *Business Practices, Growth and Economic Policies in Emerging Markets*, Luis Camacho and Satyendra Singh (Eds.), World Scientific Publisher, Singapore, forthcoming.
- Hewett, Kelly and Helena Allman (2020), "Intra-National Cultural Differences in Thinking Styles and Preferences for Technological versus Aesthetic Product Attributes," Chapter in *Handbook of International Marketing Research*, C. Schuster and G. Brodowsky (Eds.), Edward Elgar Publishing: Cheltenham, U.K.

Hewett, Kelly, Adam Hepworth and Sharon Watson, (2016), "Integration with the Customer," Chapter in *Supply Chain Integration as a Competitive Advantage*, CW Autry and MA Moon (Eds.), Pearson: Hoboken, NJ.

OTHER PUBLICATIONS – Editorials, Working Paper Series, Commentaries

Hewett, Kelly (2020), "Editorial: Introduction to the Special Issue on Marketing in a Globalized World: Challenges and Opportunities," *Journal of International Marketing*, 28 (3), 1-2.

Hewett, Kelly (2020), "Editorial: Advancing International Marketing Thought Based on the China Experience," *Journal of International Marketing*, 28 (2), 1-2.

Hewett, Kelly (2020), "Editorial: Vision for *JIM* and First Issue of 2020," *Journal of International Marketing*, 28 (1), 1-2.

Hewett, Kelly, Stacy Wood, Christine Moorman and Lopo Rego (2020), "Let the Good Times Roll: Firm Inaction During Periods of Increasing Customer Satisfaction and the Failure to Invest in Innovation," Marketing Science Institute's working paper series, forthcoming.

Hewett, Kelly, Roland T. Rust, Harald J. van Heerde, and William Rand (2015), "Brand Buzz in the Echoverse," Marketing Science Institute's working paper series report number 15-104.

Jayachandran, Satish, Kelly Hewett and Peter Kaufman (2009), "Intellectual Property Rights and Brand Licensing: The Importance of Brand Protection," Marketing Science Institute Special Report, ([link to MSI reports](#)).

Commentary on the contributions of V. Kumar to the field of International Marketing. In *Legends in Marketing: V. Kumar: Ten-Volume Set*, July 2012.

WORK IN PROGRESS under review or revision

"Assessing the Utility of an Attitudinal Data-Based Measure of Switching Costs," with Abhi Battacharya, Neil Morgan and Lopo Rego (funded by grant from MSI; invited for revision at the *Journal of the Academy of Marketing Science*).

"Management of Markets by Firms Going Global: Orchestrating Marketing Ecosystems and Networks for Success," with Murali Mantrala, Tomas Hult, Kiran Pedada and Nandini Nim (invited for revision at the *International Journal of Research in Marketing*.)

"The Generalized Exchange Framework: A Guide for Navigating New Market Realities," with Alexander S. Rose and Randall L. Rose (invited for revision at the *Journal of Business Research*).

WORK IN PROGRESS preparing for submission

"The Role of Home Country Regulatory Environments in Emerging Marketing Brand Expansion Decisions and Export Performance," with Alexander V. Krasnikov and Adam Hepworth (Preparing as a new submission to the *Journal of Marketing* – received a reject and resubmit decision).

