

# Lauren I. Labrecque

College of Business  
University of Rhode Island  
Kingston, RI, USA

Tel: (630) 770-0521  
lauren33@uri.edu

## EDUCATION

### **Ph.D. Marketing**

*September 2006 – May 2010*

**University of Massachusetts**

**Amherst, MA**

### **MBA Coursework**

*January 2005 – May 2006*

**University of Massachusetts**

**Amherst, MA**

### **MA Digital Media Studies**

*September 2001 - June 2003*

**University of Denver**

**Denver, CO**

### **Post-Graduate Studies in Art History & French**

*September 2000 – June 2001*

**American University of Paris**

**Paris, France**

### **BA Communications**

*September 1997 – December 1999*

**Worcester State University**

**Worcester, MA**

## ACADEMIC EXPERIENCE

Present	University of Rhode Island, Associate Professor of Marketing
Aug 2016 – 2018	Loyola University Chicago, Associate Professor of Marketing
Aug 2012 – 2016	Loyola University Chicago, Assistant Professor of Marketing
Aug 2010 – 2012	Northern Illinois University, Assistant Professor of Marketing
2006 – 2010	University of Massachusetts Amherst, Graduate Research & Teaching Assistant
2005 – 2006	University of Massachusetts Amherst, Adjunct Lecturer

## RESEARCH SUMMARY

3	FT50 Publications
4	A* Publications
15	A Publications
3	B Publications
4317	Citations
17	h-index

Citations from Google Scholar (as of September 2, 2020); Journal rankings are from the ABDC list

## RESEARCH IMPACT

Several of my published papers appear on journal's "Most Downloaded" and "Most Cited" lists. As of April 2020, the following appear on these lists:

- My 2011 *Journal of Interactive Marketing* paper appear in the most downloaded articles list (**A journal**)
- My 2012 *Journal of Interactive Marketing* paper appears in the most downloaded articles list (**A journal**)
- My 2013 *Psychology & Marketing* paper appear in the journal's most cited articles list (**A journal**)

Several of my published papers have high Altmetric scores ("which examine each article's record of attention, measure of dissemination, and indicator of influence and impact")

- My 2012 JAMS paper is in the top 5% of all research outputs scored by Altmetric (<https://www.altmetric.com/details/859818>) (**FT50 / A\* journal**)
- My 2014 JM paper is in the top 25% of all research outputs scored by Altmetric (<https://www.altmetric.com/details/1778640>) (**A journal**)

## PUBLICATIONS IN PEER REVIEWED JOURNALS

Labrecque, Lauren I., Ereni Markos, Mujde Yuksel, and Tracy Khan (2022), "Value Creation (vs Value Destruction) as an Unexpected Consequences of Negative Comments on [Innocuous] Brand Social Media Posts," *Journal of Interactive Marketing*.

- **A ranked journal** (ABDC Ranking)

Labrecque, Lauren I., Ereni Markos, Kunal Swani, and Priscilla Pena (2021), "When Data Security Goes Wrong: Examining Consumer Attitudes, Expectations, and Protective Responses to Data Breaches," *Journal of Business Research*

- **A ranked journal** (ABDC Ranking)

Biswas, Dipayan, **Lauren I. Labrecque**, and Donald R. Lehmann (2021), "Effects of Sequential Sensory Cues on Food Taste Perception: Cross-Modal Interplay Between Visual and Olfactory Stimuli," *Journal of Consumer Psychology*, <https://doi.org/10.1002/jcpy.1231>

- **FT50 Journal, A\* Journal** (ABDC Ranking)

Aw, Eugene and **Lauren I. Labrecque** (2020), "Celebrity endorsement in social media contexts: Understanding the role of parasocial interactions and the need to belong," *Journal of Consumer Marketing*

- **A Journal** (ABDC Ranking)

Swani, Kunal and **Lauren I. Labrecque** (2020) "Like, Comment, or Share? Self-presentation vs. Brand Relationships as Drivers of Social Media Engagement Choices," *Marketing Letters*, 31, 279-298 (<https://doi.org/10.1007/s11002-020-09518-8>); <https://rdcu.be/b4vk2>

