

CURRICULUM VITAE

Personal Data

Nina Krey

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Department of Marketing and Business Information System
 William G. Rohrer College of Business
 Rowan University
 201 Mullica Hill Road, Business Hall 330
 Glassboro, NJ 08028

Academic Experience

- | | |
|-------------------|---|
| 09/2016 - present | Assistant Professor
<i>Rowan University - Rohrer College of Business</i>
Department of Marketing and Business Information Systems |
| 08/2014 - 08/2016 | Graduate Teaching Assistant/Instructor
<i>Louisiana Tech University - College of Business</i>
Department of Marketing & Analysis |
| 08/2012 - 07/2014 | Research Assistant
<i>Louisiana Tech University - College of Business</i>
Department of Marketing & Analysis |

Education

- | | |
|-------------------|---|
| 09/2012 - 08/2016 | Doctor of Business Administration
<i>Louisiana Tech University - College of Business</i>
Chair: Barry J. Babin
Major: Marketing; Minors: Quantitative Analysis, Psychology |
| 06/2008 - 05/2009 | Masters of Business Administration (MBA)
<i>University of Louisiana-Monroe</i> |
| 08/2006 - 05/2008 | Bachelor of Business Administration
<i>University of Louisiana-Monroe</i>
Degree in Marketing with Summa Cum Laude |
| 08/2004 - 04/2005 | Online Courses Completed: Marketing
<i>South University</i> |
| 09/2002 - 12/2003 | Courses completed: International Business
<i>Schiller International University, Heidelberg, Germany</i> |

RESEARCH

Refereed Journal Publications

Flacandji, Michaël and Nina Krey, "Assessing Memory of Shopping Experiences: A Scale Development," *Journal of Business Research* (forthcoming).

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*, 27 (6), 599-614.

- Hair, Joseph F. Jr., Barry J. Babin, and Nina Krey (2017). "Covariance-Based Structural Equation Modeling in the Journal of Advertising: Review and Recommendations," *Journal of Advertising*, 46 (1), 163-177.
- Popoola, Tobi, Bart Garner, Tony Ammeter, Nina Krey, Danielle Beu Ammeter, and Stuart Schafer (2017). "How Does Ethics Institutionalization Reduce Academic Cheating?" *Journal of Education for Business*, 92 (1), 29-35.
- Chuah, Stephanie H.-W., Philipp A. Rauschnabel, Nina Krey, Bang Nguyen, Thurasamy Ramayah, and Shwetak Lade (2016). "Wearable Technologies: The Role of Usefulness and Visibility in Smartwatch Adoption", *Computers in Human Behavior*, 65, 276-284.
- Milovic, Alex, Rebecca Dingus, and Nina Krey (2016). "Professor Walks into a Bar: Using Humor and Q-Score to Determine Instructor and Department Appeal," *Journal of Higher Education Theory and Practice*, 16 (5), 11-14.
- Rauschnabel, Philipp A., Nina Krey, Barry J. Babin, and Bjoern Ivens (2016). "Brand Management in Higher Education: The University Brand Personality Scale," *Journal of Business Research*, 69 (8), 3077-3086.
- Krey, Nina and Cedric Mbanga (2013). "Integration in Start-Ups: Realizing and Understanding Differences," *Journal of Business & Entrepreneurship*, 25 (1), 79-94.
- Babin, Laurie A. and Nina Krey (2010). "Longitudinal Analysis of Viewers' Knowledge of and Attitude Toward Super Bowl Advertising," *International Journal of Business, Marketing, and Decision Science*, 3 (1), 52-62.
- Krey, Nina, Kenneth E. Clow, and Laurie A. Babin (2010). "How Does Major Source of Funding Affect Where and When College Students Purchase Textbooks?" *International Journal of Education Research*, 5 (2), 1-14.
- Krey, Nina, Kenneth E. Clow, and Laurie A. Babin (2009). "Where Do College Students Purchase Textbooks?" *International Journal of Education Research*, 4 (3), 1-9.

