

KELLY HEWETT

Professor of Marketing, Reagan Professor of Business
Haslam College of Business, University of Tennessee

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Knoxville, TN 37996-0530

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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 – *Associate Professor of Marketing* (2016-2022)

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 (statistics) 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

- Yoo, Kiwoong, Roman Welden, Kelly Hewett, and Michael Haenlein, (2023), “The Merchants of Meta: A Research Agenda to Understand the Future of Meta,” *Journal of Retailing*, published online 27 February 2023
(<https://www.sciencedirect.com/science/article/pii/S0022435923000039?via%3Dihub>)
- Hewett, Kelly, Tomas Hult, Murali Mantrala, Nandini Nim and Kiran Pedada (2022) “Cross-Border Marketing Ecosystem Orchestration: A Conceptualization of its Determinants and Boundary Conditions,” *International Journal of Research in Marketing*, 39 (2), 619-38.
- Rose, Alexander S., Kelly Hewett and Randall L. Rose (2022), “The Generalized Exchange Framework: A Guide for Navigating New Market Realities,” *Journal of Marketing Theory and Practice*, 31 (3), 276-299.
- Tower, Annette, Kelly Hewett and Alok Saboo, (2021), “Reexamining the tradeoff between value creation and value appropriation: The Role of Internal Organizational Resources vs. External Strategic International Alliances,” *Journal of Business Research*, 123 (February), 302-12.
- 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), “Understanding Cultural Differences in Consumers’ Reactions to Foreign-Market Brand Extensions: The Role of Thinking Styles,” *Journal of International Marketing*, 27 (2), 1-21.
- Hewett, Kelly H. and Laura L. Lemon (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
* Finalist for the 2021 Sheth Foundation/*Journal of Marketing* 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), 108-22.
- 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), 141-73.
- 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), 219-33.
- 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), 171-94.
- 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), 567-85.
- 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), 229-39.
- 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), 239-49.
- 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, Matthijs Meire, and Steven Hoornaert (2021), “Firm Strategies for One-on-One Exchanges with Customers in Social Media,” Chapter in *The SAGE Handbook of Digital and Social Media Marketing*, Annmarie Hanlon and Tracy Tuten (Eds.), SAGE Publishing, U.K.

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.

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), “Integrating Ideas and Environments: Blending Marketing Strategy with Context for Organizational Success,” Chapter in *Achieving Supply Chain Integration: Connecting the Supply Chain Inside and Out for Competitive Advantage*, CW Autry and MA Moon (Eds.), Pearson: Hoboken, NJ.

OTHER PUBLICATIONS – Editorials, Working Paper Series, Commentaries

Peters, Kay, Cheryl Nakata and Kelly Hewett, (2023), “Theory and Practice in Global Marketing: An Editorial,” *Journal of International Marketing*, 31 (2), 1-5.

Grinstein, Amir, Petra Riefler, and Kelly Hewett. (2022), “Well-Being in a Global World— Future Directions for Research in International Marketing: An Editorial.” *Journal of International Marketing* 30 (3), 1–4.

Welden, Roman, Michael Haenlein, and Kelly Hewett (2022), “Influencer Marketing and Social Network Formation on Video Game Streaming Platforms,” Marketing Science Institute working paper series

Hewett, Kelly, Shintaro Okazaki and Linda Price (2022), “Marketing and Public Policy in a ‘Runaway World’: A Commentary,” *Journal of Public Policy & Marketing*. 41 (3), 211-12.

Welden, Roman, Kelly Hewett and Michael Haenlein (2022), “Playing the Game: Reimagining Video Games as a Dynamic Marketing Communication Channel,” Marketing Science Institute working paper series

- Grinstein, Amir, Kelly Hewett, and Petra Riefler (2022), “Well-Being in a Global World—The Role of International Marketing: An Editorial.” *Journal of International Marketing* 30 (2), 1–4.
- Hewett, Kelly and Donald R. Lehmann (2021), “Editorial: Introduction to the Special Issue on Data and Methodological Issues for New Insights in International Marketing,” *Journal of International Marketing*, 29 (3), 1-2.
- 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 working paper series, report number 20-142.
- Hewett, Kelly, Roland T. Rust, Harald J. van Heerde, and William Rand (2015), “Brand Buzz in the Echoverse,” Marketing Science Institute working paper series report number 15-104.
- Commentary on the contributions of V. Kumar to the field of International Marketing. In *Legends in Marketing: V. Kumar: Ten-Volume Set*, July 2012.
- Jayachandran, Satish, Kelly Hewett and Peter Kaufman (2009), “Intellectual Property Rights and Brand Licensing: The Importance of Brand Protection,” Marketing Science Institute special report 09-209.