- **A journal** (ABDC Ranking)
- Equal authorship

**Labrecque, Lauren I.** (2020) "Color Research in marketing: Theoretical and technical considerations for conducting rigorous and impactful color research," *Psychology & Marketing*, 37 (7), 855-863

- **A Journal (ABDC Ranking)**

**Labrecque, Lauren I.** (2020) “Stimulating the senses: An introduction to the special issue on sensory marketing,” *Psychology & Marketing*, 37 (8), 1013-1018  
- **A journal** (ABDC Ranking)

**Labrecque, Lauren I.,** Kunal Swani, and Andrew T. Stephen (2020), “The impact of pronoun choices on consumer engagement actions: Exploring top global brands' social media communications,” *Psychology & Marketing*, 37 (6), 796-814. <https://doi.org/10.1002/mar.21341>  
- **A journal** (ABDC Ranking)

**Labrecque, Lauren I.,** Ereni Markos, and Aron Darmody (2019), “Addressing Online Behavioral Advertising and Privacy Implications: A Comparison of Passive versus Active Learning Approaches,” *Journal of Marketing Education*, 43 (1), 43-58  
<https://doi.org/10.1177/0273475319828788>  
- **B journal** (ABDC Ranking)

Markos, Ereni, **Lauren I. Labrecque,** and George R. Milne (2018), “A new information lens: The self-concept and exchange context as a means to understand information sensitivity of anonymous and personal identifying information,” *Journal of Interactive Marketing*, 42, 46-62.  
- **A journal** (ABDC Ranking)

Drenten, Jenna, Kristy McManus, and **Lauren I. Labrecque** (2017), “Graves, gifts, and the bereaved consumer: a restorative perspective of gift exchange,” *Consumption, Markets, and Culture*, 20(5), 423-455.  
- **B journal** (ABDC Ranking)

Yuksel, Mujde and **Lauren I. Labrecque** (2016), “‘Digital Buddies’: Parasocial Interactions in Social Media,” *Journal of Research in Interactive Marketing*, 10(4), 305-320.

Biswas, Dipayan, **Lauren I. Labrecque,** Donald R. Lehmann, and Ereni C. Markos (2014), “Making Choices while Smelling, Tasting, and Listening: The Role of Sensory Similarity or Dissimilarity when Sequentially Sampling Products,” *Journal of Marketing*, 78(1), 112-126.  
- **FT50 Journal, UTE Elite Journal, A\* journal** (ABDC Ranking)  
- Top 25% of all research outputs scored by Altmetric  
<https://www.altmetric.com/details/1778640>

**Labrecque, Lauren I.** (2014), “Fostering Consumer-Brand Relationships in Social Media Environments: The Role of Parasocial Interaction,” *Journal of Interactive Marketing*, 28(2), 134-148.  
- **A journal** (ABDC Ranking)

**Labrecque, Lauren I.,** Jonas vor dem Esch, Charla Mathwick, Thomas P. Novak, and Charles F. Hofacker (2013), “Consumer Power: Evolution in the Digital Age,” *Journal of Interactive Marketing*, 27(4), 257-269.  
- **A journal** (ABDC Ranking)

**Labrecque, Lauren I.,** Vanessa M. Patrick, and George R. Milne (2013), “The Marketers’ Prismatic Palette: A Review of Color Research And Future Directions,” *Psychology & Marketing*, 30(2), 187-202.  
- **A journal** (ABDC Ranking)

- 279 citations

Barger, Victor A. and **Lauren Labrecque** (2013), “An Integrated Marketing Communications Perspective on Social Media Metrics,” *International Journal of Integrated Marketing Communications*, Spring.

**Labrecque, Lauren I.** and George R. Milne (2013), “To Be Or Not To Be Different: Exploration Of Norms And Benefits Of Color Differentiation In The Marketplace,” *Marketing Letters*, 24(2), 165-176.