- “Predicting the Likelihood and Duration of Brand Crises on Social Media,” with Meike Eilert, Koen Pauwels and Raoul Koebler (Data analysis underway; manuscript being written targeted toward the *Journal of Marketing*).
- “How Should Firms Manage their Social Media Conversations for the Greatest Impact on Brand Perceptions?,” with Mohammed (Mike) Saljoughian, William Rand and Harald van Heerde (data analysis and manuscript preparation underway, targeted toward the *Journal of Marketing*).
- “Let the Good Times Roll: Firm Inaction During Periods of Increasing Customer Satisfaction and the Failure to Invest in Innovation,” with Stacy Wood, and Christine Moorman (Funded by grant from MSI; data analysis currently underway; manuscript being written for submission to the *Journal of Marketing*).
- “Video Game Marketing: Utilizing Video Games as a Channel of Communication,” with Roman Welden and Michael Haenlein (conceptual paper - writing underway; targeted toward the *Journal of Marketing*).
- “Investigating Spillover Effects Across Brand Equity and Customer Satisfaction: Guidance for Balancing Marketing Resource Allocations,” with Annette Tower and Lopo Rego (Data analysis underway; manuscript being written targeted toward the *Journal of Marketing Research*).
- “Supply Chain Management Complications in Transitional Economies: A Longitudinal Assessment of Regulatory and Litigative Institutions in Russia,” with Chad Autry, Alexander Krasnikov, and Maria Smirnova (Data analysis complete; currently finalizing manuscript targeted toward *Decision Sciences*).

WORK IN PROGRESS at earlier stages

- “Directed vs. Undirected Customer-Firm Communication in Social Media,” with Matthijs Meire and Steven Hoornaert (Data collection complete; analysis underway)
- “Dynamic Marketing Capabilities and Export Success Amid Policy Changes: An Empirical Analysis,” with Annette Tower, and Katrijn Gielens (Granted access to restricted-use micro-database of all U.S. trade transactions, managed by the Census Bureau Research Data Centers).
- “Value Creation in Shared Service Experiences,” with Yazhen (Sophie) Xiao and Renana Peres (data collection complete; analysis underway)

REFEREED CONFERENCE PRESENTATIONS

- Saljoughian, Mike, Kelly Hewett and William Rand “How Should Firms Manage their Social Media Conversations for the Greatest Impact on Brand Perceptions?,” Special session at the 2020 American Marketing Association (AMA) Winter Conference.
- Hewett, Kelly, Meike Eilert, Koen Pauwels, and Raoul V. Kübler, “Predicting the Likelihood and Duration of Brand Crises on Social Media,” Accepted special session presentation at European Marketing Academy (EMAC) 2020 Conference.

- Hewett, Kelly, Adam Hepworth and Alexander Krasnikov, "The Role of Domestic Regulatory Environments in the Internationalization of Emerging Market Brands," Accepted special session presentation at the 2020 Academy of International Business (AIB) meeting.
- Tower, Annette, Kelly Hewett and Lopo Rego, "Investigating Spillover Effects Across Brand Equity and Customer Satisfaction: Guidance for Balancing Marketing Resource Allocations." 2019 AMA Summer Conference.
- Matthijs Meire, Kelly Hewett, Michel Ballings, V. Kumar, and Dirk Van den Poel, "Linking Event Outcomes and Customer Sentiment: The Role of Marketer Generated Content." 2019 AMA Winter Conference.
- Hewett, Kelly, Meike Eilert, Koen Pauwels and Raoul Koebler, "Predicting the Trajectory of a Brand Crisis: Which Metrics Provide the Most Advance Notice?" 2019 AMA Winter Conference.
- Hepworth, Adam, Alexander Krasnikov, and Kelly Hewett, "The Impact of Home Market Institutional Conditions on Market Entry Strategies of Firms from Emerging Markets." 2017 AMA Global Marketing SIG conference in Havana, Cuba.
- Hewett, Kelly, Neil Morgan, Lopo Rego, and Abhi Battacharya, "A New Approach to Switching Costs." 2016 AMA Winter Conference.
- Tower, Annette, Anton Fenik, and Kelly Hewett, "Complementary Cross-Cultural Differences and Longevity of International Joint Ventures." 2016 AMA Winter Conference.
- Hewett, Kelly, Alexander Krasnikov, and Adam Hepworth, "The Impact of Home Market Institutional Conditions on Market Entry Strategies of Firms from Emerging Markets." 2016 annual meeting of the AIB meeting.
- Hewett, Kelly, Alexander Krasnikov, and Adam Hepworth, "Impact of Domestic Corruption and Legal Institutions on International Expansion of Emerging Market Firms." 2016 AMA Summer Conference.
- Fenik, Anton, Kelly Hewett and Annette Tower, "Emerging Market Expansion via Global Strategic Alliances: Factors Influencing the Longevity of Global IP Alliances." 2016 AMA Summer Conference.
- Hewett, Kelly, William Rand, Roland T. Rust, and Harald J. van Heerde, "Brand Buzz in the Echoverse." 2016 Winter Conference on Business Intelligence, Snowbird, UT.
- Bogaert, Matthias, Kelly Hewett, Michel Ballings, and Dirk Van den Poel, "Harnessing the Power of Social Media to Predict Buyer Behavior," INFORMS 2015 Annual Meeting.
- Alexander Krasnikov, Chad Autry, Kelly Hewett, and Maria Smirnova, "Supply Chain Management Complications in Transitional Economies: A Longitudinal Assessment of Regulatory and Litigative Institutions in Russia," GSOM Emerging Markets Conference: Business and Government Perspectives 2015 International Research Conference at St. Petersburg State University, St. Petersburg, Russia, October 2015.
- Hewett, Kelly, William Rand, Roland T. Rust, and Harald J. van Heerde, "Brand Buzz in the Echoverse." 2015 Marketing Science Conference (sponsored by INFORMS).
- Hewett, Kelly, William Rand, Roland T. Rust, and Harald J. van Heerde, "Brand Buzz in the Echoverse." 2015 Marketing Dynamics Conference.