WORK IN PROGRESS under review or revision

- “How Firms Can Steer Social Media Conversations,” with Mohammed (Mike) Saljoughian, William Rand and Harald van Heerde (Invited for second revision at the *Journal of Marketing Research*).
- “A New Approach to Assessing Customer-Level Switching Costs,” with Abhi Battacharya, Neil Morgan and Lopo Rego (Under third review at the *Journal of Service Research*).
- “Quest for Insights: Leveraging the Video Game Ecosystem for Contemporary Marketing Data and Analytics,” with Roman Welden, Michael Haenlein, Keith Smith, and John Hulland (Invited for first revision at the *Journal of the Academy of Marketing Science*).
- “The Impact of Disruption from Trade Wars on Firms’ Use of International Strategic Alliances for Value Creation and Appropriation,” with Satish Jayachandran, Alexander Krasnikov, and Kiwoong Yoo (Under first review at the *Journal of Marketing*).

WORK IN PROGRESS preparing for submission

- “Influencer Marketing on Live Streaming Platforms,” with Roman Welden, Michael Haenlein, and Leah Smith (Preparing for submission to the *Journal of Marketing*.)
- “Playing the Game: Reimagining Video Games as a Dynamic Marketing Communication Channel,” with Roman Welden, Michael Haenlein and Colleen Harmelling (Preparing for submission to the *Journal of Marketing*.)
- “Predicting the Likelihood and Progression of Retailer Brand Crises on Social Media,” with Meike Eilert, Koen Pauwels and Raoul Kübler (Preparing for submission to the *Journal of Retailing*.)
- “Factors Influencing the Performance of Unicorn Firms: The Role of the Customer Experience,” with Nandini Nim, Anita Pansari, Brianna Paulich, and Kiwoong Yoo (Preparing for submission to the *Journal of Marketing*.)
- “The Role of Home Country Regulatory Environments in Emerging Marketing Brand Expansion Decisions and Export Performance,” with Alexander V. Krasnikov and Adam Hepworth (Preparing for submission to the *Journal of International Business Studies*.)

WORK IN PROGRESS at earlier stages

- “Directed vs. Undirected Customer-Firm Communication in Social Media,” with Matthijs Meire and Steven Hoornaert (data analysis underway).
- “Chasing Disasters: Corporate Disaster Philanthropy Strategies After Natural Disasters,” with Kiwoong Yoo, Katrijn Gielens, and Youngtak Kim (data analysis underway)
- “How Firms Can Influence Customers’ Emotional Attachment Across the Customer Journey,” with Mohammad (Mike) Saljoughian and Michael Haenlein (data analysis underway)
- “Dynamic Marketing Capabilities and Export Success Amid Policy Changes: An Empirical Analysis,” with Annette Tower and Luciano Lapa (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, Renana Peres, and Mohammad (Mike) Saljoughian (data analysis underway)
- “Investigating Spillover Effects Across Brand Equity and Customer Satisfaction: Guidance for Balancing Marketing Resource Allocations,” with Annette Tower, Lopo Rego, and Abhi Battacharya (data analysis underway)

REFEREED CONFERENCE PRESENTATIONS

- Saljoughian, Mohammed (Mike), Kelly Hewett, William Rand and Harald Van Heerde, “How Firms Can Steer Social Media Conversations.” Marketing Dynamics 2023
- Yoo, Kiwoong, Kelly Hewett, Katrijn Gielens, and Youngtak Kim, “Chasing Disasters: Corporate Disaster Philanthropy Strategies After Natural Disasters,” Marketing Dynamics 2023
- Nandini Nim, Anita Pansari, Brianna Paulich, Kelly Hewett and Kiwoong Yoo “Factors Influencing the Performance of Unicorn Firms: The Role of the Customer Experience.”