- **A journal** (ABDC Ranking)

Rosenbaum, Mark S., Ioana Moraru, and **Lauren I. Labrecque** (2013), “A Multicultural Service Sensitivity Exercise for Marketing Students,” *Journal of Marketing Education*, 35(1), 5-17.

- **B journal** (ABDC Ranking)

**Labrecque, Lauren I.** and George R. Milne (2012), “Exciting Red and Competent Blue: The Importance of Color in Marketing,” *Journal of the Academy of Marketing Science*, 40(5), 711-727.

- **FT50 Journal, A\* journal** (ABDC Ranking)
- 511 citations
- Top 5% of all research outputs scored by Altmetric  
<https://www.altmetric.com/details/859818>

**Labrecque, Lauren I.**, George R. Milne, James W. Peltier, and Joseph E. Phelps (2012), “The Viability of Removing Personal Information from Online White Page Directories: Are Consumer Perceptions Aligned with Reality?,” *Journal of Consumer Affairs*, 46(2), 345-356.

- **A journal** (ABDC Ranking)

Shultz, Don E., Martin P. Block, and **Lauren I. Labrecque** (2012), “Consumer Retailer Preference and Facebook: Friends or Foes?,” *International Journal of Integrated Marketing Communications*, June, 7-18.

Khare, Adwait, **Lauren I. Labrecque**, and Anthony K. Asare (2011), “The Assimilative and Contrastive Effects of Word-of-Mouth Volume: An Experimental Examination of Online Consumer Ratings,” *Journal of Retailing*, 87(1), 111-126.

- **A\* journal** (ABDC Ranking)

**Labrecque, Lauren I.**, Ereni C. Markos, and George R. Milne (2011), “Online Personal Branding: Processes, Challenges, and Implications,” *Journal of Interactive Marketing*, 25(1), 37-50.

- **A journal** (ABDC Ranking)

**Labrecque, Lauren I.**, Anjala S. Krishen and Stephan Grzeskowiak (2011), “Exploring Social Motivations for Brand Loyalty: Conformity versus Escapism,” *Journal of Brand Management*, 18(May), 457-472.

- **A journal** (ABDC Ranking)

Nagpal, Anish, Adwait Khare, Tilottama Chowdhury, **Lauren I. Labrecque**, and Ameet Pandit (2011), “The Impact of the Amount of Available Information on Decision Delay: The Role of Common Features,” *Marketing Letters*, 22(4), 405-421.

- **A journal** (ABDC Ranking)

**Labrecque, Lauren I.**, George R. Milne, Jimmy Peltier, Joseph E. Phelps, and David Thompson (2011), “Oops I did it Again: What Students Need to Know about Managing Information in a Social Media World,” *Journal of Advertising Education*, 15(1).

Milne, George R., **Lauren I. Labrecque**, and Cory Cromer (2009), “Toward an Understanding of the Online Consumer’s Risky Behavior and Protection Practices,” *Journal of Consumer Affairs*, 43(3) 452-476.

- **A journal** (ABDC Ranking)

Brashear, Thomas G., Anthony K. Asare, **Lauren Labrecque**, and Paulo Cesar Motta (2008), “A Framework for Social Responsible Retailing (SRR) Business Practices,” *Revista de Administração FACES Journal*, 7(2), 11-28.

## RESEARCH BOOK CHAPTERS

**Lauren I. Labrecque**, Shabnam H. A. Zanjani, and George R. Milne, “Authenticity in Online Communications: Examining Antecedents and Consequences,” in *Online Consumer Behavior: Theory and Research in Social Media, Advertising, and E-Tail*, Angeline G. Close, ed. New York, NY: Routledge, Taylor and Francis Group. Publish date: 2012.

Markos, Ereni C., **Lauren I. Labrecque**, and George R. Milne, “Web 2.0 and Consumers’ Digital Footprint: Managing Privacy and Disclosures Choices in Social Media,” in *Online Consumer Behavior: Theory and Research in Social Media, Advertising, and E-Tail*, Angeline G. Close, ed. New York, NY: Routledge, Taylor and Francis Group. Publish date: 2012.

