

Stephanie M. Noble

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Academic Positions

Nestlé USA Professor of Marketing, The University of Tennessee (August 2023 – present)

Proffitt’s Professor of Marketing, The University of Tennessee (July 2017 – July 2023)

Professor of Marketing, The University of Tennessee (Fall 2014 – June 2017)

Associate Professor of Marketing, The University of Tennessee (Fall 2011 – Spring 2014)

Associate Professor of Marketing, The University of Mississippi (Fall 2007 – Spring 2011)

Assistant Professor of Marketing, The University of Mississippi, School of Business (Fall 2001 – Spring 2007)

Professional Appointments

- Editor-in-Chief, *Journal of the Academy of Marketing Science* (2024 -)
- Editorial Review Board, *Journal of Marketing* (2022 – present)
- Co-editor, *Journal of Service Research* (2021- 2023)
- Co-chair of the Retailing/Pricing SIG (2020-2022)
- Area Editor, *Journal of Retailing* (2020 - 2022)
- William B. Stokely Faculty Research Fellow, Haslam College of Business, The University of Tennessee (2020, 2021, 2022)
- Invited onto the American Marketing Association Foundation (AMAF) Board of Advisors– (2020-2024)
- Co-Editor, Special Section in the *Journal of the Academy of Marketing Science* - “Empirical Insights on Artificial Intelligence (AI) and Robotics in the Retail and Service Sector: Leveraging AI to Create Value for Consumers, Organizational Frontlines, and Firms” (2020-2023).
- Area Editor, *Journal of the Academy of Marketing Science* (2018-present)
- Center for Services Leadership Research Faculty Member, Arizona State University (2018-present)
- Co-chair for the Frontiers in Service Doctoral Consortium; Frontiers in Services Conference

(2018, 2019)

- Co-Chair for the Organizational Frontline Conference (2018, 2019)
- Academic Partner Member, Beesy Strategy (2018 – present)
- Co-Editor, Special Section in the *Journal of Retailing* - “The Future of Retail Frontline Management” (2017- 2019)
- Endowed Chair, Haslam College of Business, The University of Tennessee (2017- present)
- William B. Stokely Faculty Research Fellow, Haslam College of Business, The University of Tennessee (2017-2019)
- Invited as SERVSIG Board Member – Co-Mentoring Officer (2017-2019)
- Selected as an Academic Council Member for the American Marketing Association (2014-2016)
- Co-Chair for the Summer American Marketing Association Conference; American Marketing Association (2011)
- Selected as Vice-Chair of Communications, Relationship Marketing SIG; American Marketing Association (2004, 2005, 2006)

Honors and Awards

- Finalist for the UTK Chancellor’s Excellence in Teaching Award (university-wide award) (2024)
- Invited Faculty Mentor, AMA Sheth Consortium, Manchester, UK (2024)
- Winner of the AMA Retail & Pricing SIG’s Mentoring Award (2024)
- Winner of the AMA Retail & Pricing SIG’s Lifetime Achievement Award (2023)
- Finalist for the UTK Chancellor’s Excellence in Teaching Award (university-wide award) (2023)
- Invited Faculty Mentor, AMA Sheth Consortium, BI Norwegian Business School (2023)
- Winner of the AMA Retail & Pricing SIG’s Best Service Award (2023)
- Winner of the Poets & Quants Top 50 Undergraduate Professor Award (2022)
- Winner of the ASCC Research Award for “In-Store Technologies: How Communication Content Impacts Sales,” Advanced Supply Chain Collaborative, Haslam College of Business (award for research that is both rigorous and relevant) (2021)
- Winner of the Outstanding Reviewer Award– *Journal of Retailing* (2021)
- Winner of the Outstanding Reviewer Award– *Journal of Service Research* (2021)
- Top 5 Outstanding Reviewer Recognition – *Journal of Service Research* (2020)
- Winner of the Outstanding Area Editor Award – *Journal of the Academy of Marketing Science* (2020)
- Winner of the Outstanding Paper of the Year for the *European Journal of Marketing* for “Man vs. Machine: Relational and Performance Outcomes of Technology Utilization in Small Business CRM Support Capabilities” (2019)
- Runner-up for the Marketing Research SIG Don Lehmann Award for “In-Store Mobile Phone Use and Customer Shopping Behavior: Evidence from the Field” (2019)
- Finalist for the Vallett Family Outstanding Researcher Award, Haslam College of Business (college-wide award) (2019, 2020, 2021)

- Invited Participant, Let's Talk About Service, Fordham University (2019)
- Invited Participant, Retailing Thought Leadership Conference, University of Arkansas (2019)
- Finalist for the Marketing Science Institute/H. Paul Root *Journal of Marketing* Award for "In-Store Mobile Phone Use and Customer Shopping Behavior: Evidence from the Field" (2018)
- Winner of the Best Paper of the Year for the *Journal of Service Research* for "Domo Arigato Mr. Roboto: Emergence of Automated Social Presence in Organizational Frontlines and Customers' Service Experiences" (2018)
- Selected into the UTK Leadership Development Program (2018)
- Selected as Faculty Mentor, Academy of Marketing Science Doctoral Consortium; AMS Conference (2018, 2017)
- Winner of the Outstanding Reviewer Award – *Journal of Retailing* (2017)
- Selected as Faculty Mentor, Frontiers in Service Doctoral Consortium; Frontiers in Services Conference (2017, 2009)
- Winner of the Best Paper in Track Award, "Understanding In-Store Mobile Phone Usage and Retail Sales;" Winter American Marketing Association Conference, Technology Track (2017)
- Selected as Faculty Mentor, Society for Marketing Advances Doctoral Consortium; SMA Conference (2017)
- Awarded "Top 5% of Review Team" - *Journal of the Academy of Marketing Science* (2016)
- Invited Participant, JAMS Thought Leader Conference on Customer Relationship Management, Paris (2015)
- Invited Participant, Organizational Frontlines Thought Leadership Conference, Oklahoma State University (2015)
- Winner of the Researcher of the Year Award; Department of Marketing and Supply Chain Management; The University of Tennessee (2013)
- Finalist for the Chancellor's Excellence in Graduate Mentoring and Advising Award; The University of Tennessee (2012, 2013)
- Erin Anderson Award Nominee for a female faculty who mentors junior colleagues and doctoral students; American Marketing Association (2009)
- Finalist for the University Faculty Wide Award for Research, Service, and Teaching Excellence; The University of Mississippi (2009)
- Finalist for The University of Mississippi School of Business Administration Teaching Award (2007, 2009, 2010)
- Winner of the Society for Marketing Advances Doctoral Dissertation Proposal Award (co-chaired Mavis Adjei's dissertation with Charles Noble); Society for Marketing Advances (2006)
- Winner of the Junior Researcher of the Year Award; The University of Mississippi School of Business Administration (2006)
- Selected as Faculty Mentor, Marketing Management Association (MMA) Doctoral Consortium; Marketing Management Association Conference (2002)
- Excellence in Teaching Award, University of Massachusetts – Amherst (1999)

Research Interests

Customer experience management - enhancing customer experiences in retail and service settings, including the influence of each of the following on customers' experiences:

- Retailer strategy decisions (e.g., technology introductions, co-production, atmospherics)
- Retailer relationship development efforts
- Frontline employees

Publications

Grewal, Dhruv, Abhijit Guha, **Stephanie M. Noble**, and Kara Bentley (forthcoming), "The Future of the Food Production-Consumption Chain: Fighting Food Insecurity, Loss, and Waste with Technology and Artificial Intelligence," *Journal of the Academy of Marketing Science*.