Published Books and Book Chapters

- Krey, Nina and Patricia Rossi (2018). "Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces," Proceedings of the 2018 Academy of the Marketing Science (AMS) Annual Conference, Cham, Switzerland: Springer International Publishing AG.
- Rossi, Patricia and Nina Krey (2017). "Marketing Transformation: Marketing Practice in an Ever Changing World," Proceedings of the 2017 Academy of Marketing Science (AMS) World Marketing Congress (WMC), Cham, Switzerland: Springer International Publishing AG.
- Krey, Nina and Patricia Rossi (2017). "Back to the Future: Using Marketing Basics to provide Customer Value," Proceedings of the 2017 Academy of the Marketing Science (AMS) Annual Conference, Cham, Switzerland: Springer International Publishing AG.
- Rauschnabel, Philipp A., Nina Krey, Stephanie Hui-Wen Chuah, Shwetak Lade, and Thurasamy Ramayah (2016). "Exploring the Adoption of Smartwatches." In: Hertweck, D.; Decker, C. (Eds.): *Digital Enterprise Computing 2016, Lecture Notes in Informatics (LNI), Gesellschaft für Informatik* (p. 39-48), Bonn, Germany: Köllen Druck+Verlag GmbH.
- Obal, Michael, Nina Krey, and Christian Bushardt (2015). "Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era," *Proceedings of the 2014 Academy of Marketing Science (AMS) Annual Conference*, Cham, Switzerland: Springer International Publishing AG.

Krey, Nina and Anabel Ternès (2015). "Innovation through Integration: Digital Start-Ups as Employers for People with Immigration Backgrounds," In *How Global Migration Changes the Workforce Diversity Equation* (p. 126-142), Newcastle upon Tyne, UK: Cambridge Scholars Publishing.

Refereed Conference Proceedings (including abstracts; * presented)

Lichters, Marcel, Frauke Kühn, and Nina Krey (2019). "The Importance of 'Need for Touch' for Produce in Online Retailing," *Academy of Marketing Science World Marketing Congress*, Edinburgh, UK, July 9-12 (accepted).

Cruz, Ryan E., James M. Leonhardt, and Nina Krey (2019). "Involvement and Brand Engagement Outcomes for Facebook Brand Posts: Revisiting the FCB Grid with a Gender Twist," *Academy of Marketing Science Annual Conference*, Vancouver, Canada, May 29-31 (accepted).

Wu, Shuang and Nina Krey (2018). "When Social Media Becomes Anti-Social: Exploring the Negative Consequences of Engaging in the Digital World," *Society for Marketing Advances*, West Palm Beach, FL, October 31 – November 3, 343-344.

Cruz, Ryan E., James M. Leonhardt, and Nina Krey* (2018). "The Linguistics of Brand Interactivity: Communicating Brand Personality, Sentiment, and Emotionality on Facebook," *AMA Summer Educator's Conference*, Boston, MA, August 9-11, DS-31.

Picot-Coupey, Karine, Nina Krey*, Elodie Huré, Claire-Lise Ackermann (2018). "Physical Shopping Value in a Digitalized Setting: An Abstract," *Academy of Marketing Science Annual Conference*, New Orleans, LA, May 23-25, 243-244.

Krey, Nina*, Jennifer A. Espinosa, and Joanne T. Cao (2017). "A Meta-Analytical Review of PAD Within Retail Environments: An Abstract," *Academy of Marketing Science World Marketing Congress*, Christchurch, New Zealand, June 27-July 1, 175.

Kahiya, Eldrede and Nina Krey* (2017). "When the 12th Man Throws a Flag: Fan Attitude Towards the Proposed Globalization of the NFL: An Abstract," *Academy of Marketing Science World Marketing Congress*, Christchurch, New Zealand, June 27-July 1, 103.

Cao, Joanne T., Bruce L. Alford, and Nina Krey* (2017). "Examining Value Co-Destruction: Towards a Typology of Resource Disintegration: An Abstract," *Academy of Marketing Science World Marketing Congress*, Christchurch, New Zealand, June 27-July 1, 87.