## CONFERENCE PRESENTATIONS

**Labrecque, Lauren I.**, Christy Ashley, Stefanie Sohn, and Barbara Seegebarth (2021), “The Impact of Color on Consumer Perceptions of Product Efficacy,” *Association for Consumer Research North American Conference*, Virtual (Lauren Labrecque, presenter)

Bandura, Nadeesha, Elizabeth Miller, George R. Milne, and **Lauren I. Labrecque** (2021), “Color me Aroused while Keeping the Cool,” *Association for Consumer Research North American Conference*, Virtual (Nadeesha Bandura, presenter)

**Labrecque, Lauren I.**, Ereni Markos, & Mujde Yuksel (2020), “(No) Offense Taken: Value Creation vs Value Destruction by Brand-Offended Consumers, Oct 28 – Nov 5, virtual, *Interactive Marketing Research Conference*, (Lauren Labrecque, presenter).

Scott, Shawn, **Lauren I. Labrecque**, Christy Ashley, and Ian Reyes (2020), “Musical Tension-Resolution Effect on Consumer Perception of Advertising,” Aug 18-20, virtual, presented at *American Marketing Association Summer Educators’ Conference*, (Shawn Scott presenter).

Yuksel, Mujde, **Lauren I. Labrecque**, and George Milne (2019), “Digital customer empowerment tools for marketers,” *Academy of Marketing Science*, May 29-30 in Vancouver, Canada (Mujde Yuksel, presenter).

Scott, Shawn, Daniel Sheinin, and **Lauren I. Labrecque** (2019), "Sonic Logos: Sonic Cues Moderate Consumer Judgments of Logo," *Academy of Marketing Science*, May 29-30 in Vancouver, Canada (Shawn Scott, presenter).

Markos, Ereni, **Lauren I. Labrecque**, and Aron Darmody (2017) "Addressing Online Behavioral Advertising and Privacy Implications: A Comparison of Passive versus Active Learning Approaches" presented at the *Marketing EDGE Research Summit*, Oct 7-7 in New Orleans, LA.

Ross, Spencer M. and **Lauren I. Labrecque** (2016), "Does a Hologram Give an Encore? Virtual Experiential Consumption in the Context of a Human Reality," presented at the *Marketing EDGE Research Summit*, Oct 15-16 in Los Angeles, CA

**Labrecque, Lauren I.** and Kunal Swani (2016), "Linguistic Style in Social Media," *Academy of Marketing Science*, May 18-21 in Buena Vista, FL.

**Labrecque, Lauren I.** and Kunal Swani (2015), "Linguistic Style in Social Media," *Direct/Interactive Marketing Research Summit*, October 3-4 in Boston, MA.

**Labrecque, Lauren I.**, Joseph Labrecque, Garret M. Warr (2015), "Absinthe: An Exploration of the Role of Mythology and Ritual in Market Revival," *Academy of Marketing Science National Conference*, May 12-14 in Denver, CO.

Ross, Spencer M. and **Lauren I. Labrecque** (2013), "We Clapped for the Hologram: Authenticity in Experiential Consumption," presented at the *Direct/Interactive Marketing Research Summit*, Oct 12-13 in Chicago, IL.

Ross, Spencer M. and Lauren I. Labrecque, "Brand Reputation Under Siege: The Risks of Subversive Social Media Attacks," poster presented at Marketing EDGE Research Summit, October 12-13, 2013 in Chicago, IL.

**Labrecque, Lauren I.**, Jonas vor dem Esch, Charla Mathwick, Thomas P. Novak, and Charles F. Hofacker (2012), "A critical review of consumer empowerment in the social network era," presented at the *Academy of Marketing Science National Conference*, May 15-18 in Monterey, CA.

Biswas, Dipayan, **Lauren Labrecque**, Donald Lehmann (2012), "Love at First Sight or at First Smell? Order Effects of Olfactory and Visual Cues," presented at the *Association for Consumer Research North American Conference*, October 4-7 in Vancouver, British Columbia.