- Alexander Krasnikov, Kelly Hewett, and Chad Autry, "Which Capabilities Matter in a Transition Economy? Longitudinal Analysis of Russian Firms." Presented at the 2015 AMA Winter Conference.
- Hewett, Kelly, Satish Jayachandran and Peter Kaufman, "Factors Influencing Royalty Rate in Global Licensing Agreements." 2008 Annual AIB Meeting.
- Ozdemir, V. Emre and Kelly Hewett, "The Importance of Relationships and Service Quality in a Retail Setting: A Cross-Cultural Comparison." 2007 AIB Meeting.
- Hewett, Kelly and Satish Jayachandran, "Identifying Ideal Conditions for Encouraging Marketing Creativity: A Configuration Theory Approach." 2006 AMA Winter Conference.
- Krasnikov, Alexander and Kelly Hewett, "Building Consumer Relationships in Transition Economies: A Marketing Capabilities Perspective." Wave one results presented at the 2006 AMA Summer Educators' Conference, and wave two at the 2009 Conference.
- Hewett, Kelly and Satish Jayachandran, "Enhancing Global Marketing Creativity: A Knowledge-Based Perspective." 2005 AIB Meeting.
- Jayachandran, Satish and Kelly Hewett, "Customer Response Capability in a Sense-and-Respond Era: The Role of Customer Knowledge Process and Risk Propensity." 2003 AMA Winter Conference.
- Money, Bruce, Kelly Hewett and Subhash Sharma, "National Culture, Buyer-Seller Relationships and Repurchase Intention in Industrial Markets." 2002 AMA Winter Conference.
- Subramaniam, Mohan and Kelly Hewett, "Balancing Standardization and Adaptation for Product Success in International Markets: Testing the Influence of Headquarter-Subsidiary Knowledge Integration. 2001 Academy of Management meeting.
- Hewett, Kelly, Martin S. Roth and Kendall Roth, "Effects of Market, Industry, and Organizational Conditions on Subsidiary Marketing Strategy and Product Performance." 2000 AMA Winter Conference.
- Hewett, Kelly and Sharon Watson, "The Effect of Market Orientation and Knowledge use of the Performance of International Teams." 2000 AIB Meeting.
- Hewett, Kelly and William O. Bearden. "Managing the Marketing Function Globally: An Examination of the Relationships between Headquarters and Foreign Subsidiary Marketing Operations." 1999 AIB Meeting.
- Madden, Thomas J., Kelly Hewett and Martin S. Roth, "Managing Images in Different Cultures: A Cross-National Study of Color Meanings and Preferences." 1999 AMA Summer Conference.
- Hewett, Kelly, Bruce Money and Subhash Sharma, "An Exploration of the Moderating Role of Corporate Culture in Industrial Buyer-Supplier Relationships." 1999 AMA Winter Conference.
- Money, Bruce, Kelly Hewett and Subhash Sharma, "National Culture and the Impact of Relationship Marketing on Repurchase Intention for Industrial Services." Conceptual paper presented at the 1998 AIB Meeting.
- Bearden, William O., Charles S. Madden and Kelly H. Uscátegui, "Viewing Consumer Respondents as a Finite Resource: Implications for Marketing Research and Telemarketing

