

# Leah Smith

Haslam College of Business, The University of Tennessee Department of Marketing and Supply  
Chain Management

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## Education

### UNIVERSITY OF TENNESSEE

**Knoxville, TN**

Ph.D. Business Spring 2019 (in progress)

Major: Marketing

Minor: Psychology

### WAKE FOREST UNIVERSITY

**Winston-Salem, NC**

BABCOCK GRADUATE SCHOOL OF MANAGEMENT

Master of Business Administration, May 2008

### INDIANA UNIVERSITY

**Bloomington, IN**

Bachelor of Arts degree in Theatre and Drama, August 2001

## Research Interests

Consumer Behavior, mediated relationships, and emotional communication

## Professional Experience

Electrolux North America,  
Manager Consumer Insights 2011 – 2015  
Charlotte, NC

Altria Group, Inc., Richmond, VA  
Lead Analyst - Marketing and Consumer Research 2008 – 2011  
Richmond, VA

Alltel Communications, Inc.  
Marketing Analyst – Marketing Research and Analytics June 2008 –  
August 2008  
Product Marketing Intern June 2007 – August 2007  
Little Rock, AR

YMCA Camp Abe Lincoln  
Program Director 2004 –2006  
Blue Grass, IA

Americorps, Neighborhood Centers of Johnson County  
Youth Program Lead 2001 –2002  
Iowa City, IA

**Published Manuscripts** Bharadwaj, N., Noble, C. H., Tower, A., **Smith, L. M.** and Dong, Y. (2017), Predicting Innovation Success in the Motion Picture Industry: The Influence of Multiple Quality Signals. *J Prod Innov Manag*, 34: 659–680.

**Manuscripts In Development** “Employing Semiotic Analysis to Examine Integrated Strategic Elements within Commercial Advertising” with David W. Schumann, Adam Hepworth, Nawar Chaker, Jinhee Lee, and Adam Powell; target journal: *Journal of Current Issues and Research in Advertising*

“Emojional Contagion in Mediated Relationships” with Randy Rose; data collection phase; target journal: *Journal of Consumer Research*.

**Conference Presentations** Hepworth, Adam, **Leah Smith**, David W. Schumann, Nawar Chaker, Jinhee Lee, and Adam Powell, “A Semiotic Analysis of Pharmaceutical Commercials.” American Marketing Association 2016 Summer Educator’s Conference, Atlanta Georgia.

**Smith, Leah** (2017) “Emojional Contagion in Mediated Relationships” Southeast Marketing Symposium.

**Undergraduate Teaching Experience** Instructor, Demand Management (BUAD 332), University of Tennessee, Haslam College of Business, Summer 2016. Instructor Rating 4.09/5.0

Instructor, Marketing Analytics (MARK 360), University of Tennessee, Haslam College of Business, Summer 2017. Instructor Rating 4.86/5.0

Adjunct Faculty: Marketing Research, Wake Forest University. Spring 2013

**Honors and Awards** 2016 Co-recipient of the Southeastern Marketing Symposium DRS Award  
2015 – Present, University of Tennessee, Chancellor’s Scholarship  
2015 – Present, University of Tennessee James C. Cotham, III Memorial Scholarship

### **Graduate Course Work**

#### *Marketing*

Theoretical Foundations, David Schumann

Consumer Behavior Research, Stephanie Noble

Marketing Strategy I, Charles Noble

Marketing Strategy II, Alex Zablah

Current Issues in Consumer Behavior, Randy Rose

*Methods*

Mathematical Methods and Economics, Mohammed Mohsin

Quantitative Research Methods, Chad Autry

Qualitative Research Methods, Daniel Flint

Experimental Design, Christian Vossler

Analysis of Variance, Lowell Gaertner

Multiple Regression, Lowell Gaertner

Structural Equation Models in Organizational Research, Robert T. Ladd

*Other*

Social Psychology, Garriy Shteynberg

Cognitive and Affective Bases of Behavior, Srinivasen Mahadeven and Jeff Larsen