Biswas, Dipayan, **Lauren Labrecque**, Donald Lehmann (2012), "Order Effects of Sampling Sequential Products with Similar Versus Dissimilar Sensory Cues," presented at the *Association for Consumer Research North American Conference*, October 4-7 in Vancouver, British Columbia.

Rosenbaum, Mark, **Lauren Labrecque**, and Iona Moraru (2012), "Bringing Cultural Diversity to Service Marketing Courses: A SERVQUAL Exercise," presented at the *Academy of Marketing Science National Conference*, May 15-20 in New Orleans, LA.

**Labrecque, Lauren** (2012), "Fostering Social Media Relationships: The Role of Parasocial Interaction," presented at the *Academy of Marketing Science National Conference*, May 15-20 in New Orleans, LA.

Drenten, Jenna, Kristy McManus, and **Lauren Labrecque** (2012), “Gone but Not Forgotten: Exploring the Underlying Meaning and Motives in Gift-Giving to the Deceased,” presented at the *Academy of Marketing Science National Conference*, May 15-20 in New Orleans, LA.

Biswas, Dipayan, Donald R. Lehmann, **Lauren I. Labrecque**, and Ereni Markos (2012), “Order Effects of Sampling Similar Versus Dissimilar Experiential Products,” presented at the *American Marketing Association Winter Educators’ Conference*, February 17-19 in St. Petersburg, FL.

**Lauren I. Labrecque**, Shabnam H. A. Zanjani, and George R. Milne (2011), “Authenticity in Online Communications: Examining Antecedents and Consequences,” presented at the *Direct/Interactive Marketing Research Summit*, Oct 1-3 in Boston, MA.

Biswas, Dipayan, **Lauren Labrecque**, and Donald R. Lehmann (2011), “Seeing First or Smelling First? Order Effects of Sensory Cues on Product Evaluations,” presented at the *American Marketing Association Summer Educators’ Conference*, August 5-7 in San Francisco, CA.

Zanjani, Shabnam H. A., **Lauren I. Labrecque**, and George R. Milne (2011), “Authenticity in Online Communications: Examining Antecedents and Consequences,” presented at the *Academy of Marketing Science National Conference*, May 24-27 in Coral Gables, FL.

Biswas, Dipayan, Donald R. Lehmann, **Lauren I. Labrecque**, and Ereni Markos (2011), “Order Effects of Sampling Experiential Products: The Role of Product Similarity,” presented at the *Academy of Marketing Science National Conference*, May 24-27 in Coral Gables, FL.

Biswas, Dipayan, **Lauren Labrecque**, and Donald R. Lehmann (2011), “The Impact of Sensory Order on the Expected Taste of Foods,” presented at the *American Marketing Association Winter Educators’ Conference*, February 18-20 in Austin, TX.

**Labrecque, Lauren I.**, Ereni C. Markos, and George R. Milne (2010), “The Personal Branding and Privacy Tradeoff,” presented at the *Direct/Interactive Marketing Research Summit*, October 9-10 in San Francisco, CA.

**Labrecque, Lauren I.**, Anjala S. Krishen, and Stephan Grzeskowiak (2010), “Social Motivations for Brand Loyalty,” presented at the *Direct/Interactive Marketing Research Summit*, October 9-10 in San Francisco, CA.

**Labrecque, Lauren I.** and George R. Milne (2010), “Exciting Red and Competent Blue: Liking Color to Brand Personality,” invited presentation and dissertation proposal competition runner-up, *Academy of Marketing Science National Conference*, May 26-29 in Portland, OR.

**Labrecque, Lauren I.** and George R. Milne (2010), “Exciting Red and Competent Blue: Liking Color to Brand Personality,” presented at the *American Marketing Association Winter Educators’ Conference*, February 18-22 in New Orleans, LA.

**Labrecque, Lauren I.** (2009), “Competent Blue and Sophisticated Purple: Examining the Link between Color and Brand Personality,” invited presentation and dissertation competition winner, *Society for Marketing Advances*, November 4-7 in New Orleans, LA.