Grewal, Dhruv, Sabine Benoit, **Stephanie M. Noble**, Abhijit Guha, Carl-Philip Ahlbom, and Jens Nordfält (forthcoming), "Leveraging In-Store Technology and AI: Increasing Customer and Employee Efficiency and Enhancing their Experiences," *Journal of Retailing*.

Lee, Nayoung, Alex R. Zablah, **Stephanie M. Noble** (2023), "A Meta-Analytic Investigation of the Organizational Identification – Job Performance Relationship in the Frontlines," *Journal of Retailing*, 99(3), 370-384.

Mende, Martin, **Stephanie M. Noble**, and Thomas Sugar (2023), "From Homo Sapiens To Homo Superior? Wearable Robotics as the Platform for Transhumanist Marketing [Commentary]," *Journal of the Academy of Marketing Science*, 51, 757-766.

Grewal, Dhruv, Carl-Philip Ahlbom, **Stephanie M. Noble**, Venky Shankar, Unnati Narang, and Jens Nordfält (2023), "The Impact of In-Store Inspirational (vs. Deal-Oriented) Communication on Overall Sales: The Importance of Activating Goal-Completion Mindsets," *Journal of Marketing Research*, 60 (6), 1071-1094.

Noble, Stephanie M. and Martin Mende (2023), "The Future of Artificial Intelligence and Robotics in the Retail and Service Sector: Sketching the Field of Consumer-Robot-Experiences," *Journal of the Academy of Marketing Science* [Special Issue Editorial], 51, 747-756.

Noble, Stephanie M., Martin Mende A. Parasuraman, and Dhruv Grewal (2022), "The Fifth Industrial Revolution: How Harmonious Human–Machine Collaboration is Triggering a Retail and Service [R]evolution," *Journal of Retailing*, 98(2), 199-208.

*Most downloaded article from the *Journal of Retailing* from June 2022- present (as of April 2024)

Huang, Ming-Hui, Edward Malthouse, **Stephanie M. Noble**, and Martin Wetzels (2021), "Moving Service Research Forward [Editorial]," *Journal of Service Research*.

Roggeveen. Anne L., Dhruv Grewal, John Karsberg, **Stephanie M. Noble**, Jens Nordfält, Vanessa Patrick, Elisa Schweiger, Gonca Soysal, Annemarie Dillard, Nora Cooper, Richard Olson (2021), "Forging Meaningful Consumer-Brand Relationships Through Creative Merchandise Offerings and Innovative Merchandising Strategies," *Journal of Retailing*, 97(1), 81-98.

Grewal, Dhruv, **Stephanie M. Noble**, Carl-Philip Ahlbom, and Jens Nordfält (2020), "The Impact of Using Handheld Scanners on Shopping: Evidence from the Field," *Journal of Marketing Research*, 57 (3), 527-547.

* Coverage of the results from this project includes over 170 media mentions. Selected mentions included in media mention section of CV.

Jones, Carol L. Esmark, Jennifer L. Stevens, **Stephanie M. Noble**, Mike Breazeale (2020), "Panic Attack: How Illegitimate Invasions of Privacy Cause Consumer Anxiety and Dissatisfaction," *Journal of Public Policy and Marketing*, 39 (3), 334-352.

Grewal, Dhruv, **Stephanie M. Noble**, Anne Roggeveen, and Jens Nordfält (2020), "The Future of In-Store Technology," *Journal of the Academy of Marketing Science*, 48(1), 96-113.

Lee, Nayoung, **Stephanie M. Noble**, Alex Zablah (2020), "So Distant, Yet Useful: The Impact of Distal Stories on Customers' Service Expectations," *Journal of Business Research*, 113, 230-242.

Mende, Martin and **Stephanie M. Noble** (2019), "Retail Apocalypse or Golden Opportunity for Retail Frontline Management? [Special Issue Editorial]," *Journal of Retailing*, 2, 84-89.

Grewal, Dhruv, Carl-Philip Ahlbom, Lauren Beitelspacher, **Stephanie M. Noble**, and Jens Nordfält (2018), "In-Store Mobile Phone Use and Customer Shopping Behavior: Evidence from the Field," *Journal of Marketing*, 82(4), 102-126.

*Paper selected as a finalist for the 2018 Marketing Science Institute/H. Paul Root Award

*Paper selected as runner-up for the 2019 Marketing Research SIG Don Lehmann Award

* Coverage of the results from this project also includes over 300 media mentions. Selected mentions included in media mention section of CV.

Esmark, Carol and **Stephanie M. Noble** (2018), “Retail Space Invaders: When Employees’ Invasion of Customer Space Increases Purchase Intentions,” *Journal of the Academy of Marketing Science*, 46(3), 477-496.

*Research also featured in *Harvard Business Review* “When Your Sales Staff Needs to Back Off,” May/June 2017, p. 34.

Powell, Adam, Charles H. Noble, **Stephanie M. Noble**, and Sumin Han (2018), “Man vs. Machine: Relational and Performance Outcomes of Technology Utilization in Small Business CRM Support Capabilities,” *European Journal of Marketing*, 52 (3/4), 725-757.

*Winner of the 2019 Outstanding Paper of the Year for the *European Journal of Marketing*

Lee, Nayoung, **Stephanie M. Noble**, and Dipayan Biswas (2018), “Hey Big Spender!: The Golden (Color) Atmospheric Effect on Tipping Behavior,” *Journal of the Academy of Marketing Science*, 42(2), 317-337.

Esmark, Carol, **Stephanie M. Noble**, and Mike Breazeale (2017) “I’ll be Watching You: Shoppers Reactions to Perceptions of Being Watched by Employees,” *Journal of Retailing*, 93(3), 336-349.

*Research also featured in *Harvard Business Review* “When Your Sales Staff Needs to Back Off,” May/June 2017, p. 34.

Gillespie, Erin and **Stephanie M. Noble** (2017),” Stuck Like Glue: The Role of Brand Attachment in Salesperson Performance,” *Journal of Personal Selling and Sales Management*, 37(3), 228-249.

Noble, Stephanie M., Kang Bok Lee, Russell Lee Zaretski, and Chad Autry (2017), “Coupon Clipping By Impoverished Consumers: Linking Demographics, Basket Size, and Coupon Redemption Rates,” *International Journal of Research in Marketing*, 34(2), 553-571.

van Doorn, Jenny, Martin Mende, **Stephanie M. Noble**, John Hulland, Amy L. Ostrom, Dhruv Grewal, and J. Andrew Petersen (2017), “Domo Arigato Mr. Roboto: Emergence of Automated Social Presence in Organizational Frontlines and Customers’ Service Experiences,” *Journal of Service Research*, 20(1), 43-58.

* Winner of the Best Paper of the Year for the *Journal of Service Research*.

Stevens, Jennifer L., Carol L. Esmark, **Stephanie M. Noble**, and Nayoung Lee (2017), “Co-Producing with Consumers: How Varying Levels of Control and Co-Production Impact Affect,” *Marketing Letters*, 28, 171-187.

*Article featured on MSI’s website as one of Peter Golder’s “3 Must Read” articles for

2017: <http://www.msi.org/articles/3-must-reads-from-dartmouths-peter-golder/>

Esmark, Carol and **Stephanie M. Noble** (2016), "Your In-Store Customers Want More Privacy," Harvard Business Review (Digital Articles, pp. 2-4) <https://hbr.org/2016/12/your-in-store-customers-want-more-privacy>

Gillespie, Erin, **Stephanie M. Noble**, and Son Lam (2016), "Extrinsic Versus Intrinsic Approaches to Managing a Multi-Brand Salesforce: When and How Do They Work?" *Journal of the Academy of Marketing Science*, 44(6), 707-725.

Esmark, Carol, **Stephanie M. Noble**, and John Bell (2016), "Open Versus Selective Loyalty Programs: How Visibility and Stage of Relationship Influence Loyalty," *European Journal of Marketing*, 50 (5/6), 770-795.

