

Jennifer Anne Espinosa

Curriculum Vitae
September 2024

Rohrer College of Business
Rowan University
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Glassboro, New Jersey 08028

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EDUCATION

- PhD** Marketing, University of South Florida, August 2016
Dissertation: Understanding the Complexity of Product Returns Management: A Complex Adaptive Systems Theory Perspective
Chair: James R. Stock
2016 Emerald/EFMD Outstanding Doctoral Research Award Recipient
- MS** Marketing, University of South Florida, 2012
- BA** *magna cum laude* International Business, University of South Florida, 2010

Areas of Specialization Reverse Logistics, Product Returns Management, Sustainability, Corporate Social Responsibility, Brand Image, Research Measurement

ACADEMIC EMPLOYMENT

- 2022- Associate Professor of Marketing, Marketing and Business Information Systems Department, Rowan University
- 2016-2022 Assistant Professor of Marketing, Marketing and Business Information Systems Department, Rowan University
- 2012-2016 PhD Graduate Research Assistant, Marketing Department, University of South Florida, with James R. Stock
- 2011-2012 Masters Graduate Research Assistant, Marketing Department, University of South Florida, under James R. Stock

PUBLICATIONS

Refereed Journal Articles

Monahan, Lisa, Jennifer A. Espinosa, Jeff Langenderfer and David J. Ortinau, (2023) "Did You Hear Consumers Hate Our Brand? The Unexpected Upside of Hate-Acknowledging Advertising for Polarizing Brands," the *Journal of Business Research* Vol. 154, 113283.

Espinosa, Jennifer A., James R. Stock, David J. Ortinau and Lisa Monahan, (2021) "Exploring the benefits of adaptability: How employees processing product returns contribute to the firm's overall health," *International Journal of Logistics Management* Vol. 32, No. 3, 790-820.

Sajtos, Laszlo, Joanne T. Cao, Jennifer A. Espinosa, Ian Phau, Patricia Rossi, Billy Sung, and Benjamin Voyer, (2021) "Brand Love: Corroborating Evidence Across Four Continents," *Journal of Business Research* Vol. 126, 591-604.

Espinosa, Jennifer A., Donna F. Davis, James R. Stock, and Lisa Monahan, (2019) "Exploring the processing of product returns from a complex adaptive systems perspective," *International Journal of Logistics Management* Vol. 30, No. 3, 699-722.

*2020 Emerald Literati Winner of Highly Commended Paper Award

Espinosa, Jennifer A., David J. Ortinau, Nina Krey and Lisa Monahan, (2018) "I'll have the usual: How restaurant brand image, loyalty, and satisfaction keep customers coming back," *Journal of Product and Brand Management* Vol. 27, No. 6, 599-614.

*New Jersey's Business Faculty 2019 Bright Idea Award winner, NJPRO and Stillman School of Business

Stock, James R., Diane Edmondson, Jennifer A. Espinosa, Robert J. Riggie and Terry Sincich (2016). "RFID Technology: A Retrospective Look at Firm Adoption with a View Towards the Future," *International Journal of Value Chain Management*, Vol. 7, No. 4, 317-351.

Espinosa, Jennifer A. and David J. Ortinau, (2016). "Debunking Legendary Beliefs About Student Subjects in Marketing Research," *Journal of Business Research*, Vol. 69 No. 8, 3149-3158.

Refereed Conference Proceedings

Espinosa, Jennifer A., Lisa Monahan, and Joanne T. Cao (2023), "Unwashed, unworn, unethical? Exploring consumers' perceptions of return context ethicality," *Marketing Management Association Spring Conference*, Virtual, March 9-10, 40-41.

Espinosa, Jennifer A., Lisa Monahan, and Joanne T. Cao (2020), "Exploring Consumers' Perceptions of the Ethicalness of Product Return Situations," *Academy of Marketing Science Annual Conference*, Coral Gables, FL, May 20-22 (Accepted, but had to withdraw due to Coronavirus pandemic).