Milne, George R., **Lauren I. Labrecque**, and Ereni C. Markos (2009), “Dialectical Tensions in Managing One’s Digital Footprint,” presented at the *American Marketing Association Winter*

*Educators' Conference*, February 20-23 in Tampa, FL.

Markos, Ereni and **Lauren I. Labrecque** (2008), "Blurring the Boundaries between Real and Virtual: Consumption Experiences and the Self Concept in the Virtual World," presented at the *Association for Consumer Research North American Conference*, October 22-26 in San Francisco, CA. (working paper submission).

**Labrecque, Lauren I.**, Adwait Khare, Anthony K. Asare, and Henry Greene (2008), "Word of Mouse Versus Professional Movie Critics: Which has a Greater Impact on Movie Success?" presented at the *American Marketing Association Summer Educators' Conference*, August 8-11 in San Diego, CA.

**Labrecque, Lauren I.**, Stephan Grzeskowiak, and Anjala S. Krishen (2008), "Social Motivations for Brand Loyalty: The Role of Conformity and Escapism," presented at the *American Marketing Association Summer Educators' Conference*, August 8-11 in San Diego, CA.

Diamond, William D. and **Lauren I. Labrecque** (2008), "Effects of Common Front-of-Package Icons on Nutrition Facts Panel Viewing Time and Product Perception," presented at the *Marketing and Public Policy Conference*, May 31- June 1 in Philadelphia, PA.

Milne, George R., **Lauren I. Labrecque**, and Cory Cromer (2008), "Toward an Understanding of the Online Consumer's Risky Behavior and Privacy" presented at the *Marketing and Public Policy Conference*, May 31- June 1 in Philadelphia, PA. (working paper submission).

**Labrecque, Lauren** and Ereni Markos (2008), "Experiences in the Virtual World: How Consumption, Flow, Telepresence and Marketing Play Out in Second Life," presented at the *Advertising and Consumer Psychology Conference*, May 1-2 in Philadelphia, PA.

**Labrecque, Lauren** and William D. Diamond (2008), "Did You Pay Attention to the Ad? Predicting Implicit and Explicit Memory from Ad Viewing Time," presented at the *Society for Consumer Psychology Conference*, February 21- 23 in New Orleans, LA.

Brashear, Thomas, Anthony K. Asare, and **Lauren Labrecque** (2007), "Social Responsible Retailing (SRR): A Framework of Business Practices," presented at the *Society for Marketing Advances Conference*, November 7-10 in San Antonio, TX.

## INVITED CONFERENCE ROUNDTABLE DISCUSSIONS

"Social Media in the Classroom" Panel discussion at the *Direct/Interactive Marketing Research Summit*, October 13-14, 2010 in Las Vegas, NV.

"Bringing Business World Experiences to the Classroom" Panel discussion at the *Direct/Interactive Marketing Research Summit*, October 1-3, 2011 in Boston, MA.

"Implementing a Direct/Interactive (D/I) Undergraduate Curriculum," Panel discussion at the *Direct/Interactive Marketing Research Summit*, October 9-10, 2010 in San Francisco, CA.



## **OTHER INVITED PRESENTATIONS**

“Social Media Value” Executive Seminar, PS Business School, Yangon Myanmar, July 2013  
- Executive education seminar in Yangon, Myanmar in July 2013. During this stay, I conducted an all-day executive conference on social media marketing to 100+ local business leaders.

Keynote speaker, Havas Media’s Analytics Summit, June 2015

"Social Media and Personal Image: Creating and Managing Your Online Personal Brand”, Northeastern Illinois University (NEIU) Empowerment Through Technology (N.E.T.T.) Day, October 25, 2012 in Chicago, IL.

