

Curriculum Vitae

Laurel Johnston
University of Tennessee
Haslam College of Business
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EDUCATION

Ph.D., Business Administration, Marketing Expected May 2027
University of Tennessee, Haslam College of Business
Overall GPA: 3.83
Minor: Finance

B.S., Strategic Marketing May 2023
Western Kentucky University, Gordon Ford College of Business
Overall GPA: 3.98
Minor: Psychological Sciences
Certificate: Applied Data Analytics

Study Abroad (January 2023 – May 2023)
University of East Anglia, Norwich Business School
Overall GPA: 4.0
Topics: brand management, services marketing, retail marketing

RESEARCH INTERESTS

Topics: Marketing strategy, marketing-finance interface, data privacy, customer relationship management

Methodology: Econometrics, text analysis, machine learning, qualitative analysis, experiments

REFEREED PUBLICATIONS

Laurel Johnston, Roman Welden, and Jonathan Hasford (2025). The impact of gender expectations on the evaluation of video game livestreaming content. *International Journal of Research in Marketing*.

**All authors contributed equally*

Laurel Johnston, Joanna Phillips Melancon, and J. S. Leguizamón (2025). Out of the public eye: the art of redirection in webcare apologies. *Journal of Services Marketing*, 39(3), 265-279.

**Publication based on undergraduate honors thesis*

MANUSCRIPTS UNDER REVIEW

Jordan Moffett, Natalie Chisam, Kelly D. Martin, **Laurel Johnston**, and Kelly Hewett, Navigating the Global Privacy Ecosystem: A Multilevel Review of Customer, Firm, and Regulatory Perspectives on Data Privacy in International Business,” under review at *Journal of International Business Studies* (UT-D)

Saljoughian, Mohammad “Mike”, **Laurel Johnston**, Jonathan Hasford, Aysu Senyuz, and Ze Wang, “The B-flat Boost: How Musical Key Influences Perceived Popularity and Brand Preferences” under review at *Nature Humanities and Social Sciences*

RESEARCH IN PROGRESS

Laurel Johnston, Kelly Hewett, Hoorsana Damavandi, and Kelly D. Martin, “Navigating the Riskscape: The Customer Data Protection Capability and Financial Risk,” *data analysis in progress*, target: *Journal of Marketing*

Laurel Johnston, Alex R. Zablah, and Hoorsana Damavandi, “Topic: Customer Misbehavior and Customer Relationship Management,” *data analysis in progress*, target: *Journal of Marketing*

Laurel Johnston, Nawar Chaker, and Kelly Hewett, “Getting Back Together: Marketing Strategy for Customer Re-Acquisition,” *data analysis in progress*, target: *Journal of Marketing*

BOOK CHAPTERS

Laurel Johnston and Kelly Hewett, “Global Marketing and Public Policy: Navigating Complex Intersections in the Digital Era,” *Handbook of Marketing and Public Policy*, eds. Maura Scott, Martin Mende, and Kelly D. Martin, (Elgar) (with publisher, expected circulation 2026)

CONFERENCE PRESENTATIONS (presenter in bold)

Laurel Johnston, Kelly Hewett, and Nawar Chaker (2026), “Getting Back Together: Marketing Strategy for Customer Re-Acquisition,” American Marketing Association Summer Conference, Denver, CO (Invited Special Session)

Laurel Johnston, Kelly Hewett, Hoorsana Damavandi, and Kelly D. Martin (2026), “Navigating the Riskscape: The Customer Data Protection Capability and Financial Risk,” EMAC Annual Conference, Bath, UK

**Also invited to the EMAC Advanced Marketing Strategy Doctoral Colloquium*

Laurel Johnston, Kelly Hewett, Hoorsana Damavandi, and Kelly D. Martin (2026), “Navigating the Riskscape: The Customer Data Protection Capability and Financial Risk,” Rocky Mountain Research Symposium, Fort Collins, CO

Mohammad “Mike” Saljoughian, Laurel Johnston, Jonathan Hasford, **Aysu Senyuz**, and Ze Wang (2026), “The B-Flat Boost: How Musical Key Influences Perceived Popularity and Brand Preferences,” American Marketing Association Winter Conference, Madrid, Spain

Jordan Moffett, Natalie Chisam, Kelly D. Martin, **Laurel Johnston**, and Kelly Hewett (2026), “Navigating the Global Data Privacy Ecosystem,” American Marketing Association Winter Conference, Madrid, Spain (Special Session Chair)

Laurel Johnston, Kelly Hewett, and Hoorsana Damavandi (2025), "The Data Protection Capability," Association for Consumer Research, Washington, DC

Laurel Johnston (2024), "Signaling Security: Examining the Effects of Privacy Strategies on Firm Equity Risk," Southeastern Marketing Symposium, Baton Rouge, LA

Laurel Johnston, Vassilis Dalakas, and Joanna Phillips Melancon (2022), "Second Chances and Relationship Do-Overs: Soccer Fans' Responses to the Super League and their Clubs' Attempts to Win Them Back," Atlantic Marketing Conference, Savannah, GA

Laurel Johnston and Joanna Phillips Melancon (2022), "Exploring the Effects of Linguistic Elements of Social Media Corporate Apologies on Consumer Responses," Association of Marketing Theory and Practice, Destin, FL (Session Chair)

Laurel Johnston and Joanna Phillips Melancon (2022), "Linguistic Elements of Social Media Apologies and their Effect on Consumer Outcomes," Posters-at-the-Capitol Undergraduate Poster Presentation, Frankfort, KY

Laurel Johnston (2021), "Choose Your Sorry Carefully: How Corporate Apology Elements Affect Consumer Responses," Western Kentucky University Student Research Conference, Virtual (Session Winner)

