

## MELISSA BAUCUM

Haslam College of Business, University of Tennessee

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### EDUCATION

Expected 2025	<b>University of Tennessee</b> Ph.D., Marketing <i>Haslam College of Business</i>	Knoxville, TN
2016	<b>Pepperdine University</b> B.A., Integrated Marketing Communication Minor: Hispanic Studies   Magna Cum Laude <i>Seaver College</i>	Malibu, CA
2016	<b>Pepperdine School of Law</b> Certificate in Conflict Management <i>Straus Institute for Dispute Resolution</i>	Malibu, CA

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### RESEARCH INTERESTS

Technology	<ul style="list-style-type: none"><li>▪ Data-driven services</li><li>▪ Implications of artificial intelligence for marketing strategy</li></ul>
Business model innovation	<ul style="list-style-type: none"><li>▪ Transformations in Health Care: consumerization and digitization</li><li>▪ Alternative purchase channels</li></ul>

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### INDUSTRY EXPERIENCE

2019 – 2020	<b>Hulu, The Walt Disney Company</b> <i>Strategic Insights Analyst</i>	Santa Monica, CA
2016 - 2019	<b>LRW, Material<sup>1</sup></b> <i>Market Research Manager</i>	Los Angeles, CA
2015	<b>World Vision</b> <i>Digital Marketing Intern</i>	Seattle, WA
2014	<b>Bamboo Creative</b> <i>Social Media Coordinator</i>	Sacramento, CA

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### RESEARCH IN PROGRESS

Annika Abell, **Melissa Baucum**, and Matthew Pittman (2021), “Virtual Influencers: An Introduction and Research Agenda.”

*Status: Preparing for submission to the Journal of the Academy of Marketing Science.*

**Melissa Baucum** and Alex R. Zablah (2021), “How Hybrid Human-Algorithm Teams Alter Assumed Efficacy of Service Decisions.”

*Status: Initial draft of front end completed, to begin data collection in Fall 2021.*

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<sup>1</sup> Ranked as a top 15 U.S. market research firm by the American Marketing Association, 2020

## PRESENTATIONS \*Denotes presenting author

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- **Melissa L. Baucum\*** (2021), “Invisible Experts: When Concealed Collaboration with AI Erodes Patient-Provider Trust,” Southeast Marketing Symposium, University of Mississippi (virtual).
- Alex R. Zablah\* and **Melissa L. Baucum** (2021), “How Using Game Elements Can Improve Patient Outcomes,” Healthcare Executive Education, Haslam College of Business (virtual).

## ACADEMIC SERVICE

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Popular Press: Melissa L. Baucum and Kiwoong Yoo. “Tax Avoidance Through JMR Scholarly Insights<sup>2</sup> Regional Cross-Shopping.” Scholarly Insights, American Marketing Association, June 2021.

## HONORS AND AWARDS

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2021 Schumann Research Fellowship Recipient  
2018 Report of the Quarter, LRW  
“AI Developers of Today and Tomorrow: Facebook AI”  
2016 Outstanding Integrated Marketing Graduate of the Class of 2016  
2012 George Pepperdine Merit Scholarship, Pepperdine University  
2012 Service Leadership Scholarship, Pepperdine University

## SELECTED COURSE WORK

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Marketing	Marketing Strategy I	Dr. Neeraj Bharadwaj
	Consumer Behavior I	Dr. Jonathan Hasford
	Consumer Behavior II	Dr. Stephanie Noble
Management	Organizational Theory	Dr. Tim Pollock
	Strategic Management	Dr. Russell Crook
Methods	Statistics II	Dr. Ham Bozdogan
	Experimental Design	Dr. Robert Mee
	Quantitative Methods for Research	Dr. Alex Zablah

## TEACHING

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Teaching Interests

- Marketing Research
- Brand Management
- Digital Marketing

Invited Lectures

Brand Management (Undergraduate), 2021

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<sup>2</sup> Scholarly Insights is an industry-facing blog that summarizes research in the Journal of Marketing Research.

## SKILLS

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Programming Languages + Analysis	<u>Primary Tools:</u> R, SPSS <u>Ancillary Tools:</u> JMP, SAS, MATLAB
Languages	Spanish (Conversational) 2013-2014: Studied in Buenos Aires, Argentina for an academic year
Professional Development	<ul style="list-style-type: none"><li>▪ Strategically Managing Health Care Policy, Virtual Executive Residency, The Washington Campus, April 2021</li><li>▪ Professional Sales Forum, Haslam College of Business, 2021</li></ul>
Professional Organizations	Doctoral Special Interest Group – American Marketing Association

## LEADERSHIP AND VOLUNTEER EXPERIENCE

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Founding Board Member and Advancement Advisor	<b>Aurora Freedom</b>   2021 - Present <i>Mission: Aurora works towards freedom from human trafficking by advocating for survivors, allying with other organizations, and raising community awareness to inspire action.</i>
Annual Advocate	<b>Dressember</b>   2020 - Present <i>Mission: Dressember is a community of international advocates utilizing fashion + creativity to help end human trafficking through prevention, intervention, and survivor empowerment.</i>

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