## **RESEARCH INTERESTS**

Digital/Interactive Marketing, Sensory Marketing and Design (focus on color), Aesthetics, Consumer Privacy, Social Responsibility, and Branding

## **AWARDS AND FELLOWSHIPS**

2015, Researcher of the Year Award, Quinlan School of Business, Loyola University Chicago  
2015-2017, Faculty Development Grant, Quinlan School of Business, Loyola University Chicago  
2015 & 2016, Summer Research Grant, Quinlan School of Business, Loyola University Chicago  
2013-2014, Chicago Interactive Marketing (CIMA) Professorship  
2012, Social Media Thought Leaders Summit, Invited Attendee  
2011, Best Reviewer Award, Direct/Interactive Marketing Research Summit  
2010, Isenberg School of Management, UMass, Top Doctoral Student Researcher Award  
2010, AMS Doctoral Dissertation Proposal Competition Award Runner-up  
2009, SMA Doctoral Dissertation Proposal Competition Award Winner  
2009, AMA-Sheth Doctoral Consortium Fellow, Georgia State University  
2007, Eugene M. Isenberg Awards Winner (research in Marketing and Technology)

## **TEACHING INTERESTS**

Digital Marketing, Marketing Analytics, Marketing Research, Data Mining, Global Marketing, Consumer Behavior, and Brand Management

## **COURSES TAUGHT**

**Business in Italy** (Undergraduate)\*

University of Massachusetts – Winter 2005, 2006, 2007, 2008, 2009, 2010, 2012

**Consumer Behavior (Graduate)**

Loyola University Chicago – Fall 2012, Spring 2013

**Consumer Behavior (undergraduate)**

University of Rhode Island – Fall 2018, Spring 2019

**Content Mining & Analytics using R (Graduate)**

Loyola University Chicago – Spring 2016

**Digital/Internet Marketing (Undergraduate)**

University of Massachusetts – Fall 2008, Spring 2009

Northern Illinois University – Fall 2010, Spring 2011, Fall 2011, Spring 2012

Loyola University Chicago – Fall 2016, Fall 2017

**Digital Marketing (Graduate)**

Loyola University Chicago – Fall 2012, Fall 2013, Fall 2014, Fall 2015, Spring 2016,  
Fall 2016, Spring 2017 (online), Fall 2017, Spring 2018 (online)

**Digital Marketing Analytics (Undergraduate)**

Loyola University Chicago – Fall 2013, Fall 2014, Fall 2015

**Marketing Research (Undergraduate)**

University of Massachusetts – Spring 2010

University of Rhode Island – Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021

**Research Methods (Ph.D.)**

University of Rhode Island – Spring 2022

**Search Engine & Social  
Media Marketing (Undergraduate)**

Loyola University Chicago – Spring 2013

\*Intensive winter intersession international travel course

**DISCIPLINE SERVICE**

Guest Editor, *Psychology & Marketing* (Color & Other Sensory Elements, double special issue),  
July 2018- May 2020

Editorial Board Member, *Journal of Interactive Marketing* (2014- present)

Editorial Board Member, *Psychology & Marketing* (2014- present)

Editorial Board Member, *Journal of Business Research* (2019- present)

Editorial Board Member, *Journal of Research in Interactive Marketing* (2012- 2021)

AMA Consumer Behavior SIG Leader- VP of Online Communications and Social Media (2008-2014)

Conference Co-chair, 2013 Direct/Interactive Marketing Research Summit, Chicago, IL

Conference Co-chair, 2012 Direct/Interactive Marketing Research Summit, Las Vegas, NV.

Track Chair, Digital/Social Media Marketing, AMS Conference 2016, Buena Vista, FL

Track Chair, Consumer Behavior, AMA Winter Educators' Conference, Las Vegas, NV

Track Chair, Sensory Marketing, AMS Conference 2013, Monterey, CA.