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, CA, May 24-27, 661.

Baktash, Aarash, Nina Krey*, Vikneswaran Nair, and Philipp A. Rauschnabel (2017). "Adoption of Augmented Reality Technologies in Tourism: Visitors' Acceptance of Smart Glasses," *Academy of Marketing Science Annual Conference*, Coronado, CA, May 24-27, 625.

Rauschnabel, Philipp A. and Nina Krey* (2017). "Virtually Enhancing the Real World with Augmented Reality Holograms: A Uses & Gratifications Perspective," *Academy of Marketing Science Annual Conference*, Coronado, CA, May 24-27, 623.

Kalantari, Mahdokht, Philipp A. Rauschnabel, and Nina Krey* (2017). "Seeing Things That Don't Exist: Conceptualizing an Augmented Reality Atmosphere," *Academy of Marketing Science Annual Conference*, Coronado, CA, May 24-27, 701.

- Krey, Nina, Philipp A. Rauschnabel, Stephanie H.-W. Chuah, Bang Nguyen, Daniel Hein, Alexander Rossmann, and Shwetak Lade (2016). "Smartwatches: Accessory or Tool? The Driving Force of Visibility and Usefulness," *Mensch und Computer*, Aachen, Germany, September 4-7, 1-12.
- Krey, Nina, Barry J. Babin, and David J. Ortinau (2016). "The Moderating Effect of Atmosphere on the Touch – Value Relationship," *Recent Advances in Retailing and Services Science*, Edinburgh, Scotland, July 12-14.
- Rauschnabel, Philipp A., Nina Krey, Shwetak Lade, Stephanie Hui-Wen Chuah, and Bang Nguyen (2016), "Exploring the Adoption of Smartwatches," *DEC2016 – Digital Enterprise Computing*, Böblingen, Germany, June 14-15.
- Chuah, Stephanie H.-W., Philipp Rauschnabel A., Nina Krey, Bang Nguyen, and Thurasamy Ramayah (2016), "What Drives Smartwatch Adoption? An extension of Technology Acceptance Model", *International Conference on Service Science and Innovation (ICSSI)*, Taipei, Taiwan, June 22-24.
- Milovic, Alex, Rebecca Dingus, and Nina Krey (2016). "Professor Walks into a Bar: Using Humor and Q-Score to Determine Instructor and Department Appeal," *Marketing Management Association Spring Conference*, Chicago, IL, April 13-15, 162-162.
- Rauschnabel, Philipp A., Stephan Zielke, Nina Krey, Flavia Munta, and Bjoern Ivens (2016). "New Conceptual Insights into Brand Fit and Co-Branding," *Winter Marketing Academic Conference - AMA*, Las Vegas, NV, February 26-28.
- Rauschnabel, Philipp A., Nina Krey*, and Barry J. Babin (2015). "Who are you, Alma Mater? Positioning Universities on Brand Personality Dimensions," *Summer Marketing Educators Conference - AMA*, Chicago, IL, August 14-16, C-11.
- Krey, Nina*, Joanne M. Tran, and Julie Moulard (2015). "Can't Touch This: Haptic Cues and Their Personality," *Academy of Marketing Science Annual Conference*, Denver, CO, May 12-14, 211.
- Babin, Laurie A., Nina Krey, and Christina Chung (2015). "Product Placement in Novels," *International Academy of Business and Public Administration Disciplines*, Dallas, TX, April 23-16, 12 (2).
- Hillebrandt, Isabelle, Bjoern Ivens, and Nina Krey* (2014). "Key Performance Indicators for Measuring Employer Brand Success," *Academy of Marketing Science World Marketing Congress*, Lima, Peru, August 5-8, 269.
- Hillebrandt, Isabelle, Bjoern Ivens, Philipp A. Rauschnabel, Carolin Hartmann, and Nina Krey* (2014). "Social Media: Harming or Enhancing your Employer Brand Attractiveness? An Empirical Investigation," *Academy of Marketing Science World Marketing Congress*, Lima, Peru, August 5-8, 280.
- Babin, Barry J. and Nina Krey (2014). "How Do Signals Shape Wine Shoppers Value Perception?" *Academy of Wine Business Research Conference*, Geisenheim, Germany, June 28-30, 504-516.
- Krey, Nina* (2014). "Reestablishing Intrapersonal Balance Through Restoration: An Integrated Framework to Escape Dissonance," *Academy of Marketing Science Annual Conference*, Indianapolis, IN, May 21-23, 487.