2023 Winter AMA, special session on Transformation in the Face of Disruption: Emerging Trends in Global Marketing Research

Hewett, Kelly, Tomas Hult, Murali Mantrala, Nandini Nim and Kiran Pedada, “Cross-Border Marketing Ecosystem Orchestration: A Conceptualization of its Determinants and Boundary Conditions.” 2022 AMA Global SIG conference

Welden, Roman, Kelly Hewett and Michael Haenlein, “Playing the Game: Reimagining Video Games as a Dynamic Marketing Communication Channel.” EMAC 2022

Saljoughian, Mohammed (Mike), Kelly Hewett, William Rand and Harald Van Heerde, “How Firms Can Steer Social Media Conversations.” EMAC 2022

Saljoughian, Mike, Kelly Hewett, William Rand and Harald Van Heerde, “Let’s E-Converse: How Firms Can Steer Social Media Conversations.” Theory and Practice in Marketing 2021

Yoo, Kiwoong, Kelly Hewett, and Satish Jayachandran, “The impact of Disruptions in Global Trade Agreements on Multinational Firms' Use of International Strategic Alliances.” 2021 AIB meeting and 2021 Summer AMA

Welden, Roman, Kelly Hewett and Michael Haenlein, “Video Game Marketing: Utilizing Video Games as a Channel of Communication.” EMAC 2021, Marketing Science 2021

Hewett, Kelly, Meike Eilert, Koen Pauwels, and Raoul V. Kübler, “Predicting the Likelihood and Duration of Brand Crises on Social Media.” EMAC 2021

Saljoughian, Mike, Kelly Hewett, William Rand and Harald Van Heerde, “How Should Firms Manage their Social Media Conversations for the Greatest Impact on Brand Perceptions?” 2020 Winter AMA

Hewett, Kelly, Adam Hepworth and Alexander Krasnikov, “The Role of Domestic Regulatory Environments in the Internationalization of Emerging Market Brands.” AIB 2020

Tower, Annette, Kelly Hewett and Lopo Rego, “Investigating Spillover Effects Across Brand Equity and Customer Satisfaction: Guidance for Balancing Marketing Resource Allocations.” 2019 Summer AMA

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 Winter AMA

Hewett, Kelly, Meike Eilert, Koen Pauwels and Raoul Koebler, “Predicting the Trajectory of a Brand Crisis: Which Metrics Provide the Most Advance Notice?” 2019 Winter AMA

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, Havana, Cuba

Hewett, Kelly, Neil Morgan, Lopo Rego, and Abhi Battacharya, “A New Approach to Switching Costs.” 2016 Winter AMA

Tower, Annette, Anton Fenik, and Kelly Hewett, “Complementary Cross-Cultural Differences and Longevity of International Joint Ventures.” 2016 Winter AMA

Hewett, Kelly, Alexander Krasnikov, and Adam Hepworth, “The Impact of Home Market Institutional Conditions on Market Entry Strategies of Firms from Emerging Markets.” AIB 2016

Hewett, Kelly, Alexander Krasnikov, and Adam Hepworth, “Impact of Domestic Corruption and Legal Institutions on International Expansion of Emerging Market Firms.” 2016 Summer AMA

- Fenik, Anton, Kelly Hewett and Annette Tower, "Emerging Market Expansion via Global Strategic Alliances: Factors Influencing the Longevity of Global IP Alliances." 2016 Summer AMA
- Hewett, Kelly, William Rand, Roland T. Rust, and Harald J. van Heerde, "Brand Buzz in the Echoverse." 2016 Winter Conference on Business Intelligence
- Bogaert, Matthias, Kelly Hewett, Michel Ballings, and Dirk Van den Poel, "Harnessing the Power of Social Media to Predict Buyer Behavior." INFORMS 2015 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." 2015 International Research Conference at St. Petersburg State University, St. Petersburg, Russia
- 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." 2015 Winter AMA
- Hewett, Kelly, Satish Jayachandran and Peter Kaufman, "Factors Influencing Royalty Rate in Global Licensing Agreements." AIB 2008
- Ozdemir, V. Emre and Kelly Hewett, "The Importance of Relationships and Service Quality in a Retail Setting: A Cross-Cultural Comparison." AIB 2007
- Hewett, Kelly and Satish Jayachandran, "Identifying Ideal Conditions for Encouraging Marketing Creativity: A Configuration Theory Approach." 2006 Winter AMA
- Krasnikov, Alexander and Kelly Hewett, "Building Consumer Relationships in Transition Economies: A Marketing Capabilities Perspective." Wave one results 2006 Summer AMA, and wave two 2009 Summer AMA
- Hewett, Kelly and Satish Jayachandran, "Enhancing Global Marketing Creativity: A Knowledge-Based Perspective." AIB 2005
- Jayachandran, Satish and Kelly Hewett, "Customer Response Capability in a Sense-and-Respond Era: The Role of Customer Knowledge Process and Risk Propensity." 2003 Winter AMA
- Money, Bruce, Kelly Hewett and Subhash Sharma, "National Culture, Buyer-Seller Relationships and Repurchase Intention in Industrial Markets." 2002 Winter AMA
- 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 Winter AMA
- Hewett, Kelly and Sharon Watson, "The Effect of Market Orientation and Knowledge use of the Performance of International Teams." AIB 2000
- Hewett, Kelly and William O. Bearden. "Managing the Marketing Function Globally: An Examination of the Relationships between Headquarters and Foreign Subsidiary Marketing Operations." AIB 1999