Esmark, Carol and **Stephanie M. Noble** (2016), "Bad Behavior and Conflict in Retailing Spaces: Nine Suggestions to Ease Tensions," *Business Horizons*, 59(1), 95-104.

Ashley, Christy, Erin Gillespie, **Stephanie M. Noble** (2016), "The Effects of Loyalty Program Fees on Program Perceptions and Engagement," *Journal of Business Research*, 69(2), 964-973.

Esmark, Carol, **Stephanie M. Noble**, John Bell, and David Griffith (2016), "The Effects of Behavioral, Cognitive, and Decisional Control in Co-Production Service Experiences," *Marketing Letters*, 27(3), 423-436.

Noble, Stephanie M., Carol Esmark, and Christy Ashley (2015), "Managing Closing Time to Enhance Manager, Employee, and Customer Satisfaction," *Business Horizons*, 58(2), 217-224.

Ashley, Christy and **Stephanie M. Noble** (2014), "It's Closing Time: Territorial Behaviors from Customers in Response to Front Line Employees," *Journal of Retailing*, 90(1), 74-92.

Gillespie, Erin, Katie Hybnerova, Carol Esmark, and **Stephanie M. Noble** (2014), "A Tangled Web: Views of Deception from the Customer's Perspective," *Journal of Business Ethics- A European Review*.

Noble, Stephanie M., Carol Esmark and Charles H. Noble (2014), "Accumulation versus Instant Loyalty Programs: The Influence of Controlling Policies on Commitment," *Journal of Business Research*, 67(3), 361-368.

Adjei, Mavis, **Stephanie M. Noble**, and Charles H. Noble (2013), "What's Your Experience With ...? C2C Communication Helps Sell Your Products," *GfK-Marketing Intelligence Review*, 5 (1), 12-17.

Harrison, Mary P., Sharon E. Beatty, Kristy E. Reynolds, and **Stephanie M. Noble** (2012),

- “Why Customers Feel Locked into Relationships: Using Qualitative Research to Uncover the Lock-in Factors,” *Journal of Marketing Theory and Practice*, 20(4), 391-406.
- Adjei, Mavis T., Noble, Charles H. and **Stephanie M. Noble** (2012), “Enhancing Relationships with Customers Through Online Brand Communities,” *Sloan Management Review*, 53(4), 22-24.
- Beatty, Sharon E., Kristy E. Reynolds, **Stephanie M. Noble**, and Mary P. Harrison (2012), "Understanding the Relationships between Commitment and Voice: Hypotheses, Empirical Evidence, and Directions for Future Research," *Journal of Service Research*, 15(3), 296-315.
- Noble, Charles H., **Stephanie M. Noble**, and Mavis T. Adjei (2012), “Let Them Talk!: Managing Primary and Extended Online Brand Communities for Success,” *Business Horizons*, 55(5), 475-483.
- Phillips, Joanna, **Stephanie M. Noble**, and Charles H. Noble (2011), “Managing Rewards to Enhance Relational Worth,” *Journal of the Academy of Marketing Science*, 39(3), 341-362. [Lead article in issue]
- Ashley, Christy, **Stephanie M. Noble**, Naveen Donthu, and Katherine Lemon (2011), “Why Customers Won’t Relate: Obstacles to Relationship Marketing Engagement,” *Journal of Business Research*, 64(7), 749-756.
- Phillips, Joanna, David A. Griffith, **Stephanie M. Noble** and Qimei Chen (2010), "Synergistic Effects of Operant Knowledge Resources," *Journal of Services Marketing*, 24(5), 400-411.
- Adjei, Mavis, **Stephanie M. Noble**, and Charles H. Noble (2010), “The Influence of C2C Communications in Online Brand Communities on Customer Purchase Behavior,” *Journal of the Academy of Marketing Science*.
- Adjei, Mavis T., David A. Griffith, and **Stephanie M. Noble**, (2009), “When Do Relationships Pay Off For Small Retailers? Exploring Targets and Contexts to Understand the Value of Relationship Marketing,” *Journal of Retailing*, 85 (4), 493-501.
- Patwardhan, Abhijit, **Stephanie M. Noble**, and Ceri Nishihara (2009), “The Use of Strategic Deception in Relationships,” *Journal of Services Marketing* (special issues on call centers), 23 (5), 318-325
- Noble, Stephanie M.**, Diana Haytko, and Joanna Phillips (2009), “What Drives College-Age Generation Y Consumers,” *Journal of Business Research*, 62 (6), 617-628.
- Phillips, Joanna and **Stephanie M. Noble** (2007), “Simply Captivating: Understanding Consumers’ Attitudes Toward the Cinema as an Advertising Medium,” *Journal of*

Advertising, 36(1), 81-94.

Noble, Stephanie M., David Griffith, and Mavis Tandoh (2006), "Drivers of Local Merchant Loyalty: Understanding the Influence of Gender and Shopping Motives," *Journal of Retailing*, 82(3), 177-188.

Griffith, David A., **Stephanie M. Noble**, and Qimei Chen (2006), "The Performance Implications of Entrepreneurial Proclivity: A Dynamic Capabilities Approach," *Journal of Retailing*, 82 (1), 51-62.

Noble, Stephanie M., David Griffith, and Marc G. Weinberger (2005), "Consumer Derived Utilitarian Value and Channel Utilization in a Multichannel Retail Context," *Journal of Business Research*, 58 (12), 1643-1651.

Noble, Stephanie M. and Joanna Phillips (2004), "Relationship Hindrance: Why Would Consumers Not Want a Relationship With a Retailer?" *Journal of Retailing*, 80(4), 289-303.

Phillips, Joanna, Mavis Tandoh, **Stephanie M. Noble**, and Victoria Bush (2004), "The Value of Relationship Strength in Segmenting Casino Patrons: An Exploratory Investigation," *Journal of Interactive Advertising*, 5(1).

Noble, Stephanie M., Charles D. Schewe, and Michelle Kuhr (2004), "Preferences in Health Care Service and Treatment: A Generational Perspective," *Journal of Business Research*, 57(9), 1033-1041.

Noble, Stephanie M. and Charles D. Schewe (2003), "Cohort Segmentation: An Exploration Of Its Validity," *Journal of Business Research*, 56(12), 979-987.

Diamond, William D. and **Stephanie M. Noble** (2001), "Defensive Responses to Charitable Direct Mail Solicitations," *Journal of Interactive Marketing*, 15(3), 2-12.

Schewe, Charles D., Geoffrey E. Meredith, and **Stephanie M. Noble** (2000), "Defining Moments: Segmenting by Cohorts," *Marketing Management*, 9 (Fall), 48-53¹.

Schewe, Charles D. and **Stephanie M. Noble** (2000), "Market Segmentation by Cohorts: The Value and Validity of Cohorts in America and Abroad," *Journal of Marketing Management*, 16, 129-142.

¹ Reprinted in *Annual Editions: Marketing* (2002; 2003; 2004; 2005; 2006), McGraw Hill Inc.

Papers Under Review/Revision

Noble, Stephanie M., Dhruv Grewal, Riley Krotz, Carl-Philip Ahlbom, Jens Nordfält, and Dipayan Biswas, “Title withheld,” revising for 5th round review (invited revision) at the *Journal of Marketing Research*.

Mende, Martin, **Stephanie M. Noble**, A. Parasuraman, and Dhruv Grewal, “Title withheld,” under 3rd round review (invited revision) at the *Journal of the Academy of Marketing Science*.

Holthöwer, Jana, Jenny van Doorn, and **Stephanie M. Noble**, “Title withheld,” revising for 2nd round review (invited revision) at the *Journal of Marketing*.