- Moulard, Julie, Nina Krey*, and Joanne M. Tran (2014). "Conceptualizing Service Recovery as a Service Apology," *Winter Marketing Educators Conference - AMA*, Orlando, FL, February 21-23, p. |11-|12.
- Krey, Nina* and Cedric Mbanga (2013). "Integration in Start-Ups: Realizing and Understanding Differences," *Association for Small Business and Entrepreneurship*, New Orleans, LA, October 2-4, 260-280.
- Ternès, Anabel and Nina Krey (2013). "Innovation Through Integration: Digital Start-Ups as Employers for People with Migration Background," *Global Interdisciplinary Conference*, L.A., CA, May 31, 126-142.
- Cole, Henry S., Kenneth E. Clow, Deborah L. Golemon, and Nina Krey (2009). "Buying Impulsiveness and Political Viewpoints: An Exploratory Study," *Association for Small Business and Entrepreneurship*, San Antonio, TX, October, 491.
- Krey, Nina*, Kenneth E. Clow, and Laurie A. Babin (2009). "Buying and Selling of College Textbooks by Students: The Impact of Major Source of Funding," *International Academy of Business and Public Administration Disciplines*, Dallas, TX, April 23-26, 809-820.
- Clow, Kenneth E., Nina Krey*, and Abby Leleux (2009). "Textbook Chapter Features: Student Evaluations," *International Academy of Business and Public Administration Disciplines*, Dallas, TX, April 23-26, 821-828.
- Krey, Nina*, Dustin Lovas, Joshua Mire, and Laurie A. Babin (2009). "Longitudinal Analysis of Viewers' Knowledge of and Attitude Toward Super Bowl Advertising," *International Academy of Business and Public Administration Disciplines*, Dallas, TX, April 23-26, 913-922.
- Krey, Nina*, Laurie A. Babin, and Kenneth E. Clow (2009). "Textbook Purchases by College Students," *International Academy of Business and Public Administration Disciplines*, Orlando, FL, January 4-7, 386-393.
- Research Award

Refereed Conference Panels and Workshops

- Krey, Nina, Shuang Wu, and Sabinah Wanjugu (2019). "Maneuvering (Sometimes) Turbulent International Waters: A Perspective from and for International Scholars in Dealing with Difficulties and Challenges in the Doctoral and Early Career Years," *Academy of Marketing Science Annual Conference*, Vancouver, Canada, May 29-31 (accepted).
- Babin, Barry, J. and Nina Krey (2018). "SEM Pre-Conference Workshop," *Society for Marketing Advances*, West Palm Beach, FL, October 31-November 3.
- Krey, Nina, Jennifer A. Espinosa, and Lauren M. Brewer (2018). "Navigating the Winding Road to Tenure: The Challenges of Juggling Research, Teaching, and Service on the Tenure Track," *Society for Marketing Advances*, West Palm Beach, FL, October 31-November 3, 193-194.
- Krey, Nina, Renee Watson, Philip Lewis, Karen L. Koza, and Stacy Neier Beran (2018). "Applying Knowledge Beyond the Classroom with Client and Project-Based Learning," *Marketing Management Association*, Kansas City, MO, September 19-21, 203.
- Krey, Nina, Berrin Guner, and Laurie A. Babin (2018). "Putting Knowledge into Action: Implementing Project-Based Learning across Marketing Courses and Campuses in

General," *Academy of Marketing Science World Marketing Congress*, Porto, Portugal, June 27-29 (forthcoming).