Madden, Thomas J., Kelly Hewett and Martin S. Roth, “Managing Images in Different Cultures: A Cross-National Study of Color Meanings and Preferences.” 1999 Summer AMA

Hewett, Kelly, Bruce Money and Subhash Sharma, “An Exploration of the Moderating Role of Corporate Culture in Industrial Buyer-Supplier Relationships.” 1999 Winter AMA

Money, Bruce, Kelly Hewett and Subhash Sharma, “National Culture and the Impact of Relationship Marketing on Repurchase Intention for Industrial Services.” AIB 1998

Bearden, William O., Charles S. Madden and Kelly H. Uscátegui, “Viewing Consumer Respondents as a Finite Resource: Implications for Marketing Research and Telemarketing Practice,” 1997 Summer AMA

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

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

Bearden, William O., Randall L. Rose and Kelly H. Uscátegui, “Motivations Underlying Over and Under Estimation of Product Ownership among Peers by Adolescent Consumers.” 1995 Summer AMA

INVITED PRESENTATIONS, PANELS, DISCUSSIONS & DOCTORAL CONSORTIA

Invited Research Presentations:

Marketing Strategy Consortium, Athens, GA June 2023

Centre for Research Excellence in Marketing (CREM) at Mudra Institute of Communications, Ahmedabad (MICA), Ahmedabad, India, May 2023 (virtual)

University of Kansas, April 2023

Tilburg University Research Camp, Netherlands, December 2022

Amsterdam Business School, December 2022

Koç University, Istanbul Turkey, June 2022

University of Texas Rio Grande Valley, October 2021 (virtual)

AIM-AMA Sheth Doctoral Consortium, Mumbai, India, 2021 (virtual)

Hong Kong Polytechnic University, April 2021 (virtual)

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 (virtual)

Marketing Strategy Consortium, University of Texas, 2020 (virtual)

AIM-AMA Sheth Doctoral 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-AMA Sheth Doctoral 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 (virtual)

GSOM Emerging Markets Conference 2015: Business and Government Perspectives –Doctoral Colloquium,” St. Petersburg State University, Russia, 2015
Bank of America, Charlotte, NC, March 2015
Oxford University Symposium on Corporate Reputation, Oxford, U.K., September 2014
Center for Future Banking at MIT’s Media Lab, November 2008
University of Madeira, Portugal, June 2005
University of Southern Mississippi, February 1999

Panels and Workshops:

AMA Sheth Doctoral Consortium panel on New Technologies, New Research Frontiers, June 2023

AMA Global SIG and Texas A&M University Center for International Business Studies joint webinar on Publishing Opportunities in International Marketing, April 2023

Panelist on “Influencers and Virtual Consumer Relationships,” 2023 AMA Winter conference

Panelist on “The Game of Life: Marketing within the Video Game Ecosystem,” 2023 AMA Winter conference

Panelist on “Retailing in the Metaverse,” 2023 AMA Winter conference

Paper development workshop co-leader for *Journal of International Marketing* and *International Marketing Review* at the 2022 AIB meeting, July 2022

Co-leader for International Marketing workshop at the 2022 AIB meeting, July 2022