- Espinosa, Jennifer A., and Lisa Monahan (2019), "The Influence of Retail Return Policies on Brand Image: An Abstract," *Academy of Marketing Science Annual Conference*, Vancouver, BC, Canada, May 29-31 (Forthcoming).
- Krey, Nina, Jennifer A. Espinosa, and Joanne T. Cao (2017), "A Meta-Analysis of PAD within the Retail Environment: An Abstract," *Academy of Marketing Science World Congress*, Christchurch, New Zealand, June 27-July 1, 175.
- Krey, Nina, Joanne T. Cao, and Jennifer A. Espinosa (2017), "A Holistic Approach to Educational Servicescape: An Abstract," *Academy of Marketing Science Annual Conference*, Coronado Island, California, May 24-27, 661.
- Espinosa, Jennifer A., and Donna F. Davis (2017), "Caution: How Product Returns Can Detour Omnichannel Strategies," *American Marketing Association Winter Educator's Conference*, Orlando, Florida, February 17-19, F-32 to F-33.
- Monahan, Lisa, Jennifer A. Espinosa, and David J. Ortinau, (2016). "Hate Doesn't Have to Hurt: The Influence of Hate-Acknowledging Advertising on Positive Word-of-Mouth," *Academy of Marketing Science*, Orlando, Florida, May 18-21, 477-481.
- Monahan, Lisa, Marisabel Romero, and Jennifer A. Espinosa, (2015). "The Rainbow Connection: Exploring the impact of emotional congruency on package color and product category," *Society for Marketing Advances*, San Antonio, Texas, November 3-7, 356-7.
- Espinosa, Jennifer A., and James R. Stock, (2015). "Exploring Current Conditions and Challenges in Sustainability Reporting Involving Supply Chain Management Issues: Evidence from the Top 30 US Service and Manufacturing Firms," *Council of Supply Chain Management Professionals Educator's Conference*, San Diego, California, September 27, Operations Management in the Supply Chain Track, 18-19.
- Espinosa, Jennifer A., Lisa Monahan, and David J. Ortinau, (2015). "Understanding the Strengths and Weaknesses of a Firm's Overall Restaurant Image: An Importance Performance Analysis," *Academy of Marketing Sciences Annual Conference*, Denver, Colorado, May 12-14, 66.
- Espinosa, Jennifer A. and Lisa Monahan, (2015). "Don't Remove that Tag: A Look at Customer Motivation for Product Returns," *American Marketing Association's Winter Educator's Conference*, San Antonio, Texas, February 13-15, H-19 to H-20.
- Espinosa, Jennifer A., Lisa Monahan, and David J. Ortinau, (2015). "Overall Restaurant Brand Image: An Informational Antecedent to Customer Loyalty and Behavioral Intentions," *American Marketing Association's Winter Educator's Conference*, San Antonio, Texas, February 13-15, H-14 to H-15.

Espinosa, Jennifer A., Lisa Monahan, and David J. Ortinau, (2014). "Overall Restaurant Brand Image's Relational Role with Perceived Restaurant Loyalty and Influences on Customers' Overall Satisfaction and Intention Behaviors," *Society for Marketing Advances Annual Conference*, New Orleans, Louisiana, November 4-8, p. 204-205.

Espinosa, Jennifer A., and David J. Ortinau, (2014). "Investigating Overall Restaurant Image: Generalizing the Triggering Mechanism to Multiple Casual Sit Down Restaurants," *Academy of Marketing Sciences Annual Conference*, Indianapolis, Indiana, May 21-23, p. 92-95.

Espinosa, Jennifer A., and David J. Ortinau, (2014). "Overall Restaurant Image: A Triggering Mechanism for Relationships with Customers' Overall Satisfaction, Intention Behaviors, and Perceived Restaurant Loyalty," *American Marketing Association's Winter Educator's Conference*, Orlando, Florida, February 21-23, p. C73-C74.

Pelletier, Jennifer A. (2013). "From Ancient to Modern Logistics: Evidence in Ancient Egypt and the Early Development of Marketing." *Conference of Historical Analyses and Research in Marketing*, Copenhagen Business School, Denmark, May 30 – June 2, p. 195-209.

Pelletier, Jennifer A., and Nazuk Sharma, (2013). "Investigating the Impact of Student Samples on Data Quality and Research Outcomes," *Academy of Marketing Sciences Annual Conference*, Monterey Bay, California, May 15-18, p. 230.

Refereed Conference Panels

Krey, Nina, Jennifer A. Espinosa, and Lauren M. Brewer, (2018). "Special Session: Navigating the Winding Road to Tenure: The Challenges of Juggling Research, Teaching, and Service on the Tenure Track," *Society for Marketing Advances*, Orlando, FL, October 31-November 3.

Espinosa, Jennifer A., Lauren M. Brewer, and Nina Krey, (2018). "May the Odds Be Ever in Your Favor: How to Improve Your Odds and Successfully Navigate the Academic Job Market," *Academy of Marketing Science Annual Conference*, New Orleans, LA, May 23-25.