Practice,” in William M. Pride and G. Tomas M. Hult (eds.) *Enhancing Knowledge Development in Marketing, Vol. 8*, Chicago, IL: AMA, 1997.

Uscátegui, Kelly H., “Achieving Transnational Pioneering Advantage: An Organizational Learning Perspective.” 1997 AIB Meeting.

Uscátegui, Kelly H., “Market Orientation and Global Marketing Strategy: Performance Implications.” 1996 AIB Meeting.

Bearden, William O., Randall L. Rose and Kelly H. Uscátegui (1995), “Motivations Underlying Over and Under Estimation of Product Ownership among Peers by Adolescent Consumers.” In Barbara B. Stern and George M. Zinkhan (eds.) *Enhancing Knowledge Development in Marketing, Vol. 7*, Chicago, IL: AMA.

INVITED PRESENTATIONS, PANELS, DISCUSSIONS & DOCTORAL CONSORTIA

Invited Presentations:

Georgia State University CIBER’s International Business Webinar Series, September 2020

IJRM Thought Leadership Conference on Global Marketing Strategy, Indian School of Business, Hyderabad India, August 2020 (invited, format revised to be virtual)

Marketing Strategy Consortium, University of Texas, 2020 (invited; event canceled)

Tilburg University Research Camp, Netherlands, December 2020 (invited)

AIM Sheth Consortium, Greater Noida, India, 2020

Marketing Strategy Consortium, Indiana University, 2019

Durham University, U.K., November 2019

Leeds University, U.K., November 2019

University of California Riverside, February 2019

AIM Sheth Consortium, Ahmedabad, India, 2019

AMA Sheth Doctoral Consortium, University of Leeds, 2018

AMA Global SIG Doctoral Consortium, Santorini, Greece, 2018

Marketing Strategy Consortium, University of Missouri, 2018

YouGov, New York, NY, 2016

GSOM Emerging Markets Conference 2015: Business and Government Perspectives –Doctoral Colloquium,” St. Petersburg State University, St. Petersburg, Russia, 2015

Bank of America, Charlotte, NC, March 2015

Oxford University Symposium on Corporate Reputation, Oxford, U.K., September 2014

North Carolina State University, September 2013

Center for Future Banking at MIT’s Media Lab, November 2008

University of Madeira, Portugal, June 2005

University of Southern Mississippi, February 1999

Panels, Workshops and Discussions:

Paper development workshop leader for *Journal of International Marketing* and *International Marketing Review* at the 2020 AIB meeting, July 2020

Panelist on “Marketing Content and Social Media” at the Knoxville American Marketing Association’s 2017 conference, “Content is King,” October 2017

Panelist and Moderator on “Generating and Using Insight to Shape Marketing Practice” at the AMA Summer Educators’ conference 2016, Atlanta, GA, August 2016

Panelist on “What Does It Mean to Be a Customer Centric Business?” at Advertising Research Foundation ReThink 2016 conference, New York, NY, March 2016

Moderator for session on “Digital Attribution and Marketing Mix Modeling” at MSI Conference on Data, Disruption, and the Transforming Media Landscape, New York University’s Stern School of Business, February 2016