Track Chair, Experiential Marketing, AMS Conference 2014, Indianapolis, IN

Reviewer for Direct/Interactive Marketing Research Summit 2011, 2012, 2013, 2016  
Reviewer for SMA Conference 2016  
Reviewer for CCT Conference 2011  
Reviewer for AMS Conference 2011, 2012, 2014, 2015, 2016, 2017  
Reviewer for AMA Winter Educator's Conference 2010, 2011, 2012  
Reviewer for ACR North American Conference 2009  
Reviewer for AMA Summer Educator's Conference 2008, 2009, 2010  
Volunteer for ACR North American Conference 2008 (on site)

Ad Hoc Reviewer for *Journal of Consumer Research*  
Ad Hoc Reviewer for *Journal of Marketing Research*  
Ad Hoc Reviewer for *Journal of the Academy of Marketing Science*  
Ad Hoc Reviewer for *Journal of Consumer Psychology*  
Ad Hoc Reviewer for *Journal of Retailing*  
Ad Hoc Reviewer for *Journal of Business Research*  
Ad Hoc Reviewer for *Color Research and Application*  
Ad Hoc Reviewer for *Journal of Advertising*  
Ad Hoc Reviewer for *Marketing Letters*  
Ad Hoc Reviewer for *European Journal of Marketing*  
Ad Hoc Reviewer for *Journal of Consumer Marketing*  
Ad Hoc Reviewer for *Journal of Business and Industrial Marketing*  
Ad Hoc Reviewer for *Media Psychology*  
Ad Hoc Reviewer for *Color Research and Application*

## **UNIVERSITY & COLLEGE SERVICE**

### **URI**

2021/2022 academic year  
Marketing Area Coordinator  
Excel Taskforce committee member  
Hiring Committee: Lecturer Position (Chair)

2020/2021 academic year  
Undergraduate Curriculum Committee Vice Chair  
Scholarship Committee Member  
Hiring Committee: Lecturer Position  
PhD Student Application Committee

2019/2020 academic year  
Fall Open House, COB Block Party Volunteer, Marketing area PhD Comprehensive exam evaluator

2018/2019 academic year  
Promotion, Tenure & Annual Review Committee Member  
Spring Open House, Undergraduate Commencement, Marketing Advisory Board Meeting, Marketing student award dinner, COB Awards Banquet, Marketing area PhD Comprehensive exam evaluator

### **Loyola University Chicago**

Faculty Advisor for Graduate Marketing Association, Loyola University, Fall 2015-Spring 2018  
Faculty Mentor, Provost' Fellowship (Undergraduate Research), Loyola University, 2016-2017  
Search Committee Member, Tenure Track Marketing Faculty Search, LUC, Fall 2016

Co-chair, Tenure Track Marketing Faculty Search, Loyola University, Fall 2016  
Library Board Representative, Loyola University, Fall 2015  
Co-chair, Tenure Track Marketing Faculty Search, Loyola University, Fall 2013  
Faculty Advisor for Marketing Club, Loyola University, Fall 2013  
Search Committee Member, Tenure Track ISOM Faculty Search, Loyola University, Fall 2013  
Search Committee Member, Tenure Track Marketing Faculty Search, LUC, Fall 2014

### **Northern Illinois University**

NIU Faculty for Ethics Committee Member, Fall 2010 – Spring 2012  
NIU Marketing Department Faculty Recruitment Committee Member, Fall 2011  
NIU Marketing Department Portfolio Assessment Committee member, Fall 2011  
Social Media Panel Moderator, American Society for Quality, Northern Illinois Conference, 2011  
Faculty Advisor for NIU Interactive Marketing Student Advisory Board, Fall 2010-Fall 2011  
Faculty Advisor for NIU Honors Capstone Course, Spring 2011, Fall 2011  
Faculty Coach, NIU Experiential Learning Center, Fall 2011 (McDonalds)  
Faculty Coach, NIU Experiential Learning Center, Spring 2012 (Coupon Cabin)

### **PH.D. STUDENT MENTORSHIP & SERVICE**

2021- current, Major Professor, Priscilla Pena, URI  
2021- current, Dissertation Committee, Tracy Khan, URI  
2019 - 2021, Major Professor, Shawn Scott, URI  
2020 - current, Outside Dissertation Committee Member, Nadeesha Bandura, UMass Amherst  
2019 - spring 2020, Outside Dissertation Committee Member, Julie Anne Allen, Louisiana Tech  
2019 sSpring - Comprehensive Exam Evaluator, URI

### **GRANT APPLICATIONS**

2019, NIH/NEA Grant on Music and Health (not funded)