Espinosa, Jennifer A., Lisa Monahan, Nina Krey, and David J. Ortinau, (2016). "Exploring the Difficulties, Issues, and Pitfalls Doctorate Students Must Conquer in Becoming A Research, Author, and Scholar," *Academy of Marketing Science Annual Conference*, Orlando, FL, May 18-21.

Espinosa, Jennifer A., Lisa Monahan, Nina Krey, Joanne Tran, and David J. Ortinau, (2015). "Doctoral Colloquium Special Session: Challenges Doctoral Students Face- A Ph.D. Student Perspective," *Academy of Marketing Science Annual Conference*, Denver, CO, May 12-14.

Espinosa, Jennifer A., Lisa Monahan, Nina Krey, Joanne Tran, and David J. Ortinau, (2014). "Difficulties and Issues Doctorate Students Face in the Process of Transitioning into a

Researcher and Scholar: Ph.D. Students' Perspective," *Society for Marketing Advances Annual Conference*, New Orleans, LA, November 4-8, p. 262.

CONFERENCE PARTICIPATION

Refereed Paper Presentations

- 2023 "Unwashed, unworn, unethical? Exploring consumers' perceptions of return context ethicality," *Marketing Management Association Spring Conference*, Virtual, March 9-10.
- 2019 "A Structured Abstract: The Influence of Retail Return Policies on Brand Image," *Academy of Marketing Science Annual Conference*, Vancouver, BC, Canada, May 29-31.
- 2017 "Redefining Servicescape In Higher Education: The Transformative Educational Servicescape," *Academy of Marketing Science Annual Conference*, Coronado Island, California, May 24-27.
- 2017 "Caution: How Product Returns Can Detour Omnichannel Strategies," *American Marketing Association Winter Educator's Conference*, Orlando, Florida, February 17-19.
- 2016 "Hate Doesn't Have to Hurt: The Influence of Hate-Acknowledging Advertising on Positive Word-of-Mouth," *Academy of Marketing Sciences Annual Conference*, Orlando, Florida, May 18-21.
- 2015 "The Rainbow Connection: Exploring the impact of emotional congruency on package color and product category," *Society for Marketing Advances*, San Antonio, Texas, November 3-7.
- 2015 "Understanding the Strengths and Weaknesses of a Firm's Overall Restaurant Image: An Importance Performance Analysis," *Academy of Marketing Sciences Annual Conference*, Denver, CO, May 12-14.
- 2015 "Don't Remove that Tag: A Look at Customer Motivation for Product Returns," *American Marketing Association's Winter Educator's Conference*, San Antonio, TX, February 13-15.
- 2015 "Overall Restaurant Brand Image: An Informational Antecedent to Customer Loyalty and Behavioral Intentions," *American Marketing Association's Winter Educator's Conference*, San Antonio, TX, February 13-15.

- 2014 "Overall Restaurant Brand Image's Relational Role with Perceived Restaurant Loyalty and Influences on Customers' Overall Satisfaction and Intention Behaviors," *Society for Marketing Advances*, New Orleans, LA November 4-8.
- 2014 "Investigating Overall Restaurant Image: Generalizing the Triggering Mechanism to Multiple Casual Sit Down Restaurants," *Academy of Marketing Sciences Annual Conference*, Indianapolis, IN, May 21-23.
- 2014 "Overall Restaurant Image: A Triggering Mechanism for Relationships with Customers' Overall Satisfaction, Intention Behaviors, and Perceived Restaurant Loyalty," *American Marketing Association's Winter Educator's Conference*, Orlando, FL, February 21-23.
- 2013 "From Ancient to Modern Logistics: Evidence in Ancient Egypt and the Early Development of Marketing," *Conference of Historical Analyses and Research in Marketing*, Copenhagen Business School, Denmark, May 30 – June 2.
- 2013 "Investigating the Impact of Student Samples on Data Quality and Research Outcomes," *Academy of Marketing Sciences Annual Conference*, Monterey Bay, CA, May 15-18.

Invited Presentations

- 2016 "The Complexity of Product Returns Management," *Supply Chain & Transportation USA Conference in conjunction with the Reverse Logistics Association*, Atlanta, Georgia, April 4-6.

Track Chair

- 2023 Marketing Pedagogy and Education, Academy of Marketing Sciences Annual Conference, New Orleans, LA, May 17-19.
- 2020 B2B Marketing & Supply Chain Management track, Academy of Marketing Sciences Annual Conference, Coral Gables, FL, May 20-22.
- 2019 B2B Marketing & Supply Chain Management track, Academy of Marketing Sciences Annual Conference, Vancouver, BC, Canada, May 29-31.
- 2017 Supply Chain Management & Logistics track, Academy of Marketing Sciences Annual Conference, Coronado, CA, May 24-27.