INVITED TALKS

Laurel Johnston and Jonathan Hasford: The Key(s) to the Kingdom: Effects of Music Keys on Consumer Preferences," University of Kentucky (2023)

TEACHING

Instructor, University of Tennessee

MARK 460 – Marketing Strategy (Undergraduate, Senior Capstone Course)

- Spring 2026 – (54 students)
- Spring 2025 – (28 students)
 - Instructor Rating: 4.90/5

Teaching Assistant, University of Tennessee

MARK 534 – Data Visualization & Storytelling | Dr. Alex Zablah

- Fall 2025 – M.S. in Marketing

Guest Lecturer, West Virginia University

Global Marketing (Undergraduate) | Siti Suwanda

- Fall 2025 – Topic: Data Privacy in Global Markets

Guest Lecturer, Colorado State University

Marketing for Social Sustainable Enterprises (MBA) | Dr. Kelly Hewett

- Fall 2025 – Topic: An International Perspective on Data Privacy Investment

Guest Lecturer, University of Tennessee

Marketing Research and Insights (Undergraduate) | Dr. Melissa Baucum

- Fall 2023 – Topic: Using Experiments to Understand Consumer Perceptions and Behavior

TEACHING INTERESTS

Marketing principles, marketing strategy, marketing analytics, international marketing, services marketing, among others

SERVICE TO THE DISCIPLINE

Ad Hoc Reviewer

- *Journal of the Academy of Marketing Science* (2025 – Present)
- *Journal of Services Marketing* (2026 – Present)
- Marketing Management Association Conference 2025
- AMA Summer Academic Conference 2024

WORK EXPERIENCE

Currency Education Program Intern, Federal Reserve Board, Washington, DC

(May 2022 – December 2022)

- Informed the global public on Federal Reserve banknotes through outreach and resource development
- Assisted in data management process improvements in SQL and Microsoft Access
- Crafted email marketing strategy for international outreach in the hospitality industry

Social Media Coordinator, Sublime Media Group, Bowling Green, KY

(April 2021 – May 2022)

- Managed social media content and ads for clients in the service, education, and healthcare industries
- Achieved 12.8% net audience growth across all social media platforms for Sublime Media Group
- Built client trust and improved efficiency in the content approval process

Student Assistant, Western Kentucky University, Bowling Green, KY

(August 2020 – April 2021)

- Ensured confidentiality while analyzing student aid eligibility in the Office of Student Financial Assistance
- Aligned federal and institutional records according to U.S. Department of Education guidelines

HONORS, GRANTS, AND AWARDS

ACR MSI-Sheth Privacy Pre-Conference Travel Grant 2025
MSI/Sheth Foundation

AMA Marketing Strategy SIG Doctoral Student Research Award 2025
AMA Marketing Strategy SIG

Dr. Normand Turgeon Marketing Fellowship <i>University of Tennessee Department of Marketing</i>	2025
William O. Bearden Doctoral Student Research Award (Runner-Up) <i>Southeast Marketing Symposium</i>	2025
Award for Excellence in Graduate Research <i>University of Tennessee Graduate Student Senate</i>	2025
Marketing Strategy Seminar Scholar <i>Marketing Science Institute and AMA Marketing Strategy SIG</i>	2024
AMA MPPC Junior Scholar <i>AMA Marketing and Public Policy Conference</i>	2024
Advanced Supply Chain Collaborative Ph.D. Student Research Grant <i>University of Tennessee</i>	2024
Quick Turnaround Research Grant <i>Western Kentucky University, Gordon Ford College of Business</i>	2022
Faculty Undergraduate Student Engagement Grant <i>Western Kentucky University, Office of Research and Creative Activity</i>	2022
Student Conference Travel Grant <i>Western Kentucky University, Gordon Ford College of Business</i>	2022
Benjamin A. Gilman International Scholarship <i>United States Department of State</i>	2023
Outstanding Senior in Marketing <i>Western Kentucky University, Gordon Ford College of Business</i>	2023
Lifetime Member <i>Beta Gamma Sigma International Business Honor Society</i>	(2022 – Present)
Presidential Finalist Scholarship <i>Western Kentucky University</i>	(2019 – 2023)
Eaton Student Leadership Award <i>Western Kentucky University, Gordon Ford College of Business</i>	2022
Featured Emerging Leader	2022

WNKY-TV News of Bowling Green

Session Winner

2021

Western Kentucky University Student Research Conference

VOLUNTEERING

Social Media Manager, Poco a Poco Arts, Streator, IL

(December 2020 – August 2022)

- Designed brand kit, executed organic social media campaigns, and managed Facebook Ads for non-profit musical performances
- Consulted with Executive Director to improve non-profit's digital presence

Administrative Intern, Playhouse in the Park, Murray, KY

(June 2019 – August 2019)

- Supported day-to-day theatre operations: bookkeeping, social media, youth education, donor relations, photography, press duties, and sales

TECHNICAL SKILLS

- Stata, R, SAS, Python
- Text mining
- Qualitative analysis (Invivo)
- Experimental design
- Qualtrics
- IBM SPSS Statistics

CERTIFICATIONS

- Google Digital Garage Fundamentals of Marketing
- CITI Program Social and Behavioral Responsible Conduct of Research
- CITI Program Social/Behavioral

PROFESSIONAL ASSOCIATIONS

- American Marketing Association (2023 – Present)
**Member, Marketing and Public Policy SIG, Strategy SIG, DocSIG*
- International Association of Privacy Professionals (IAPP) (2025 – Present)

HOBBIES AND INTERESTS

Singer-songwriter, dog parent (Bunny), runner, yogi, and hiker