Panelist on “Global Marketing and Policy” at the Marketing Strategy Doctoral Consortium, Texas A&M University, June 2022

Panelist on Celebrating 30 Years of Journal of International Marketing: Retrospective and Future Outlook” at the AMA Global SIG conference, Chania, Greece, May 2022

Moderator and panelist on “DEI in the Classroom,” AMA Sheth Doctoral Consortium, Indiana University, August 2021

Texas A&M University and Michigan State University joint CIBER event on Publishing in International Business Research, April 2021 (virtual)

Paper development workshop leader for *Journal of International Marketing* and *International Marketing Review* at the 2021 AIB meeting, July 2021

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

Journal of Marketing Research Development Workshop – moderator and faculty advisor, Indian School of Business, Hyderabad, India, January 2020

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

Panelist and Moderator on “Generating and Using Insight to Shape Marketing Practice” 2016 Summer AMA

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

Moderator for session on “Digital Attribution and Marketing Mix Modeling,” MSI Conference on Data, Disruption, and the Transforming Media Landscape, NYU, February 2016

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

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

Doctoral and Junior Faculty Consortia – as faculty advisor:

AMA Sheth Doctoral Consortium:

- 2023 (Norwegian Business School)
- 2022 (University of Texas at Austin)
- 2021 (Indiana University)
- 2019 (New York University)
- 2018 (Leeds University)

EMAC Doctoral Colloquium

- 2023 (University of Southern Denmark, Odense)
- 2022 (Corvinus University of Budapest in Hungary)
- 2021 (ESIC Business & Marketing School, Madrid, virtual)

Marketing Strategy Doctoral Consortium:

- 2024 (University of Cologne, invited)
- 2023 (University of Georgia)
- 2022 (Texas A&M University)
- 2021 (University of Texas, virtual)
- 2019 (Indiana University)
- 2018 (University of Missouri)

AIM Sheth Consortium:

- 2022 (Jagdish Sheth School of Management, Bangalore, India, virtual)
- 2021 (Jagdish Sheth School of Management, Bangalore, India, virtual)
- 2020 (BimTech, Greater Noida, India)
- 2019 (MICA, Ahmedabad, India)

SMA Doctoral Consortium, 2021 (Orlando, FL)

AIB Southeast Junior Faculty Consortium, 2021 (Panama City, FL, virtual)

AIB Southeast Doctoral Consortium:

- 2020 (virtual)
- 2018 (Nashville, TN)

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

AMA Global SIG annual conference

- 2021 (Taormina, Sicily)
- 2019 (Buenos Aires)
- 2018 (Santorini)
- 2017 (Havana)

TEACHING

University of Tennessee

Capstone, Client-Based Consulting Project – MS in Marketing program (Spring 2023)

Demand Management, core marketing modules – Executive MBA, Global Supply Chain program (Fall 2022)

Global Business Seminar – Full-time MBA course and abroad experience (2017-23)

Marketing Insights – Full-time MBA program elective (Fall 2014-21)

International Business in Latin America – undergraduate study abroad course, Buenos Aires, Argentina and Montevideo, Uruguay (2018-19); Chile (2022-23)
Seminar in Marketing Strategy – Ph.D. seminar (Fall 2017, 2019; Spring 22)
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 (consulting project) – 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)

PH.D. DISSERTATION AND MASTERS THESIS COMMITTEE SERVICE

Kiwoong Yoo, University of Tennessee, current – chair, doctoral dissertation
Mohammed (Mike) Saljoughian, University of Tennessee, 2022 – chair, doctoral dissertation (placement: University of Missouri)
Roman Welden, University of Tennessee, 2022 – chair, doctoral dissertation (placement: Indiana University)
Zheng Zhang, University of Tennessee, 2022 – doctoral dissertation committee
Nandini Nim, Georgia State University, 2021 – doctoral dissertation committee
Hyeyoon Jung, University of Alabama, 2020 – doctoral dissertation committee

Annette Tower, University of Tennessee, 2019 – chair, doctoral dissertation (placement: Clemson University)
Adam Hepworth, University of Tennessee, 2019 – doctoral dissertation committee
Anton Fenik, University of Tennessee, 2015 – doctoral dissertation committee
Hyung-II Ahn, Massachusetts Institute of Technology, 2010 (while Executive in Residence) – doctoral dissertation committee
Veli Emre Ozdemir, University of South Carolina, 2007 – chair, masters thesis
Alexander Krasnikov, University of South Carolina, 2006 – doctoral dissertation committee
Margaret Miller, University of South Carolina, 2005 – chair, masters thesis
Robert McDonald, University of Connecticut 2001– doctoral dissertation committee