Session Chair

- 2019 Enhancing Brand Outcomes, *Academy of Marketing Sciences Annual Conference*, Vancouver, BC, Canada, May 31.

- 2017 Supply Chain Management in Action: Stopping Spillover, Building Sustainability, and Avoiding Disasters, *Academy of Marketing Sciences Annual Conference*, Coronado, CA, May 26.
- 2015 Brand Value and Customer Behaviors, *American Marketing Association's Winter Educator's Conference*, San Antonio, TX, February 13.
- 2015 Retail Pricing and Returns, *American Marketing Association's Winter Educator's Conference*, San Antonio, TX, February 13.
- 2014 Global Marketplace II: Franchising, Tourism, and Advertising, *Society for Marketing Advances Annual Conference*, New Orleans, LA, November 8.

Doctoral Symposia

- 2015 AMS Doctoral Consortium, Academy of Marketing Sciences, Denver, CO, May 14-16.
- 2014 SMA Doctoral Consortium, Society for Marketing Advances, New Orleans, LA, November 5-6.
- 2013 Donald J. Bowersox Doctoral Symposium, Council of Supply Chain Management Professionals, Denver, CO, October 20-21.

AWARDS AND HONORS

- 2020 2020 Emerald Literati Award Winner, Highly Commended Paper, International Journal of Logistics Management
- 2020 2020 West Chester University's Scholarship of Teaching, Learning & Assessment Attendee, West Chester University, Sponsored by Rowan University's Faculty Center for Excellence in Teaching & Learning
- 2019 2019 New Jersey's Business Faculty Bright Idea Award Recipient, NJPRO and Stillman School of Business
- 2018 2018-2019 Rowan University Seed Funding Grant Recipient, Rowan University, \$9,300
- 2017 2017-2018 Frances R. Lax Fund for Faculty Development Award Winner, the Faculty Center, Rowan University, \$1,000.
- 2017 2017 Harold & Muriel Berkman Research Grant Recipient, Harold & Muriel Berkman Charitable Foundation, Inc., \$3,000
- 2017 2016 Emerald/EFMD Outstanding Doctoral Research Award Winner, Supply Chain Management & Logistics, €1500
- 2016 Doctoral Student Summer Research Award, University of South Florida, \$750
- 2015 Conference Presentation Grant, Student Government, University of South Florida, \$500
- 2015 L. Rene Gaiennie Dissertation Grant, University of South Florida, \$5000
- 2015 Doctoral Student Summer Research Award, University of South Florida, \$750

- 2015 Doctoral Colloquium Fellow Travel Grant, Academy of Marketing Sciences, \$750
- 2015 Invited Participant, AMS Doctoral Consortium, Academy of Marketing Sciences
- 2015 Doctoral Student Travel Grant, American Marketing Association, \$300
- 2015 Conference Presentation Grant, Student Government, University of South Florida, \$500
- 2014 Harold & Muriel Berkman Scholarship Recipient, Harold & Muriel Berkman Charitable Foundation, Inc., \$1,000
- 2014 Dissertation Travel Grant, Center for Supply Chain Management & Sustainability, University of South Florida, \$500
- 2014 Invited Participant, SMA Doctoral Consortium, Society for Marketing Advances
- 2014 Doctoral Student Travel Grant, Academy of Marketing Sciences, \$235
- 2013 Invited Participant, CSCMP Donald J. Bowersox Doctoral Symposium, Council of Supply Chain Management Professionals
- 2013 Doctoral Student Travel Grant, CSCMP Central Florida Round Table, \$700
- 2013 Doctoral Student Travel Grant, Academy of Marketing Sciences, \$235
- 2012 University Graduate Fellowship, University of South Florida
- 2010 Paradise Fruit Endowed Scholarship, University of South Florida
- 2010 Presidential Scholarship, University of South Florida
- 2010 Florida Bright Futures Academic Scholar, University of South Florida

TEACHING

Teaching Interests

Marketing Research, Consumer Behavior, Supply Chain Management, Principles of Marketing

Teaching Experience

- 2017- Instructor of Record, Marketing and Business Information Systems Department, Rowan University
 - Marketing Research Methods (25-30 students per section)
 - Fall 2017- 2 sections
 - Spring 2018- 3 sections
 - Fall 2018- 2 sections
 - Spring 2019- 2 sections
 - Fall 2019- 2 sections
 - Spring 2020- 2 sections
 - Fall 2020- 3 sections
 - Spring 2021- 3 sections
 - Spring 2022- 2 sections
 - Fall 2022- 1 section
 - Spring 2023- 1 section
 - Fall 2023- 1 section