Akella, Laxminarayana, Praveen Kopalle, **Stephanie M. Noble**, Dhruv Grewal, and Jens Nordfalt, “Title withheld,” revising for 2nd round review (invited revision) at the *Journal of Marketing*.

Krotz, Riley, *Stephanie M. Noble*, Dhruv Grewal, and Carl-Philip Ahlbom, “Title withheld,” under 1st round review at the *Journal of Marketing*.

Work in Progress

Customer Experience Dimensions on Sales

- Status: Reject & Resubmit decision at JM
- Currently updating sections based on editor input for re-submission
- Co-authors: Riley Krotz, Carl-Philip Ahlbom, Dhruv Grewal, Stephan Ludwig

Self-Concept and Satisfaction Implications from Robot Feedback (Positive vs. Negative)

- Status: with copyeditor for final proofing before submission
- Target: JM
- Co-authors: Jenny van Doorn, Jana Holthöwer, Jessica Barfield

Blood Donations II - Private vs. Public Drives on Donation Behaviors

- All field studies completed
- Target: JM
- Co-authors: Riley Krotz, Carl-Philip Ahlbom, Dhruv Grewal

Social Shopping

- Currently Analyzing Eye-Tracking Data
- Target: JM or JMR
- Co-authors: Anne Roggeveen, Elisa Schweiger, Dhruv Grewal, Carl-Philip Ahlbom, Jens Nordfält

Avatars:

- 5 studies completed
- Target: TBD
- Co-authors: Marisabel Romero Lopez, Ruta Ruzeviciute, Megan Miller

Grow vs. Buy:

- 4 studies completed
- Target: JM
- Co-authors: Kara Bentley, Dhruv Grewal

Other Publications/Conference Proceedings

Noble, Stephanie M. and Charles D. Schewe, (2001) “The Globalization of Values: A Comparison of the United States and the Kingdom of Jordan,” Lund University, Working Paper Series.

Noble, Stephanie M. and Charles H. Noble (2000), “Getting to Know Y: The Consumption Behaviors of a New Cohort,” *Proceedings of the AMA Winter Educators’ Conference*, John P. Workman and William D. Perreault (eds.), 11, 293-300.

Evans (Noble), Stephanie M. and Charles D. Schewe (1999), “Making Healthcare Decisions: A Cohort Perspective,” *Advances for Health Care Research Proceedings*, Joe H. Hair Jr. (ed.), Madison, WI: Association for Health Care Research, Omnipress, 130-136.

Conference Presentations

Krotz, Riley, Carl-Philip Ahlbom, **Stephanie M. Noble**, and Dhruv Grewal (2024), “Increasing Short- and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Events,” *Frontiers in Service Conference*, Amelia Island, FL.

Krotz, Riley, Carl-Philip Ahlbom, **Stephanie M. Noble**, and Dhruv Grewal (2024), “Increasing Short- and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Events,” *Academy of Marketing Science Conference*, Coral Gables, FL.

Miller, Megan, Marisabel Romero Lopez, Ruta Ruzeviciute and **Stephanie M. Noble** (2024), “My Avatar is Me: Digital Avatar Ownership and Information Disclosure in Virtual Retail Environments,” *Winter American Marketing Association Conference*, St. Petersburg, FL.

Holthöwer, Jana, Jenny van Doorn, **Stephanie M. Noble**, Jessica Barnfield, (2024), “Human Praise, Robot Criticism: How Consumers Respond to Robot Feedback in Frontline Services,” *Organizational Frontline Conference*, St. Petersburg, FL.

Krotz, Riley, **Stephanie M. Noble**, Dhruv Grewal, and Carl-Philip Ahlbom (2023), “Increasing Repeat Blood Donations in the Social Media Era: Bridging the Gap Between Online and

- Offline Behaviors,” *Organizational Frontline Conference*, Nashville, TN.
- Holthöwer, Jana, Jenny van Doorn, and **Stephanie M. Noble** (2023), “Who Said That? Given Service Robots Credibility Increases Adherence to their Advice,” *Organizational Frontline Conference*, Nashville, TN.
*Finalist for the OFR/Young Scholar Competition
- Holthöwer, Jana, Jenny van Doorn, **Stephanie M. Noble**, Jessica Barnfield, (2023), “Human Praise, Robot Criticism: How Consumers Respond to Robot Feedback in Frontline Services,” *Winter American Marketing Association Conference*, Nashville, TN.
- Krotz, Riley, Carl-Philip Ahlbom, **Stephanie M. Noble**, Dhruv Grewal, & Stephan Ludwig, (2022) “Dimensional and Developmental Effects within the Consumption Experience: A Field Examination of Self-Service Technology (2022),” *Organizational Frontline Conference*, Las Vegas, NV.
*Winner of the 2022 AMA Organizational Frontlines Young Scholar Research Award
- Krotz, Riley, Carl-Philip Ahlbom, **Stephanie M. Noble**, and Dhruv Grewal (2022), “Increasing Short- and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Events,” *Winter American Marketing Association Conference*, Las Vegas, NV.
- Shipley, Garrett, Carl-Philip Ahlbom, **Stephanie M. Noble**, Riley Krotz, Riley, and Dhruv Grewal (2022), “The Influence of Augmented Reality on the Customer Decision Journey,” *Winter American Marketing Association Conference*, Las Vegas, NV.
- Krotz, Riley, Carl-Philip Ahlbom, **Stephanie M. Noble** and Dhruv Grewal (2022), “Increasing Short- and Long-Term Blood Donations: A Longitudinal Field Comparison of Public and Private Events,” *Academy of Marketing Science Annual Conference*, Monterey Bay, CA.
- Grewal, Dhruv, Carl-Philip Ahlbom, **Stephanie M. Noble**, Venky Shankar, Unnati Narang, and Jens Nordfält (2021), “How In-Store Technologies Increase Retailer Sales,” *Winter American Marketing Association Conference*, online conference.
- Riley T. Krotz, **Stephanie M. Noble**, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig (2020), “Designing Brand Descriptions for the Digital Organizational Frontlines,” *Frontiers in Services Conference*, Boston, MA (paper accepted but not presented due to conference being cancelled).
- Riley T. Krotz, **Stephanie M. Noble**, Dhruv Grewal, Carl-Philip Ahlbom (2020), “Prosocial Behavior in the Organizational Frontlines: The Digital Divide,” *Frontiers in Services Conference*, Boston, MA (paper accepted but not presented due to conference being cancelled).
- Stephanie M. Noble**, Dhruv Grewal, Riley T. Krotz, Dipayan Biswas, Jens Nordfält & Carl-

Philip Ahlbom (2020), "Increasing Retail Sales Through Happy and Indebted Frontline Employees: The Free Food Effect," *Frontiers in Services Conference*, Boston, MA (paper accepted but not presented due to conference being cancelled).

Riley T. Krotz, **Stephanie M. Noble**, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig (2020), "Designing Brand Descriptions for the Digital Organizational Frontlines," *Winter American Marketing Association 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," *Clemson University Research Symposium*, Clemson, SC.

Riley T. Krotz, **Stephanie M. Noble**, Dhruv Grewal, Carl-Philip Ahlbom & Stephan Ludwig (2020), "Designing Brand Descriptions for the Digital Organizational Frontlines," *Organizational Frontline Symposium*, San Diego, CA.

Noble, Stephanie M., Dhruv Grewal, Riley Krotz, Dipayan Biswas, Jens Nordfält, and Carl-Philip Ahlbom (2019), "Happy and Indebted Frontline Employees: The Free Food Effect," *Summer American Marketing Association Conference*, Chicago, IL
*In SERVSIG Special Session.

