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Marketing and Business Information Systems
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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

Jeseo, V., Krey, N., & Lastner, M. M. (2026). B2B Exchange Disruptions: An Interdisciplinary Bibliometric Review. *Journal of Business & Industrial Marketing*.

Jeseo, V., & Lindsey-Hall, K. (2025). A Framework for Inclusive Service Experiences (FISE): Bridging the Gap Between Traditional and Immersive Offerings. *Journal of Service Theory and Practice*.

Bahmani, N., Krey, N., Jeseo, V., & Bhatnagar, A. (2025). Extended reality research in marketing—an international review and research agenda. *International Marketing Review*.

Jeseo, V., & Tatara, J. (2025). Responding to Illegitimate Negative Reviews: How Defensive Responses Affect Purchase Intentions. *Journal of Services Marketing*.

Jeseo, V., Lastner, M. M., & Black, H. G. (2024). Enhancing Customer Engagement Behaviors via Customer-to-customer Interactions and Identification. *Journal of Services Marketing*.

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., & Tatara, J. (2025). The Blame Game: The Effect of Service Firm Responses to Illegitimate Negative Online Reviews. *AMA Summer Academic Conference*.

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*.

Presentations of Refereed Papers

Jeseo, V. & Tatara, J. (2024-2025). *The Blame Game: The Effect of Service Firm Responses to Illegitimate Negative Online Reviews*. AMA Summer Academic Conference, Chicago, Illinois.

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

Julianne, 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

2025-2026: Journal of Business and Industrial Marketing (JBIM) (International).

2024-2025: Journal of Consumer Marketing (International).

2024-2025: Journal of Consumer Behavior (International).

2022-2023 – 2024-2025: Journal of Services Marketing (International).

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

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

2022-2023: Psychology & Marketing (International).

Editor: Conference Proceedings

2022-2023 – 2023-2024: Academy of Marketing Science Annual Conference (International).

2022-2023 – 2023-2024: Academy of Marketing Science - World Marketing Congress (International).

Honors/Awards

Honor

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

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