- Fall 2024- 2 sections

Consumer Behavior (30-35 students per section)

- Fall 2018- 1 section
- Spring 2019- 1 section
- Fall 2019- 1 section
- Spring 2020- 1 section
- Fall 2022- 1 section

Online Consumer Behavior (30-35 students per section)

- Spring 2022- 1 section
- Fall 2022- 1 section
- Spring 2023- 1 section
- Fall 2023- 1 section
- Fall 2024- 2 sections

2016-2017 Instructor of Record, Marketing and Business Information Systems Department, Rowan University
 Research Methods in Marketing (20-25 students per section)

- Fall 2016- 2 sections
- Spring 2017- 2 sections

2014-2015 Instructor of Record, Marketing Department, University of South Florida
 Marketing Research (45-50 students per semester)

- Fall 2015- 1 section
- Spring 2015- 1 section
- Fall 2014- 1 section

2014 Invited Guest Lecture, Marketing Department, University of South Florida
 Research for Marketing Managers

- Topic: Analyzing data in SPSS

PROFESSIONAL SERVICE

Reviewer

International Journal of Logistics Management, Ad-hoc Reviewer	2019, 2020, 2022
Journal of Product and Brand Management, Ad-hoc Reviewer	2019, 2020
Journal of Business Logistics, Ad-hoc Reviewer	2018
American Marketing Association's Winter Educator's Conference	2013, 2016-2017
Academy of Marketing Science Annual Conference	2014-2023
Academy of Marketing Science World Congress	2016-2017
Journal of Business Research, Ad-hoc Reviewer	2014
Society for Marketing Advances Annual Conference	2014

University Service

2022-Present	Assistant Department Chair, Marketing & Business Information Systems Department, Rowan University
2019-Present	RCOB Student Academic & Career Services Committee, Member, Rowan University
2019-Present	RCOB Student Scholarship Committee, Member, Rowan University
2018-Present	University Scholarship Committee, Chair, Rowan University
2023	Peer Observation, Steven Hsiao (Spring)
2022-2023	RCOB Student Academic & Career Services Committee, Supervised Internship Sub-Committee Chair, Rowan University
2022	Peer Observation, Renee Watson (Spring)
2020-2021	RCOB Student Academic & Career Services Committee, Mentoring Sub-Committee Chair, Rowan University
2020	Peer Observation, Colleen Kendrick (Fall)
2020	Peer Observation, Renee Watson (Fall)
2019-2021	Mid-Semester Faculty Consultant, Faculty Center for Excellence in Teaching & Learning, Rowan University
2018-2020	Cohort of 2018 MKTBI Engagement Coordinator, Cohort Coordinator, Rowan University
2017-2019	RCOB Journal List and Faculty Qualifications Committee/RCOB Faculty Research Committee, Member, Rowan University
2016-2018	RCOB Graduate Curriculum Committee, Member, Rowan University
2018	Peer Observation, Patrice Patterson (Fall)
2018	Tenure-track Marketing and Business-to-Business Assistant Professors Search Committee (Fall), Member, Rowan University
2017	Peer Observation, Bruce Puckett (Spring)
2017	Tenure-track SCM Assistant Professor Search Committee (Fall), Member, Rowan University
2017-2018	University Scholarship Committee, Member, Rowan University
2017	Faculty of Practice Marketing Search Committee (Summer), Member, Rowan University
2016-2018	Marketing and BIS Journal List and Petition Committee, Member, Rowan University
2016-2017	Marketing and BIS Undergraduate Curriculum Committee, Member, Rowan University
2013	USF AACSB Reaccreditation, Student representative, University of South Florida
2013	Grievance Committee, University of South Florida

PROFESSIONAL AFFILIATIONS

2012- Now	Academy of Marketing Sciences
2014- 2016, 2018	Society for Marketing Advances
2013- Now	American Marketing Association
2013- Now	Conference on Historical Analysis and Research in Marketing
2013- 2017	Council of Supply Chain Management Professionals

BUSINESS EXPERIENCE

2011-2013	ASQ Data Analyst, Hillsborough County Aviation Authority
2011-2012	Inbound Marketing Communications Coordinator, Buildasmarter.com
2011	Contemporary Marketing Team Member, E-Squared & Co.