Grewal, Dhruv, **Stephanie M. Noble**, Carl-Philip Ahlbom, and Jens Nordfält (2019), "Handheld Scanner Shopping: Evidence From the Field," EMAC, Hamburg, Germany.
* In Special Session: The Future of the Retailing Landscape

Noble, Stephanie M., Dhruv Grewal, Riley Krotz, Dipayan Biswas, Jens Nordfält, and Carl-Philip Ahlbom (2019), "Happy and Indebted Frontline Employees: The Free Food Effect," *Organizational Frontline Symposium*, Austin, TX.

Noble, Stephanie M., Dhruv Grewal, Riley Krotz, Dipayan Biswas, Jens Nordfält, and Carl-Philip Ahlbom (2019), "Happy and Indebted Frontline Employees: The Free Food Effect," *Southeast Marketing Symposium Conference*, Memphis, TN.

Noble, Stephanie M., Dhruv Grewal, Riley Krotz, Dipayan Biswas, Jens Nordfält, and Carl-Philip Ahlbom (2018), "Happy and Indebted Frontline Employees: The Free Food Effect," *Center for Service Leadership Conference*, Scottsdale, AZ.

Lee, Nayoung, **Stephanie M. Noble**, and Alex R. Zablah (2018), "Too Close to be True: Distal Story Effects on Service Encounter," *Frontiers in Services Conference*, Austin, TX.

Grewal, Dhruv, Carl-Philip Ahlbom, **Stephanie M. Noble**, Venkatesh Shankar, Unnati Narang, and Jens Nordfält (2018), "Mobile Integrated Kiosks: How Inspirational Communication Content Increases Unplanned Spending," *AMA/ACRA Triennial Conference*, Toronto, Canada.
*In Special Session: Retailing Pricing

- Beeler, Lisa, Alex R. Zablah, and **Stephanie M. Noble** (2018), “Blinded by the Brand: Why and When Salesperson Brand Attachment Decreases Customer Purchase Intentions?” 21st Academy of Marketing Science World Marketing Congress, The University of Lusiada – Norte Porto, Porto, Portugal.
- Lee, Nayoung, Alex R. Zablah, and **Stephanie M. Noble** (2018), “Does Meaningful Work Strengthen or Weaken the Effects of Frontline Employee Organizational Identification? A Meta-Analysis,” *Academy of Marketing Science*, New Orleans, LA.
- Grewal, Dhruv, Carl-Philip Ahlbom, Lauren Beitelspacher, **Stephanie M. Noble**, and Jens Nordfält (2018), “A Field Approach to Understanding In-Store Mobile Phone Use on Customer Shopping Behavior and the Moderating Effects of Age,” *AMA Winter Educators’ Conference*, New Orleans, LA
*In Retailing SIG Special Session: Strategic Use of Technology by Brick-and-Mortar Retailers
- Lee, Nayoung, Alex R. Zablah, and **Stephanie M. Noble** (2017), “Does Meaningful Work Strengthen or Weaken the Effects of Frontline Employee Organizational Identification? A Meta-Analysis,” *Frontiers in Services Conference*, New York City, NY.
- Lee, Nayoung, Alex R. Zablah, and **Stephanie M. Noble** (2017), “Does Meaningful Work Strengthen or Weaken the Effects of Frontline Employee Organizational Identification? A Meta-Analysis,” *Southeast Marketing Symposium Conference*, Lexington, KY.
- Ahlbom, Carl-Philip, Lauren Beitelspacher, Dhruv Grewal, **Stephanie M. Noble**, and Jens Nordfält (2017), “Understanding In-store Mobile Phone Usage and Retail Sales,” *AMA Winter Educators’ Conference*, Orlando, FL.
- Noble, Stephanie M.**, Nayoung Lee, and Dipayan Biswas (2016), “Hey Big Spender!: The Impact of Bill Folder Color on Tipping Behavior,” *Organizational Frontline Conference*, Florida State University.
- Doorn, Jenny van, Martin Mende, **Stephanie M. Noble**, John Hulland, Amy L. Ostrom, Dhruv Grewal, and J. Andrew Petersen, (2016), “Domo Arigato Mr. Roboto: The Emergence of Automated Social Presence in Customers’ Service Experiences,” *Organizational Frontline Conference*, Florida State University.
- Doorn, Jenny van, Martin Mende, **Stephanie M. Noble**, John Hulland, Amy L. Ostrom, Dhruv Grewal, and J. Andrew Petersen, (2016), “Domo Arigato Mr. Roboto: How Technology-Infusions Could Change the Service Customer Experience of the Future – A Research Vision and Agenda- *AMA Winter Educators’ Conference*, Las Vegas, NV.
- Stevens, Jennifer L., Carol L. Esmark, and **Stephanie M. Noble** (2015), “Consumers’ Collaboration Experiences with Differing Levels and Types of Control,” *AMS*

Conference, Denver, CO.

- Ashley, Christy and **Stephanie M. Noble** (2015), "A Typology of Customer Territorial Responses to Closing Time Intrusions of Frontline Employees," *AMA Winter Educators' Conference*, San Antonio, TX.
- Lee, Nayoung, **Stephanie M. Noble**, and Dipayan Biswas (2015), "Hey Big Spender!: The Impact of Bill Folder Color on Tipping Behavior," *AMA Winter Educators' Conference*, San Antonio, TX.
- Doorn, Jenny van, Martin Mende, **Stephanie M. Noble**, John Hulland, Amy L. Ostrom, Dhruv Grewal, and J. Andrew Petersen, (2015), "Designing Frontline-Scapes: A Research Agenda," *Organizational Frontline Conference*, Oklahoma State University.
- Lee, Nayoung, **Stephanie M. Noble**, and Dipayan Biswas (2015), "Hey Big Spender!: The Impact of Bill Folder Color on Tipping Behavior," *Southeast Marketing Symposium Conference*, Tallahassee, FL.
- Gillespie, Erin, Son A. Lam, and **Stephanie M. Noble** (2014), "Economic, Symbolic, and Human Resource Approach to Sales Management: An Examination of the Specificity of Salesperson Experience and the Underlying Process," *ISBM Academic Conference*, San Francisco, CA.
- Noble, Stephanie M.**, Carol Esmark and Charles H. Noble (2012), "Accumulation versus Instant Loyalty Programs: The Influence of Controlling Policies on Commitment," *Southeast Marketing Symposium Conference*, Knoxville, Tennessee.
- Gillespie, Erin and **Stephanie N. Noble** (2010), "Denominations of Accrual in Fee-Based Frequency Programs," *AMA Summer Educators' Conference*, Boston, Massachusetts.
- Harrison, Mary, Sharon Beatty, Kristy Reynolds, and **Stephanie M. Noble** (2008), "Why Customers Stay in Relationships: The Lock-in Factors," *AMS Conference*, Vancouver, BC, Canada.
- Adjei, Mavis, **Stephanie M. Noble** and Charles H. Noble (2007), "On-line Customer-to-Customer Communications as Drivers of Relationship Quality and Purchase Behavior," *AMA Winter Educators' Conference*, San Diego, CA.
- Patwardhan, Abhijit, **Stephanie M. Noble**, and David A. Griffith (2006), "The Use of Deception in Relationships: A New Perspective," *SMA Conference*, Nashville, TN.
- Noble, Stephanie M.**, Diana Haytko, and Joanna Phillips (2005), Exploring the Purchasing Motivations of Mid-Generation Y Consumers: A Qualitative Analysis," *AMS Conference*, Tampa, FL.

David, Griffith, **Stephanie M. Noble** and Qimei Chen (2005), “The Performance Implications of Cumulative Knowledge Resource Effects in Differing Environmental Conditions,” *AMA Winter Educators’ Conference*, San Antonio, TX.