Espinosa, Jennifer A., Lauren M. Brewer, and Nina Krey (2018) "May the Odds Be Ever in Your Favor: An Abstract About Improving Your Odds and Successfully Navigating the Academic Job Market," *Academy of Marketing Science Annual Conference*, New Orleans, LA, May 23-25, 169-170.

Krey, Nina and Adilson Borges (2017). "Student Participation in Marketing Experiments: A Subtle Influence?" *Academy of Marketing Science Annual Conference*, Coronado, CA, May 24-27.

Rauschnabel, Philipp A. and Nina Krey (2017). "Workshop: Changing Realities & Changing Lives: How Augmented Reality Transforms Businesses, Consumers and Society as a Whole," *9th Manchester Metropolitan University Postgraduate Research Conference 2017*, Manchester, UK, February 22.

Krey, Nina, Felipe Pantoja, Renaud Frazer, and David Ortinau (2016). "The Bumpy Road to Academia. Difficulties, Challenges, and Concerns Doctorate Students Face in the USA and Beyond," *Academy of Marketing Science World Marketing Congress*, Paris, France, July 20-22, 853-854.

Espinosa, Jennifer A., Nina Krey, Lisa Monahan, and David J. Ortinau (2016). "Exploring the Difficulties, Issues, and Pitfalls Doctorate Students must Conquer in Becoming a Researcher, Author, and Scholar," *Academy of Marketing Science Annual Conference*, Orlando, FL, May 18-21, 1277-1278.

Borges, Adilson, Paulo Prado, Barry J. Babin, and Nina Krey (2015). "Issues in International Marketing: Looking at Research in Marketing from Emerging Economies," *Academy of Marketing Science World Marketing Congress*, Bari, Italy, July 14-18.

Espinosa, Jennifer A., Lisa Monahan, Nina Krey, Joanne M. Tran, and David J. Ortinau (2015). "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 M. 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*, New Orleans, LA, November 4-8, 262.

Invited Presentations

Krey, Nina (2018). "A Meta-Analytical Review of PAD within Retail Environments," University of Rennes 1, France, December 18.

- Invited as Visiting Research Scholar

Krey, Nina (2018). "The Impact of Different Environments on the Touch-Value Relationship," Otto-von-Guericke-University Magdeburg, Germany, July 23.

Additional Conference Participation

Refereed Paper Presentations and Invited Presentation (* presented)

Picot-Coupey, Karine, Nina Krey*, Elodie Hure, and Claire-Lise Ackermann (2018). "Still Work and/or Fun? Corroborating the Personal Shopping Value Scale," *Academy of Marketing Science World Marketing Congress*, Porto, Portugal, June 26-29.

- Lichters, Marcel, Frauke Kühn, and Nina Krey* (2017). "The Touchy Issue of Produce in Online Retailing: The Impact of Need-for-Touch," 2017 Retail and Distribution Symposium – Society for Marketing Advances, Louisville, KY, November 9-11.
- Flacandji, Michaël and Nina Krey* (2017). "Assessing Memory of Shopping Experiences: A Scale Development," 2017 Retail and Distribution Symposium – Society for Marketing Advances, Louisville, KY, November 9-11.
- Kalantari, Mahdokht, Philipp A. Rauschnabel, and Nina Krey* (2017). "How Do 3D Holograms Influence Atmosphere Perceptions? A Research-in-Progress Report of a Scale Development Study," *AR VR Conference*, Manchester, UK, February 23.
- Brewer, Lauren M., Barry J. Babin, and Nina Krey (2015). "The Influence of Service Provider Stereotypes on Consumers Perceptions," *Society for Marketing Advances*, San Antonio, TX, November 3-7.
- Krey, Nina*, Joanne M. Tran, and Jerome Tobacyk (2015). "Got Green? The Influence of Locus of Control on Consumer Environmentalism: A Cross Cultural Perspective," *Louisiana Tech Student Research Symposium*, Ruston, LA.
- Krey, Nina*, Joanne M. Tran, and Julie Moulard (2014). "Conceptualizing Service Recovery as a Service Apology," *Louisiana Tech Student Research Symposium*, Ruston, LA.
- Krey, Nina* (2009). "The Impact of Major Source of Funding on College Textbook Purchase Behavior," *Academy of Marketing Science Annual Conference*, Baltimore, MD, May 20-23.