Panelist and Judging Committee participant for the Gary Lilien Practice Prize Competition at the joint MSI, INFORMS Society for Marketing Science (ISMS) and European Marketing Academy (EMAC) invitation-only conference on New Developments in the Practice of Marketing Science 2011-2012: Impact and Implementation, at the Smith School of Business, University of Maryland, November 2011

Panelist at MSI Conference on Customer Insights for Innovation, University of Miami School of Business, June 2009

Doctoral Consortia – as faculty advisor:

AMA Sheth Doctoral Consortium:

- 2020 (University of Indiana, invited – event postponed to 2021)
- 2019 (New York University)
- 2018 (Leeds University)

Marketing Strategy Doctoral Consortium:

- 2020 (University of Texas, invited – event postponed to 2021)
- 2019 (Indiana University)
- 2018 (University of Missouri)

AIM Sheth Consortium:

- 2020 (BimTech, Greater Noida, India)
- 2019 (MICA, Ahmedabad, India)

Association for Consumer Research Doctoral Consortium, San Diego, CA, 2017

AMA Global SIG annual conference

- 2020 (Taormina, Sicily – event postponed to 2021)
- 2019 (Buenos Aires)
- 2018 (Santorini)
- 2017 (Havana)

TEACHING

University of Tennessee

Marketing Insights – Full-time MBA program elective (Fall 2014-20)

Global Business Seminar – Full-time MBA course and abroad experience (May 2017-21)

International Business in Argentina and Uruguay – undergraduate study abroad course, Buenos Aires, Argentina and Montevideo, Uruguay (2018-21)

Seminar in Marketing Strategy – Ph.D. seminar (Fall 2017, 19)

Strategic Marketing Management module – Executive MBA for Strategic Leadership and Healthcare programs (2017-20)

International Marketing module - Professional MBA program (2013-20)
Marketing Insights module - Professional MBA program (2017-19)
Global Marketing in Spain - undergraduate study abroad course, Barcelona (May 2015-17)
Marketing Strategy - undergraduate capstone course (Fall 2013, Spring/Fall 2014-16)

Bank of America College of Marketing - monthly offering within Marketing group (2009)
Marketing Strategy *and* A Practical Approach to Research (two courses)

University of South Carolina

Marketing Communications in Spain - Study abroad course, as adjunct (2013-16)
Managing Customer Satisfaction - International MBA/Professional MBA (2006-08)
Marketing Strategy (2005-08)
International Marketing (1998); Professional MBA (2004-05)
Marketing Research (1996, 2004, 2005, 2007)
Core Professional MBA Marketing Management (2004-05)

Institute for South Pacific Studies Study Abroad Program in Australia
International Marketing (2007)

Consortium of Universities for International Studies - Program in Paderno del Grappa Italy
Global Marketing (2005-06)

Winthrop University

Marketing Research (2001-04)
Marketing for Global Competitiveness (2003-04)
Marketing Strategy (2001)
Marketing Management - Executive MBA program (2001-04)
Principles of Marketing (2000-03)
Promotion Management (2000-03)

University of Connecticut

Introduction to Marketing Management (1998, 1999, 2000)
Marketing for Global Competitiveness - Evening/Professional MBA program (1999, 2000)

DISSERTATION AND MASTERS THESIS COMMITTEE SERVICE

Mohammed (Mike) Saljoughian, University of Tennessee, current - chair, doctoral dissertation
Nandini Nim, Georgia State University, current - member, doctoral dissertation committee
Hyeyoon Jung, University of Alabama, current - member, doctoral dissertation committee
Annette Tower, University of Tennessee, 2019 - chair, doctoral dissertation (Placement:
Clemson University)
Adam Hepworth, University of Tennessee, 2019 - doctoral dissertation committee member
Anton Fenik, University of Tennessee, 2015 - doctoral dissertation committee member
Hyung-Il Ahn, Massachusetts Institute of Technology, 2010 (While Executive in Residence) -
doctoral dissertation committee member
Veli Emre Ozdemir, University of South Carolina, 2007 - chair, masters thesis
Alexander Krasnikov, University of South Carolina, 2006 - doctoral dissertation committee member
Margaret Miller, University of South Carolina, 2005 - chair, masters thesis
Robert McDonald, University of Connecticut 2001- doctoral dissertation committee member