Noble, Stephanie M. and Joanna Phillips (2003) “Unrequited Love: Why Would Consumers Not Want a Relationship With a Service Provider?” *AMA Summer Educators’ Conference*, Chicago, IL.

Noble, Stephanie M. and Charles D. Schewe (2001), “The Globalization of Values: A Comparison of the United States and the Kingdom of Jordan,” *AMA Winter Educators’ Conference*, Scottsdale, AZ.

Noble, Stephanie M. and Charles H. Noble (2000), “Getting to Know Y: The Consumption Behaviors of a New Cohort,” *AMA Winter Educators’ Conference*.

Diamond, William D. and **Stephanie M. Noble** (2000), “Defensive Responses to Charitable Direct Mail Solicitations,” *Direct Marketing Educators’ Conference*, New Orleans, LA.

Evans (Noble), Stephanie M. and Charles D. Schewe (1999), “Making Health Care Decisions: A Cohort Perspective,” *Association for Health Care Research 18th Annual Conference*, Breckenridge, CO.

Dissertations Chaired in Marketing

Riley Krotz (Successfully defended 2021), “The Intersection of Organizational Frontline Marketing and a High-Tech World.”

- AMS Mary Kay Dissertation proposal, Finalist
- BESH Doctoral Research Award, First-Place
- Yates Dissertation Fellowship Winner
- 3rd Essay - Winner of 2021 Transformative Research Grant
- 2nd Essay - Winner of the 2022 OFR Young Scholar Competition

Nayoung Lee (Successfully defended 2018), “Brand Identification of Frontline Employees.” (co-chaired with Alex Zablah)

Lisa Beeler (Successfully defended 2017), “Mixing Business with Pleasure: Direct Selling on Facebook and its Influence on Brand Equity.” (co-chaired with Alex Zablah)

Carol Esmark (Successfully defended 2014), “Consumers’ Privacy in Retail Settings: Differences Across Customer and Employee Encroachment.”

Erin Gillespie (Successfully defended 2013), “Stuck Like Glue: Understanding Salesperson Brand Attachment.”

Phillips, Joanna (Successfully defended 2007), “Relational Program Effectiveness: An Exploration of Reward Type and Reward Policy on Customer Commitment and Relational Worth,” (co-chaired with Charles Noble)

Tandoh, Mavis (Successfully defended 2006), “Customer-to-Customer Communications: Antecedents of Relationship Quality and Customer Purchase Behavior on the Internet,” (co-chaired with Charles Noble)
Winner of the 2006 Society for Marketing Advances’ “Best Dissertation” Award.

Dissertation Member

Justin Kaewnopparat (Defended 2017)
Matt Shaner (Defended 2015)
Jonghan Hyun (Defended 2014)
Suvapun Bunniran (Defended 2010)
Elmira Bogoviyeva (Defended 2009)
Philip Schwab (Defended 2009)

Companies That Have Supported My Research

Hollywood Casino and Resorts
Houston Aeros
Laguna Tools
Mississippi Small Business Association
Viking Corporation
Food Lion
Ruth’s Chris Steakhouse
Crossmark
Savioke
ICA
American Red Cross
POUR restaurant and bar

Media Mentions

- TNLedger.com (2021), “What Now For Retailers? Consumers Say They Want to Buy In-Person But Have Grown Used to Delivery Convenience,” May 7, 2021: <http://www.tnledger.com/editorial/ArticleEmail.aspx?id=141565&print=1>
- The Impact of Using Handheld Scanners on Shopping: Evidence from the Field: Coverage of the results from this project includes over 170 media mentions. Selected mentions are provided below (the outlet name is clickable on digital copies of this document): BBC Radio

(UK), [The Telegraph](#) (UK), [The Scotsman](#) (UK), [MSN News](#) (New Zealand), [Mail Online](#) (UK)

- In-Store Mobile Phone Use and Customer Shopping Behavior: Evidence from the Field: Coverage of the results from this project also includes over 300 media mentions. Selected mentions are provided below (the outlet name is clickable on digital copies of this document): [Yahoo! News](#) (Worldwide), BBC Radio (coverage) (UK), BBC Radio Wales (morning show guest) (UK), [ITV News](#) (UK), [The Telegraph](#) (UK), [The Sun](#) (UK), [Daily Mail](#) (UK), [Sky News](#) (UK), [Bustle](#) (US), [MarketWatch](#) (US), [The Irish Sun](#) (Ireland), [RTL](#) (Netherlands), [Corriere della Sera](#) (Italy), [BFM](#) (France), [La Vanguardia](#) (Spain), [Pénzcentrum](#) (Hungary), [Times of Malta](#) (Malta), [Huffpost](#) (Brazil), [Tinmoi](#) (Vietnam), [Standard Digital](#) (Kenya), [Göteborgs-Posten](#) (Sweden), [Resumé](#) (Sweden), [ScienceNordic](#) (Norway)
- Marketwatch.com (2019), “One Secret to Fatter Restaurant Tips: A Touch of Gold...” January 17, 2019.
- Conversation .com (2019), “Want Better Tips? Go For Gold,” January 17, 2019.
- Fastcompany.com (2019), “The Color Gold Can Change The Way You Spend Money,” January 20, 2019.
- Phys.org News (2018), “Research Shows There’s A Gold Standard For Tipping,” December 19, 2018.
- RealClearScience.com (2018), “Don't Take Your Phone Shopping -- You'll Overspend,” by Ingrid P. Nuse, August 18, 2018.
- ScienceNordic.com (2018), “[Why You Shouldn't Bring Your Mobile Device Shopping](#)”, August 17, 2018.
- [Forskning.no](#) (2018), “This is Why You Shouldn't Bring Your Phone When Shopping” [Norwegian: Derfor bør du ikke ta med mobilen på shopping], August 12, 2018.
- [Göteborgs-Posten](#) (2018), “This is How Your Receipt is Affected When You Use Your Phone in the Store” [Swedish: Så påverkas ditt köp om du använder mobilen i butiken], April 1, 2018.
- Wallet.hub (2018), “Cool Credit Cards: Best Terms, Designs & Trends,” April 16, 2018.
- BizEd.asscsb.edu (2018), “Mr. Robot At Your Service,” February 28, 2018.
- Harvard Business Review (2017), “When Your Sales Staff Need to Back Off,” Vol. 95(3), p. 34.

- Billyrigs.com (2017), “Eye Don’t Think I Contact is Always Eye-Deal: Know When To Break The Rules of Customer Service.”
- Phys.org News, Economics & Business Section (2017), “Privacy, Please: Why Surveilling Shoppers Can Inhibit Sales, and How To Fix It,” July 19, 2017.
- Hindubusinessline.com (2017), “Leave Me Alone,” by Harish Bhat, March 9, 2017.
- BeautyMatter.com (2017), “The Retail Balancing Act of Privacy and Engagement,” by Kelly Kovack, January 18, 2017.
- Customerthink.com (2017), “Customer Experience Excellence – The Science and the Craft” by Joseph Michelli, January 5, 2017.
- Shoppermarketingupdate.nl (2017), “Shoppers Want More Privacy,” January 4, 2017.
- WalletHub (2106), “2016’s Best Things to Buy on Black Friday,” by Richie Bernardo, Nov 18, 2016.
- Strategy + Business (2015), “What Does Closing Time Mean to Your Retail Business?” by Matt Pamquist, June 30, 2015.