Session Chair/Discussion Leader

- 2018 Society for Marketing Advances, West Palm Beach, FL, October 31-November 3.
- 2018 Marketing Management Association, Kansas City, MO, September 19-21.
- 2018 Academy of Marketing Science World Marketing Congress, Porto, Portugal, June 26-29.
- 2017 Academy of Marketing Science World Marketing Congress, Christchurch, New Zealand, June 27-July 1.
- 2017 Academy of Marketing Science Annual Conference, Coronado, CA, May 24-27.
- 2015 Marketing Management Association Fall Educators' Conference, San Juan, Puerto Rico, September 16-18.

Doctoral Symposia

- 2015 AMS Doctoral Consortium, Academy of Marketing Science, Denver, CO, May 14-16.
- 2014 SMA Doctoral Consortium, Society for Marketing Advances, New Orleans, LA, November 5-6.
- 2014 DocSig Symposium, American Marketing Association Winter Marketing Educators Conference, Orlando, FL, February 21-23.
- 2013 Marketing Management Association Fall Educators' Conference, New Orleans, LA, September 18-20.

Conference Attendance

- 2013 AMS World Marketing Congress, Melbourne, Australia, July 17-20.
- 2013 Academy of Marketing Science Annual Conference, Monterey, CA, May 14-18.

Research Awards and Grants

- 2018 Travel Grant by the Provost's Office; to fund attendance of an academic conference to present a research project in the amount of \$1,000.
- 2018 Best Paper in Track – Digital and Social Marketing, *2018 AMA Summer Academic Conference*: "Language and Brand Personality on Social Media: An Exploration of Brand Communication on Facebook."
- 2018 2018/2019 Seed Funding Research Award by Rowan University Division of University Research; funding for "Framing Augmented Reality Atmosphere" in the amount of \$9,990.13 to purchase Microsoft HoloLens, software, and hardware.
- 2017 AMS-AFM Research Grant to support common research initiatives among AMS and AFM members in the amount of \$1,000.
- 2017 Frances R. Lax Fund for Faculty Development by Rowan University Faculty Center for Excellence; funding for Comprehensive Meta-Analysis Software in the amount to \$1,390.
- 2017 Travel Grant by the Provost's Office; to fund attendance of an academic conference to present a research project in the amount of \$1,500.

TEACHING

Teaching Experience

Rowan University

- 2018/2019 Advanced Marketing Research (20-30 students per section)
- Spring 2019 - 1 section
 - Spring 2018 - 1 section
- Research Methods in Marketing (20-30 students per section)
- Spring 2019 - 1 section
 - Fall 2018 - 2 sections
 - Spring 2018 - 2 sections
- Services Marketing (30-40 students per section)
- Fall 2018 - 1 section
- 2016/2017 Research Methods in Marketing (20-30 students per section)
- Fall 2017 - 2 sections
 - Spring 2017 - 1 section
 - Fall 2016 - 1 section
- Services Marketing (30-40 students per section)
- Spring 2017 - 1 section
 - Fall 2016 - 1 section

Louisiana Tech University

- 2014/2015 International Marketing (40-50 students per section)
- Fall 2015 - 1 section
 - Fall 2014 - 1 section
- Services Marketing (30-40 students per section)
- Spring 2015 - 1 section

Teaching Interests

Marketing Research/Analytics, International Marketing, Marketing Theory, Services Marketing

Teaching Award

- 2015 2015 Outstanding Teacher-Scholar Doctoral Student Competition Winner, *Marketing Management Association*, San Juan, Puerto Rico, September 16-18. (Sponsored by instantly)

