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### Academic Background

Ph.D. Louisiana State University.

M.S. The University of South Florida.

B.S. The University of Tampa.

### Courses Taught

**Courses from the Teaching Schedule:** Advanced Marketing Research Methods (Bachelors), Research Methods In Marketing - WI (Bachelors)

### Intellectual Contributions

#### Refereed Articles

Black, H. G., Jeseo, V., & Vincent, L. H. (2021). Promoting customer engagement in service settings through identification. *Journal of Services Marketing*.

#### Refereed Proceedings

Jeseo, V., Lastner, M. M., Fennell, P., & Garretson Folse, J. A. (in press, 2019). How Organizations can Capitalize on Customer-Caused Failures: An Abstract. *Academy of Marketing Science Annual Conference*.

### Books, Monographs, Compilations, Manuals

#### Books

Jeseo, V. (Eds.). (2024). *Welcome to The New Normal: Life After The Chaos: Proceedings of the 2023 AMS Annual Conference, New Orleans, LA, USA, May 17–19, 2023*Springer.

Jeseo, V. (Eds.). (2024). *Bringing the Soul Back to Marketing Proceedings of the 2023 AMS World Marketing Congress, Canterbury, UK, July 11–14, 2023*Springer.

### Presentations of Refereed Papers

Jeseo, V., Lastner, M. M., & Krey, N. (2023-2024). *A Bibliometric Assessment of B2B Relationship Disruptions*. Academy of Marketing Science Annual Conference, Coral Gables, Florida.

Krey, N., Wu, S., Wanjugu, S., Jeseo, V., & Parajuli, J. (2023-2024). *The Do's and Don'ts of the Academic Job Market: A Search Committee Perspective*. Academy of Marketing Science Annual Conference, Coral Gables, Florida.

Krey, N., Wu, S., Wanjugu, S., & Jeseo, V. (2022-2023). *Finding Your Way beyond Academic Walls: Obstacles and Challenges International Scholars Manage Throughout Doctoral and Early Career Years*. Academy of Marketing Science Annual Conference, New Orleans, Louisiana.

Jeseo, V., Niedrich, R. W., Lastner, M. M., & Fennell, P. B. (2019-2020). *The Effects of Compensation and Prosocial Behavior on Repatronage Intentions Following Customer-Caused Service Failures*. American Marketing Association Winter Conference, San Diego, California.

Jeseo, V., Lastner, M. M., Fennell, P. B., & Garretson Folse, J. (2018-2019). *How Organizations can Capitalize on Customer-Caused Failures: An Abstract*. Academy of Marketing Science Annual Conference, Vancouver, Canada-British Columbia.

White, J., Andzulis, J., & Jeseo, V. (2018-2019). *Relationship Selling and Value Co-creation: Enhancing Customer Loyalty*. National Conference in Sales Management, Jacksonville, Florida.

## **Presentations of Non-Refereed Papers**

### **Regional**

Julianna, W. & Jeseo, V. (2017-2018). *Customer Perspectives on Sales Strategies: A Relational Approach*. Southeast Marketing Symposium, Tuscaloosa, Alabama.

Jeseo, V., Lastner, M. M., Fennell, P. B., & Garretson Folse, J. (2018-2019). *How Organizations Can Capitalize on Customer-Caused Failures*. Southeast Marketing Symposium, Memphis, Tennessee.

## **Service to the Profession**

### **Ad Hoc Reviewer: academic journal/text/proceedings**

2022-2023 – 2023-2024: Journal of Services Marketing (International).

2022-2023: AMA Summer Academic Conference (International).

2022-2023: Psychology & Marketing (International).

### **Editor: Conference Proceedings**

2022-2023: Academy of Marketing Science Annual Conference (International).

## **Honors/Awards**

### **Honor**

2023-2024: Inductee/Member, Beta Gamma Sigma.

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