Research Grants

Project: Social Media and Repeat Blood Donations:

- \$20,000 in grant funding
 - \$15,000 from the Academic Advisory Council for Signage Research and Education (2020, 2021)
 - \$4,000 from the Scholarship Catalyst Program, Texas Tech University (2022)
 - \$1,000 from the Association for Consumer Research Transformative Consumer Research Grant (2021)

Project: Long/Short-Term Blood Donations

- \$15,000: Finalist, Academy of Marketing Science Building the Bridge Research Grant (2023)

William B. Stokely Summer Research Grant at the University of Tennessee (2020, 2021, 2022, 2023)

William B. Stokely 3-Year Summer Research Grant at the University of Tennessee (2017-2019)

Summer Research Grant at the University of Tennessee (2012, 2013, 2014, 2024)

Faculty Summer Grant at the University of Mississippi (2007, 2008, 2009, 2010)

Hearin Faculty Summer Grant at the University of Mississippi (2001, 2002, 2003, 2004, 2005, 2006)

Office of Research and Sponsored Programs Summer Grant at the University of Mississippi (2005)

Hearin Faculty Development Grant to attend the 14th Annual Frontiers in Services Conference (2005)

Hearin Faculty Development Grant to attend the CRM faculty consortium (2004)

Partners Grant at the University of Mississippi to purchase electronic equipment for class (2003)

Hearin Faculty Development Grant to attend the 6th annual iCRM conference (2002)

\$4,000 Dissertation Research Grant provided by the Strategic Information Technology Center and the Interdisciplinary Center for Electronic Enterprise at the University of Massachusetts-Amherst (2000)

Harold Hardy Award for Scholarship at the University of Massachusetts – Amherst (1999 & 2000)

Donald & Geraldine Hedberg Fellowship to attend the Direct Marketing Institute for Professors (1999)

Journal Service

Editor-in-Chief

- *Journal of the Academy of Marketing Science* (2024-2027)

Co-Editor

- *Journal of Service Research* (2021-2023)

Guest Co-Editor

- *Journal of the Academy of Marketing Science* – “Empirical Insights on Artificial Intelligence (AI) and Robotics in the Retail and Service Sector: Leveraging AI to Create Value for Consumers, Organizational Frontlines, and Firms” (2020- 2023)
- *Journal of Retailing* - “The Future of Retail Frontline Management” (2017- 2019)

Area Editor

- *Journal of the Academy of Marketing Science* (2018-present)
- *Journal of Retailing* (2020-2022)

Editorial Review Board Member

- *Journal of Marketing* (2022 – present)
- *Journal of the Academy of Marketing Science* (2015-2018)
- *Journal of Retailing* (2015-present)
- *Journal of Business Research* (2016-2020)
- *Journal of Service Research* (2017-2021)

Ad Hoc Reviewing

- *Journal of Marketing Research*
- *International Journal of Research in Marketing*
- *Marketing Letters*
- *European Journal of Marketing*
- *Journal of the Association of Consumer Research*
- *Journal of Retailing and Consumer Services*
- *Journal of International Marketing*
- *Journal of Public Policy and Marketing*
- *Cornell Hospitality Quarterly*

Conference Service

Program Chair

- Co-chair for the Frontiers in Service Doctoral Consortium; *Frontiers in Service Conference*; Online due to COVID (2021)
- Co-chair for the Frontiers in Service Doctoral Consortium; *Frontiers in Service Conference*; Singapore (2019)
- Co-chair for the *Organizational Frontline Conference*; Austin, TX (2019)
- Co-chair for the *Organizational Frontline Conference*; New Orleans, LA (2018)
- Co-chair for the Frontiers in Service Doctoral Consortium; *Frontiers in Service Conference*; Austin, TX (2018)
- Co-Chair of the *Summer American Marketing Association Conference*, San Francisco, CA (2011)

Organizing Committee

- Organizing Committee Member for *Frontiers in Service Conference* (2020)

Track Chair

- Co-Chair of the CRM track, *Academy of Marketing Science Conference*, Indianapolis, IN (May 2014)

- Co-chair of the Consumer Behavior track, *Summer American Marketing Association Conference*, Boston, Massachusetts (2010)
- Co-chair of the Services Marketing and Retailing track, *Winter American Marketing Association Conference*, Tampa, FL (2009)
- Co-chair of the CRM track, *Society for Marketing Advances Conference*, Nashville, TN (2006)

Session Chair

- *Academy of Marketing Science Conference*, New Orleans, LA (2018)
- Moderator for a “Meet the Editors” session, *Winter American Marketing Association Conference*, Orlando, FL (2017)
- *Academy of Marketing Science Conference*, Denver, CO (2014)
- *Winter American Marketing Association Conference*, Tampa, FL (2009)
- *iCRM Conference*, Atlanta, GA (2002)

Doctoral Consortia

- Doctoral Consortium Faculty, *AMA-Sheth Consortium* (2023, 2024)
- Doctoral Consortium Faculty, *Frontiers in Service Conference* (2009, 2017, 2020, 2022)
- Doctoral Consortium Faculty, *Academy of Marketing Science Conference* (2017, 2018, 2024)
- Doctoral Consortium Faculty, *Society for Marketing Advances Conference* (2017)
- Doctoral Consortium Faculty, *Marketing Management Association (MMA) Conference* (2002)

Award Reviewer

- Bill Bearden Best Paper Award, *Southeast Marketing Symposium* (2014, 2015, 2016, 2020, 2021)
- Mary Kay Doctoral Dissertation Competition, *Academy of Marketing Science Conference* (2014)

Conference Reviewing

- Paper session reviewer for the *Winter American Marketing Association Conference* (2002, 2003, 2012, 2016)
- Paper session reviewer for the *Summer American Marketing Association Conference* (2002, 2003, 2004, 2013)
- Paper session reviewer for the *Academy of Marketing Science Conference* (2014, 2015, 2016, 2017, 2018)
- *Product Development and Management Association Conference* (2015)

External Letter Writer for Tenure/Promotion Dossiers

George Mason University	2015
Florida State University	2015
Florida State University	2016
University of Alabama	2016
Cornell University	2016
Utah State University	2016
University of Hawaii-Manoa	2016
University of Alabama	2017
Auburn	2017
HEC Montreal	2018
Colorado State University	2018
HEC Montreal	2019
University of Alabama	2019
Louisiana State University	2020
Florida State University	2020
Clemson	2021

Other Service to Discipline

American Marketing Association

- Parlin Award Selection Committee (2024)
- Parlin Award Selection Committee (2023)
- AMA Foundation Board of Advisors (2020-2024)
- Erin Anderson Award Selection Committee (2022)
- Higher Ed Award Selection Committee (2020)
- Academic Council Member (2014, 2015, 2016)
- Associate book editor for the *Journal of Marketing Research* (2003, 2004, 2005, 2006)
- Valuing Diversity Scholarship Award Committee, American Marketing Association Foundation Award (2016)

Special Interest Group

- Co-Chair of Retailing and Pricing SIG (2020-2022)
- Chair of Retailing and Pricing SIG Lifetime Achievement Award (2018)
- SERVSIG Board Member, Co-Mentoring Officer (2017, 2018, 2019, 2020)
- Doc SIG Mentor - Mentoring Breakfast (2012)
- Relationship Marketing SIG Vice-Chair of Communications (2003, 2004, 2005, 2006)

Association for Consumer Research

- Assigned Mentor to University of Georgia Doctoral Student (2021, 2022, 2023, 2024)

Other

- Book Reviewer for the *Journal of Business Research* (August 2003)

Invited Presentations

Frontiers in Service Conference – “Managing the Review Process” (2024).

Stockholm School of Economics (Center for Retailing) – “My Avatar is Me: Digital Avatar Ownership and Information Disclosure in Virtual Retail Environments” (2024).

Academy of Marketing Science Doctoral Consortium – “Creating Impactful Research and Publishing Advice” (2024).

University of Kansas – “My Avatar is Me: Digital Avatar Ownership and Information Disclosure in Virtual Retail Environments” (2024).

University of Tennessee – GLS Program, “Happy and Indebted Frontline Employees: The Free Food Effect” (2024).