SERVICE

Service to the University

- 2019 Marketing Instructor Search Committee (Spring), Member, Rowan University
- 2018/present AMA Faculty Advisor
- 2018/present Rohrer College of Business Faculty Research Committee, Member, Rowan University
- 2018 Tenure-Track Marketing Assistant Professor Search Committee (Summer/Fall), Member, Rowan University
- 2017 Tenure-Track Marketing Assistant Professor Search Committee (Fall), Member, Rowan University
- 2017/present International Education Council, Member, Rowan University
- 2016/2018 Marketing and BIS Journal List and Petition Committee, Member, Rowan University
- 2016/2018 Strategic Undergraduate Curriculum Committee, Member, Rohrer College of Business, Rowan University
- 2015 Marketing Doctoral Representative for AACSB accreditation, Louisiana Tech University
- 2013/2016 Honor Council Member, Louisiana Tech University
- 2013/2014 Graduate Policies and Assessment Committee, Louisiana Tech University

Service Contribution to the Wider and Professional Community**Offices Held at Professional Organizations**

- 2016/present Academy of Marketing Science – Secretary/Treasurer Executive Committee
- 2016/present Academy of Marketing Science - Managing Editor for AMSQ Newsletter

- 2016/present Harold and Muriel Berkman Foundation - Board Member
 2014/2016 AMA Doc SIG - Vice President of Content

Journal Reviewing

Journal of Business Research	2018-2019
International Journal of Technology Marketing	2018-2019
Journal of Marketing for Higher Education	2018
The International Review of Retail, Distribution and Consumer Research	2016-2017
International Journal of Retail & Distribution Management	2016-2017
Journal of Global Scholars of Marketing Science	2016
Journal of Advertising	2014
Journal of Business Research, Ad-hoc Reviewer	2013-2014
Marketing Education Review	2016

Conference Reviewing

Academy of Marketing Science	2014-2019
Academy of Marketing Science World Marketing Congress	2014-2019
AMA Winter Conference	2016-2018
AMA Summer Conference	2016-2018
AMA Marketing and Public Policy Conference	2018
International AR & VR Conference	2018-2019
Society for Marketing Advances	2017-2018
Marketing Management Association	2014-2019
Atlantic Marketing Association	2014
IMP Conference	2013

Conference Organization / Editorial Service

2019	Co-Editor – Journal of Business Research Special Issue on AR & VR research.
2019	Pre-Conference Chair – 5 th International AR & VR Conference, Neubiberg, Germany, June 13-14.
2019	Track Chair – Sensory Marketing Track - Academy of Marketing Science Annual Conference, Vancouver, Canada, May 29-31.
2019	Proceedings Editor - Academy of Marketing Science Annual Conference, Vancouver, Canada, May 29-31.
2018	Proceedings Editor - Academy of Marketing Science World Marketing Congress, Porto, Portugal, June 26-29.
2018	Proceedings Editor - Academy of Marketing Science Annual Conference, New Orleans, LA, May 23-25.
2017	Program Committee - Digital Enterprise Computing 2017 Annual Conference, Böblingen, Germany, July 11-12.
2017	Proceedings Editor - Academy of Marketing Science World Marketing Congress, Christchurch, New Zealand, June 27-July1.
2017	Proceedings Editor - Academy of Marketing Science Annual Conference, Coronado, CA, May 24-27.

- 2017 Track Chair - Sports, Entertainment, & Events Marketing Track - Academy of Marketing Science Annual Conference, Coronado, CA, May 24-27.
- 2013/2016 Registration and Administrative Assistance for the Academy of Marketing Science Annual Conference and World Marketing Congress.

Professional Affiliations

- 2009/present Academy of Marketing Science
 2019/present Direct Selling Education Foundation Fellow
 2017/present Association Française de Marketing
 2014/present Society for Marketing Advances
 2013/2016 American Marketing Association
 2013/2016 Marketing Management Association
 2012/2016 DBA Association - Louisiana Tech University (Vice President 2013/2014)
 2008/2009 Mu Kappa Tau (President 2008/2009)
 2008 Beta Gamma Sigma
 2008 Phi Kappa Phi
 2007/2009 Pi Sigma Epsilon (President 2008/2009; VP of Administration 2007/2008)

