

Annette Popp Tower

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EDUCATION

UNIVERSITY OF TENNESSEE Ph.D. (major: Marketing; minor: Quantitative Methods) – 2019 expected
M.A. (Economics) - December 2013

MURRAY STATE UNIVERSITY M.B.A. (concentration: Marketing) – August 2006

AUSTIN PEAY STATE UNIVERSITY B.B.A. (concentration: Management) – December 2003

RESEARCH

INTERESTS Marketing strategy, marketing analytics, international market development

PUBLICATIONS Bharadwaj, N., Noble, C. H., **Tower, A.**, Smith, L. M., & Dong, Y. “Predicting Innovation Success in the Motion Picture Industry: The Influence of Multiple Quality Signals.” *Journal of Product Innovation and Management*, 34(5), 659-680.

MANUSCRIPTS UNDER REVIEW **Tower, A.**, & Noble, C.H. “Exploring and Extending a Clan Based Business Model,” *Revising for 3rd Round at AMS Review: Special Issue on Business Models in the Digital Economy*

RESEARCH IN PROGRESS “The Performance Implications of Entering International Marketing Alliances: Does Strategic Fit Matter?” working paper and data analysis in progress. With Kelly Hewett.

“Dynamic Export Marketing Capabilities and Export Venture Success,” fourth round of proposal process to gain access to restricted-use micro-database of U.S. trade transactions, managed by the Atlanta RDC. With Kelly Hewett and V. Kumar.

“Balancing Investments in Customer Experience vs. Brand Image,” multiple secondary data sources being compiled. With Kelly Hewett and Lopo Rego.

“Complementary Cross-Cultural Differences and International Joint Venture Longevity,” data analysis in progress. With Anton Fenik and Kelly Hewett.

“Design vs. Creativity: An Examination of Team Influences,” working paper and data analysis completed. With Subin Im and Charles Noble.

RESEARCH PRESENTATIONS Fenik, A., Hewett, K., **Tower, A.** (2017), “Complementary Cross-Cultural Differences and International Joint Venture Longevity.” *Winter AMA Conference*, Orlando, FL

Fenik, A., Hewett, K., **Tower, A.** (2016), “Emerging Market Expansion via Global Strategic Alliances: Factors Influencing the Longevity of Global Alliances.” *Summer AMA Conference*, Atlanta, GA

November 2017

Tower, A. (2016), "Brand Symbiosis: A New Dimension of Brand Communities?" *Summer AMA Conference*, Atlanta, GA

Noble, C., Im, S., **Tower, A.** (2016), "Design vs. Creativity: An Examination of Team Influences and New Product Outcomes." *PDMA Research Forum*, Atlanta, GA

Bharadwaj, N., Noble, C. H., **Tower, A.**, Smith, L. M., & Dong, Y. (2016) "Innovation in Data Rich Environments," *Journal of Product Innovation and Management – Marketing Science Innovation in Data Rich Environments Research Workshop*, Knoxville, TN

DOCTORAL
CONSORTIA

Tower, A. (2017), "Strategic Marketing Emphasis and International Marketing Alliances: An Empirical Analysis." *AMA Global Marketing SIG Conference*, Havana, Cuba

HONORS AND AWARDS

UNIVERSITY OF
TENNESSEE

Chancellor's Scholarship 2015 - 2017

Graduate Student Senate *Excellence in Teaching Award* 2016-2017

Haslam College of Business *Excellence Fund* 2017 (\$1000)

Harold & Muriel Berkman Charitable Foundation, Inc.® *Scholarship* 2016 (\$1000)

J. and W. Holly Fellowship *Best First-Year Ph.D. Student in Economics* 2013 (\$5000)

AUSTIN PEAY STATE
UNIVERSITY

Outstanding Graduate in Management (2003)

DEPARTMENT OF THE
ARMY

Achievement Medal for Civilian Service (2012)

SERVICE

CONFERENCES

Ad Hoc Reviewer, Summer AMA Conference (2016)
Track Co-Chair, AMA Global Marketing SIG Conference (2018)

PROFESSIONAL
AFFILIATIONS

American Marketing Association
Academy of Marketing Science
INFORMS Society for Marketing Science

TEACHING

INTERESTS

Marketing Management, Global Marketing, Marketing Strategy, Marketing Analytics

CLASSES TAUGHT

University of Tennessee, Haslam College of Business

MARK 460: Marketing Strategy (2 sections)
Average Rating: 4.48 & 4.49/ 5

Spring 2017

MARK 300: Intro to Marketing and Supply Chain Mgt. Average Rating: 4.96 / 5	Summer 2016
ECON 312: Managerial Economics Average Rating: 3.93 / 5	Spring 2015
ECON 312: Managerial Economics Average Rating: 3.99 / 5	Fall 2014
ECON 582 & 583: Econometrics I & II (Teaching Assistant)	2013, 2014
ECON 201: Intro to Economics (Teaching Assistant)	2012, 2013
<i>Green River Community College, Auburn, WA</i>	
ECON 100 & 201: Intro to Econ & Microeconomics (Adjunct)	2007 - 2012

GRADUATE COURSE WORK

MARKETING	Marketing Strategy I Marketing Strategy II Theoretical Foundations Consumer Behavior Research Qualitative Research Methods	Charles Noble Alex Zablah David Schumann Stephanie Noble Daniel Flint
QUANTITATIVE	Bayesian Modeling and Computations Elements of Econometrics I Elements of Econometrics II Advanced Topics: Cross-Sectional Econometrics III Mathematical Methods in Economics Quantitative Research Methods Experimental & Behavioral Economics Structural Equation Modeling	Ham Bozdogan Georg Schaur Luiz Renato Lima Christian Vossler Jacob LaRivier Chad Autry Christian Vossler Thomas Lad
OTHER	International Economics International Finance Industrial Organization I Theoretical / Applied Microeconomics Teaching Preparation Seminar Academic Writing	Georg Schaur Luiz Renato Lima Rudy Santore William S. Neilson David Schuman Lisa Murray

INDUSTRY EXPERIENCE

BUSINESS SPECIALIST	Tennessee Small Business Development Center, Clarksville, TN	12/05 – 06/06
MILITARY AND GOVERNMENT AFFAIRS COORDINATOR	Economic Development Council / Clarksville Area Chamber of Commerce, Clarksville, TN	11/04 – 11/05