UNDERGRADUATE HONORS THESIS ADVISOR SERVICE

Cassady Smith, University of Tennessee, Spring 2021
William Hensley, University of Tennessee, Spring 2020
Seth Carver, University of Tennessee, Spring 2016
John Qiu, University of Tennessee, Spring 2014
Matthew A. Camp, University of South Carolina, Spring 1997

GRANTS AWARDED

Marketing Science Institute research grant (with Stacy Wood and Christine Moorman), 2016
Marketing Science Institute research grant (with Matthias Bogaert, Michel Ballings, and Dirk Van den Poel), 2015
Marketing Science Institute research grant (with Roland Rust, William Rand, and Harald van Heerde), 2014
Marketing Science Institute research grant (with Neil A. Morgan, Lopo Rego and Abhi Bhattacharya), 2014
University of South Carolina CIBER research grant (with Satish Jayachandran) 2005-07
Springs Research Grant (Competitive Award), Winthrop University, 2003
Research Award, Winthrop University Research Council 2002-03
Research Development Award, University of Connecticut 1998-99
University of South Carolina CIBER grant for dissertation research 1997

ACADEMIC HONORS / AWARDS / RECOGNITIONS

Haslam Summer Scholars Research Awards, University of Tennessee 2019 - 2020
The program rewards researchers who “carry out the college’s goal of increasing academic visibility, reputation and scholarship through their research efforts.”
Oxford University Centre for Corporate Reputation’s 2016 Best Published Paper, awarded September 2017
Finalist for the 2017 MSI/H. Paul Root Award, given by members of the *Journal of Marketing* editorial review board to a paper that has made a significant contribution to AMA and MSI.
Haring Symposium for Doctoral Research, invited as Visiting Faculty Scholar 2017
F. Perry and Elaine Osburn Award for Research Excellence, Marketing & Supply Chain Management Department, University of Tennessee, 2016
Recognized for “Going the Extra Mile” for students at the University of Tennessee, *Tennessee Today*, February 23, 2016 ([link to article](#))
Best Reviewer Award, *Journal of the Academy of Marketing Science*, 2016
F. Perry and Elaine Osburn Award for Teaching Excellence, Marketing & Supply Chain Management Department, University of Tennessee, 2014
AMA Global Marketing Special Interest Group's 2009 Excellence in Global Marketing Research Award, for outstanding research article, published in the last 10 years, which has significantly influenced the direction of *global marketing*
Best Reviewer, AIB Annual Meeting, 2006-07
Award for Teaching Excellence, USC Mortar Board 2005, 2006 (Award chosen by students)
Outstanding Junior Professor Award, Winthrop University, 2003
Research Award, Winthrop University, 2002-03
Springs Research Excellence Award, Winthrop University, 2002
Presidential Citation for Exceptional Service, Winthrop University, 2002

Research Development Award, University of Connecticut, 1998-99
Academy of International Business Junior Faculty Consortium, 1998
Academy of International Business Doctoral Consortium, 1997
American Marketing Association—Sheth Doctoral Consortium, 1997
Phi Kappa Phi National Honor Society
Beta Gamma Sigma National Honor Society

PROFESSIONAL SERVICE

Editorship

Journal of International Marketing, Editor in Chief (Editorial Review Board member since 2008;
Associate Editor 2016-19)

Member, Editorial Review Boards:

Journal of Marketing (since 2017)
Journal of International Business Studies (since 2017)
Journal of the Academy of Marketing Science (since 2006)
International Journal of Research in Marketing (since 2016)

Ad-Hoc Reviewer:

Journal of Marketing Research
European Journal of Marketing

Leadership roles with professional organizations:

Academy of International Business, International Marketing Task Force 2019-20
American Marketing Association, Marketing Strategy SIG Board since 2016
American Marketing Association, Global Marketing SIG Board since 2015

Conference Chair, Track Chair, and other professional service:

AIB SE 2020 Doctoral Consortium co-chair (invited)
AMA 2020 Global Marketing SIG conference in Taormina, Sicily - Doctoral Consortium
Planning Committee member (conference postponed to 2020)
AMA 2019 Global Marketing SIG conference in Buenos Aires, Argentina - Doctoral
Consortium Planning Committee member
AMA 2018 Summer Educators conference co-chair
AIB SE 2018 Doctoral Consortium co-chair
AMA 2018 Global Marketing SIG conference in Santorini, Greece - Planning Committee
member and track chair
AMA 2017 Global Marketing SIG conference in Havana, Cuba - Doctoral Consortium Chair
and Planning Committee member
AMA 2017 Winter Educators Conference - Associate Editor
AMA 2016 Summer Educators conference - Global marketing track co-chair
AMA 2003 Summer Educators conference - Marketing strategy track chair
Society for Marketing Advances 2001 Meeting - Marketing research track co-chair

Conference Reviewer:

Academy of International Business (1996-2008, 2015)
American Marketing Association Summer and Winter Educators' Conferences (1996-2008)
Society for Marketing Advances (1996-2001)

Dissertation and other Award Competitions Reviewer:

MSI Clayton Doctoral Dissertation Proposal Competition 2016-17, 20
EMAC McKinsey Marketing Dissertation Award 2016
American Marketing Association John A. Howard/AMA Doctoral Dissertation Award 2015-
17, 2019
Bearden Award (Southeastern Marketing Symposium) 2018 - 20

UNIVERSITY OF TENNESSEE SERVICE

Marketing Department Head Search Committee 2020
International Business Advisory Committee, Haslam College of Business, Fall 2019-present
Graduate Council, Member 2018-present; Proxy, 2017
Marketing Department Co-organizer of department Speaker Series, 2018-2019
Marketing and Supply Chain Management Department Strategic Advisory Committee 2017
Dean's Faculty Advisory Council 2015-17
Marketing faculty search committee, non-tenure-track position, Fall 2017
Panelist, Haslam College of Business annual Women in Business Symposium, February 2017
Haslam College of Business Undergraduate Scholarship Committee 2015-17
Guest speaker at Business Analytics Forum Spring 2015
Guest speaker for Graduate and Executive Education brown bag event Spring 2015
Guest speaker for Executive MBA reunion event Spring 2015
Guest panelist for International Business Club (student organization), Fall 2014
Marketing faculty search committee, tenure-track position, Fall 2014
Task force on Global Programs and Partnerships Spring 2014
Marketing and Supply Chain Management undergraduate scholarships designations 2014-16
Guest speaker and participant at Executive MBA reunion event Fall 2014
Guest speaker and participant at Deans Academic Council event Fall 2013

PROFESSIONAL AFFILIATIONS

American Marketing Association
Academy of International Business
Executive in Residence, Media Lab, Massachusetts Institute of Technology 2008-2012
MSI Board of Trustees (corporate trustee, sponsored by Bank of America) 2008-2012
- Member and Participant in MSI's Marketing Education Roundtable, a consortium of
practitioners active in marketing education for their organizations, 2010

PROFESSIONAL CERTIFICATIONS

Six Sigma Greenbelt Certification, 2009

SERVICE TO THE PRACTITIONER COMMUNITY AND CONSULTING

Consulting

Pilot Flying J

Radio Systems Corporation

Marketing InSites

Blynk Organic

Milliken & Company

Other Service

Caterpillar North America - Expert reviewer for 2015 North American Caterpillar Dealer

Marketing Awards

LANGUAGES

English (native)

Spanish (fluent)