University of Tennessee – Panel Member for the Teaching & Learning Innovation Center, “What the Best UT Faculty Do: Successful Teaching Practices” (2023).

University of Alabama – “Increasing Repeat Blood Donations in the Social Media Era: Bridging the Gap Between Online and Offline Behaviors” (2023).

University of Alabama – “Creating Impactful Research and Publishing Advice” (2023).

AMA-Sheth Doctoral Consortium – “Managing the Review Process” (2023)

University of Tennessee – GLS Program, “Happy and Indebted Frontline Employees: The Free Food Effect” (2023)

University of North Carolina – Greensboro, “Creating Impactful Research and Publishing Advice” (2023).

Women in Sales, American Marketing Association Pre-Conference Event, “Success Strategies for Women in the Sales Academy” (2022)

Tecnológico de Monterrey, “Happy and Indebted Frontline Employees: The Free Food Effect” (2022)

Jagdish Sheth School of Management, “Happy and Indebted Frontline Employees: The Free Food Effect” (2022)

Frontiers in Services Plenary Session Speaker, “The Service Technomy: A Framework and Directions for Future Research” (2022)

Frontiers in Services Doctoral Consortium, “Top 10 Tips for Being a Productive Doctoral Student, Co-Author, and Peer Reviewer” (2022)

Frontiers in Services Doctoral Consortium – “Creating Impact Through Teaching and Service” (2021)

Frontiers in Services Doctoral Consortium- “Creating Impactful Research and Publishing Advice” (2021)

Winter American Marketing Association Conference – “Handheld Devices in Stores and Their Effect on Shopping Behavior.”

*In Panel Session on Radically Innovative Topics with Relevance for Customer Strategy (2020)

Let’s Talk About Service – “Interdisciplinary Research: Great in Theory, Harder in Practice” (2019)

American Marketing Association Webinar Series – “In-Store Mobile Phone Use and Customer Shopping Behavior: Evidence from the Field” (August 2018)

Academy of Marketing Science Doctoral Consortium - “How to Craft a Manuscript” (2018)

Society for Marketing Advances Conference – “Demystifying the Tenure Process” (2017)

Society of Marketing Advances Doctoral Consortium - “Achieving a Successful Work-Life Balance” (2017)

Frontiers in Services Doctoral Consortium - “Publishing Using Multi-Method Approaches” (2017)

Academy of Marketing Science Doctoral Consortium - “How to Craft a Manuscript” (2017)

Academic Placement Center, Summer American Marketing Association Conference - “Interviewing Tips” (2015, 2016)

Panel Member, Winter American Marketing Association Conference – “Work-Life Balance” (2015)

Southeast Marketing Symposium Conference - “Surviving the Transition to Faculty Status and Developing a Research Pipeline” (2011)

Frontiers in Services Doctoral Consortium - “Surviving the Transition to Faculty Status and Developing a Research Pipeline” (2009)

Marketing Management Association Doctoral Consortium - “Diversity in the Workplace” (2002)

Service to Department/College -The University of Tennessee (2012-present)

Committee Chair

- Marketing Faculty Search Committee Chair (2023-2024)
- Marketing Faculty Search Committee Chair (2019-2020)
- Marketing Faculty Search Committee Chair (2014-2015)
- Chair of the Undergraduate Curriculum Review Task Force for the College of Business (2013-2016)
- Marketing Faculty Search Committee Chair: Search Chair for two marketing faculty positions (2012-2013)

Committee Member

- Haslam College of Business Tenure and Promotion Committee (2018, 2019, 2020, 2021, 2022, 2023)
- Marketing Department IRB Representative (2018, 2019, 2020, 2021, 2022,2023)
- Marketing Department Journal List Assessment Task Force (2020)
- College Award Recognition Committee (2016, 2017, 2018, 2019)
- Marketing Faculty Search Committee (2018-2019)
- Undergraduate Marketing Curriculum Review Committee (2016, 2017, 2018)
- SACS Assessment Committee (2013, 2014, 2015, 2016, 2017, 2018)
- Ph.d. Program Task Force (Spring 2016)
- Marketing Faculty Search Committee Member (2015-2016)
- Marketing Faculty Search Committee Member (2013-2014)
- Undergraduate Marketing Curriculum Review Committee (2013)
- Undergraduate Scholarship Selection Committee (2012, 2013)

Peer Teaching Review

- Peer teaching review lead (2015)
- Peer teaching review team member (2014)
- Peer teaching review team member (2013)

Service to University -The University of Tennessee (2012-present)

- Faculty Senate (2012, 2013, 2014, 2015)
- Faculty Senate Planning and Budgeting Sub-Committee (2012, 2013, 2014)
- Undergraduate Honor's/GLS thesis chair:
 - Sabrina Testut (2012-2013)

- Alex Lohmann (2013-2014)
- Sarah Bishop (2014-2015)
- Jessica Pendelton (2014-2015)
- Josh Kitts (2018-2019)
- Ramsey Parker (2020-2021)
- Taylor Boyer (2020-2021)
- Jane Fonrodona (2021-2022)
- Sydney Davidson (2022-2023)
- Mia Hayden (2023-2024)

The University of Mississippi (2001-2011)- Service to Department/College

Committee Chair

- Marketing Search Committee Chair: Search Chair for two marketing faculty positions (2009-2010)

Committee Member

- Mission Team Task Force: Charged with coming up with a mission statement for the business school (2009-2010)
- Finance Recruiting Committee member (Fall 2007)
- MIS Recruiting Committee member (2005-2006)
- Marketing Recruiting Committee (2003, 2005)
- Library liaison for marketing department – (2002, 2003, 2004, 2005)

Student Group Advisor

- Ole Miss Marketing Organization (OMMO) Faculty Advisor (2004, 2005, 2006, 2007, 2008)

The University of Mississippi (2001-2011)- Service to University

- Search Committee for Executive Director of the NFSMI (2010)
- Faculty Senate (2009, 2010, 2011)
- Taylor Medal Criteria Review Committee (2009)
- Taylor Medal Committee (2007, 2008, 2009)
- OSRP faculty grant reviewer (Fall 2007)
- Honor's thesis chair – University of Mississippi (Spring 2003)
- Interviewer for Scholars Day – The University of Mississippi (2002; 2003)
- Honor's thesis chair – University of Mississippi (Fall 2002)

Teaching

Undergraduate and Graduate Marketing Research: 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011

Undergraduate Marketing Research: 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023

Principles of Marketing: 2000, 2001

Undergraduate and Graduate Services Marketing: 2010, 2011, 2012

Undergraduate Consumer Behavior: 2001, 2002, 2003

Doctoral Seminar in Relationship Marketing: 2007, 2009, 2011

Doctoral Seminar in Consumer Behavior: 2014, 2016, 2018, 2020, 2021, 2023

Education

Ph.D. University of Massachusetts, Amherst, MA, Marketing

M.S. Arizona State University, Tempe, AZ

B.A. Arizona State University, Tempe, AZ

Non-Academic Experience

Research Associate, Social Science Research Center (1996 - 1997).

Assisted in national gaming and gambling study, conducted focus groups, provided data analyses and interpretation.

Adult Mental Health Counselor, Community Counseling Service (1995 - 1996).

Provided counseling services to individuals, families, and children; assisted in crisis intervention; evaluated clients for hospital commitment; conducted educational speeches for community.

Research Analyst, O'Neil Associates, Marketing Research (1994 - 1995).

Supervised telephone interviewers; assisted in developing survey questionnaires, focus groups, gathering data, and preparing final reports for regional companies.

Research Assistant, Prevention and Intervention Research Center (PIRC) (1991 - 1993).

Supervised the coding of transcripts; data entry; data analysis and interpretation on federally funded studies