UNDERGRADUATE HONORS THESIS ADVISOR SERVICE

Sarah Freels, University of Tennessee, current
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

ACADEMIC HONORS / AWARDS / RECOGNITIONS

Haslam College of Business Volunteer Spirit Award, 2023
Finalist for the 2021 Sheth Foundation/*Journal of Marketing* award, which honors the article published in the *Journal of Marketing* that has made long-term contributions to the field of Marketing
Best Reviewer Award, *Journal of Marketing*, 2021
Haslam Summer Scholars Research Awards, University of Tennessee, 2019 – 2022
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, 2021
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

GRANTS AWARDED

Haslam Summer Teaching Grant, 2022
Amazon research award (with Roman Welden, Michael Haenlein and Leah Smith), 2022
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

PROFESSIONAL SERVICE

Editorship

Journal of International Marketing, Editor in Chief (Editorial Review Board member since 2008; Associate Editor 2016-19), term ends June 2024
Journal of Retailing, Guest co-editor for special issue on “Retailing in the Metaverse,” 2023
Review of Marketing Research Volume 22, Special Issue on “Global Marketing in Times of Disruption”

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)
Journal of Retailing (since 2022)
AMS Review (since 2023)

Editorial Advisory Board

Psychology & Marketing

Leadership roles with professional organizations:

Sheth Foundation, board member since 2021, Treasurer elect for 2024
Centre for Research Excellence in Marketing (CREM) at Mudra Institute of Communications, Ahmedabad (MICA), advisory board member since 2021
Academy of International Business, International Marketing Task Force since 2019
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:

AMA 2023 Global Marketing SIG conference in Santiago, Chile – conference co-chair
AMA Winter 2022, Global Marketing co-track chair
Theory and Practice in Global Marketing 2021, co-chair
AIB 2021 – International Marketing Strategy and Consumer Behavior co-track chair
AIB SE 2021 – Junior Faculty Consortium co-chair
AIB SE 2020 – Doctoral Consortium co-chair
AMA 2021 Global Marketing SIG conference in Taormina, Sicily – doctoral and junior faculty consortium planning committee member
AMA 2019 Global Marketing SIG conference in Buenos Aires, Argentina - doctoral consortium planning committee member
AMA 2018 Summer 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 Conference – Associate Editor
AMA 2016 Summer conference – Global marketing track co-chair
AMA 2003 Summer 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, 2021)
American Marketing Association Summer and Winter Conferences (1996-2008)
Society for Marketing Advances (1996-2001)

Dissertation and other Award Competitions Reviewer:

MSI Clayton Doctoral Dissertation Proposal Competition 2016 – 17, 20, 23
EMAC McKinsey Marketing Dissertation Award 2016
American Marketing Association John A. Howard/AMA Dissertation Award 2015-17, 2019
Bearden Award (Southeastern Marketing Symposium) 2018-22

UNIVERSITY OF TENNESSEE SERVICE

Marketing faculty search committee, two tenure-track positions, 2023
Haslam College of Business post-tenure review (3 packages), 2023
Haslam College of Business Programming (new building) Committee, 2021-22
Marketing faculty search committee co-chair, two tenure-track positions, 2021
Master of Science in Marketing task force chair, 2021
Marketing Department Head Search Committee 2020
International Business Advisory Committee, Haslam College of Business, since 2019
Graduate Council, Member 2018-present; Proxy, 2017
Graduate Appeals Committee member since 2018
EURECA Undergraduate research (thesis) competition judge 2019-22
Marketing Department Co-organizer of department Speaker Series, since 2018
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, 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, 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
Association for Consumer Research
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, 2010

PROFESSIONAL CERTIFICATIONS

Six Sigma Greenbelt Certification, 2009

SERVICE TO THE PRACTITIONER COMMUNITY AND CONSULTING

Consulting

Pilot Flying J	Blynk Organic
Radio Systems Corporation	Milliken & Company
Marketing InSites	

Other Service

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

LANGUAGES

English (native)

Spanish (conversant)