

L.M. JOHNSTON

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EDUCATION

Ph.D., Business Administration, Marketing (2023 – Present)

University of Tennessee, Haslam College of Business
Overall GPA: 4.0

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

Marketing strategy, customer privacy, customer-brand relationships, stereotypes, music

MANUSCRIPTS UNDER REVIEW

Johnston, L.M., Joanna Phillips Melancon, and J. Sebastian Leguizamón, “Choose Your Sorry Carefully: Personalization and Redirection Strategies in Webcare Apology Effectiveness,” invited for second-round revision at the *Journal of Services Marketing*

Welden, Roman*, **L.M. Johnston***, and Jonathan Hasford*, “The Role of Emotional Intelligence and Gender in Evaluating Video Game Streamer Content,” invited for first-round revision at the *International Journal of Research in Marketing*

Hasford, Jonathan, Aysu Senyuz, **L.M. Johnston**, Ze Wang, and Mohammad Saljoughian, “The Key(s) to the Kingdom: Effects of Musical Keys on Consumer Preferences,” reject and resubmit decision at the *Journal of Marketing Research*

Saljoughian, Mike, **L.M. Johnston**, Jonathan Hasford, Aysu Senyuz, and Ze Wang, “The B-flat Boost: How Musical Key Influences Perceived Popularity and Brand Preferences,” under review at the *Journal of Consumer Psychology*

RESEARCH IN PROGRESS

Johnston, L.M., and Kelly Hewett, “The Riskscape of Privacy: The Effects of a Strategic Privacy Focus on Firm Equity Risk,” *data collection in progress*

Johnston, L.M., and Kelly Hewett, “Opting in to a Better World: Firm Consequences of Customer Participation in Corporate Programs Leveraging Customer Data for Social Good,” *company negotiations in progress*

*Denotes equal contribution

CONFERENCE PRESENTATIONS

Johnston, L.M. (2024), “Signaling Security: Examining the Effects of Privacy Strategies on Firm Equity Risk,” Southeastern Marketing Symposium, Baton Rouge, LA

Johnston, L.M., 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

Johnston, L.M. (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)

Johnston, L.M., 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

Johnston, L.M. (2021), “Choose Your Sorry Carefully: How Corporate Apology Elements Affect Consumer Responses,” Western Kentucky University Student Research Conference, Virtual (Session Winner)

INVITED TALKS

L.M. 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)

- Spring 2025 – Senior Capstone Course

Guest Lecturer, University of Tennessee

Marketing Research and Insights (Undergraduate)

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

Student Lecturer, University of Tennessee

Ph.D. Online Teaching Preparation Seminar

- Summer 2024 – Topic: Why Marketing Research Matters

SERVICE

Reviewer

- AMA Summer Academic Conference (2024)

WIB Student Organization, Western Kentucky University (2019 – 2023)

President, Co-President, Vice President, Social Planning Committee

- Grew active membership by 72%, organized a donation drive collecting 250+ items for community members in need, leveraged professional connections to facilitate networking opportunities for students

Gordon Ford College of Business Student DEI Committee, Western Kentucky University (2022)

Member

- Sponsored professional speaker events, collaborated with faculty, and designed materials to promote diversity, equity, and inclusion in the Gordon Ford College of Business

WORK EXPERIENCE

Currency Education Program Intern, Federal Reserve Board, Washington, DC (May 2022 – December 2022)

- Informed the global public on Federal Reserve banknotes through public outreach, resource development
- Assisted in data management process improvements using R and Tableau
- Crafted email marketing strategy for international outreach in the hospitality industry
- Developed proposal for a U.S. Currency Literacy Course, presented to Manager and Associate Director

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 content approval process
- Executed brand development initiatives in collaboration with Digital Marketing Manager

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

Marketing Strategy Seminar Scholar 2024

Marketing Science Institute and AMA Marketing Strategy SIG

AMA MPPC Junior Scholar 2024

AMA Marketing and Public Policy Conference

Advanced Supply Chain Collaborative Ph.D. Student Research Grant 2024

University of Tennessee

- ASCC “fosters both rigor AND relevance in academic research, incentivizing business scholars to engage with their appropriate practitioner base to deploy foundational theory and sound method to conduct research focused on cutting edge business topics that create, disseminate, AND apply knowledge.”

Quick Turnaround Research Grant 2022

Western Kentucky University, Gordon Ford College of Business (sponsor: Joanna Phillips Melancon)

Faculty Undergraduate Student Engagement Grant 2022

Western Kentucky University, Office of Research and Creative Activity

Student Conference Travel Grant 2022

Western Kentucky University, Gordon Ford College of Business

Benjamin A. Gilman International Scholarship 2023

United States Department of State

Outstanding Senior in Marketing 2023

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Western Kentucky University, Gordon Ford College of Business

Lifetime Member (2022 – Present)

Beta Gamma Sigma International Business Honor Society

Presidential Finalist Scholarship Recipient (2019 – 2023)

Western Kentucky University

Eaton Student Leadership Award 2022

Western Kentucky University, Gordon Ford College of Business

Featured Emerging Leader 2022

WNKY-TV News of Bowling Green

Session Winner 2021

Western Kentucky University Student Research Conference

VOLUNTEERING

Social Media Manager, Specialist, Poco a Poco Arts, Streator, IL/Remote (December 2020 – August 2022)

- Designed Poco a Poco Brand Kit, created custom themed social media campaigns, and ran Facebook ads for nonprofit musical performances
- Acted as a marketing consultant to the Executive Director to improve music nonprofit’s digital presence

Administrative Intern, Playhouse in the Park, Murray, KY (June 2019 – August 2019)

- Supported day-to-day theatre operations through budget reconciliation, social media marketing, youth education, donor relations, photography, press duties, and sales efforts

SKILLS

- IBM SPSS Statistics
- R (foundational working knowledge)
- Text mining (Python)
- Qualtrics Survey Software
- Client relations
- Public outreach and communications
- Social media content creation, scheduling, advertising

CERTIFICATIONS

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

PROFESSIONAL ASSOCIATIONS

American Marketing Association (2023 – Present)