Practical Projects

- Spring 2015 AMA Teaching Resource Guide
 Spring 2015 Student Housing Marketing Research Study - Louisiana Tech University
 Spring 2009 Marketing Plan for the MBA program at University of Louisiana–Monroe
 Fall 2008 Research and design work for “The Market and Economic Impact on Northeast Louisiana of the Proposed Expansion of the Chennault Aviation and Military Museum”
 Spring 2008 Monroe Regional Airport “Marketing Research Study”

Awards and Honors

- 05/2017 Harold and Muriel Berkman Faculty Achievement and Development Award, *Academy of Marketing Science*, Coronado, CA, May 24-27
- 2015/2016 “Who’s Who” Graduate Student of the Year
- 05/2015 2015 Inaugural AMS Doctoral Consortium Fellow, Invited Participant
- 2015 Nominated for AMA 2015 Sheth Doctoral Consortium
- 11/2014 Society for Marketing Advances (SMA) Doctoral Consortium, Invited Participant
- 02/2014 DocSig Symposium Fellow, Winter Marketing Educators Conference
- 10/2013 Outstanding Student Paper Award, *Association for Small Business and Entrepreneurship New Orleans, LA*: “Integration in Start-Ups: Realizing and Understanding Differences”
- 07/2013 Marketing Management Association (MMA) Doctoral Consortium, Invited Participant
- 2012/2016 Academy of Marketing Science Doctoral Fellowship
- 2012/2016 Graduate Assistantship, *Louisiana Tech University*
- 04/2009 First Place in Research Symposium, *University of Louisiana-Monroe*: “Textbook Purchasing Behavior of College Students”

- 04/2008 Wall Street Journal Award of Excellence, *University of Louisiana-Monroe*;
Top Graduate in the College of Business
- 04/2008 Outstanding Graduating Senior and Outstanding Graduating Marketing Senior,
University of Louisiana-Monroe
- 03/2008 ADDY Award – First Place, *American Advertising Federation*; Judges’
Award for Best Use of Retro, Gold ADDY for print ad
- 2007/2008 “Who’s Who” Student of the Year

Professional Development

- 2019/2020 ACE Women’s Network Mentoring Program, *Rowan University*
- 2018/2019 Innovation and Entrepreneurship Faculty Certificate Program, *Rowan University*
- 05/2018 Teaching Marketing Analytics Certification Workshop, *AMS Annual Conference*
- 05/2018 Teaching to the Core: Ensuring the Success of Professional-Track Students,
Rowan University
- 04/2018 Collaborative Learning Approaches that Support Neurodiverse Students, *Rowan University*
- 03/2018 Data Analytics Summit, *AACSB - Tempe, Arizona*
- 03/2018 Strategies for Making Lectures More Active, Engaging, and Meaningful, *Rowan University*
- 04/2017 Meta-Analysis Workshop, *Biostat, Inc. NYC*
- 04/2016 Delivering Service Magic, *AMS Annual Conference*

Selected Other Marketing and Managerial Experience

- 2012 Project Manager - *Messe Berlin GmbH, Berlin, Germany*
- Coordination of conference Wasser Berlin International
- 2011 General Manager - *KISS KAFFEE, Berlin, Germany*
- Introduction of operational procedures; Conducting job interviews; supervision of employee training
- 2010 Customer Service/Marketing Assistant - *Kannegiesser USA, Grand Prairie, TX*
- Support of customer service department; Analysis of research data with SPSS
- 2009/2010 Marketing & Sales for AT&T - *Universal Endeavors, Inc., Fort Worth, TX*
- Cold calling of TV products; Supervision of sales training for employees
- 2008/2009 Graduate Assistant - *University of Louisiana-Monroe*
- Analysis of research data; Teaching of different marketing classes
- 2007/2008 Student Worker - *Marketing Department, International Student Office University of Louisiana-Monroe*
- Creation of government documents for students; Organization of university events

Other Skills

Software
Language

SPSS, AMOS, Comprehensive Meta-Analysis, LISREL, SAS
Fluent: English, German
Basic Knowledge: Italian, French