
Nina Krey, D.B.A.
Associate Professor
Marketing and Business Information Systems
Rohrer College of Business
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Academic Background

D.B.A. Louisiana Tech University.

MBA The University of Louisiana at Monroe.

B.B.A. The University of Louisiana at Monroe.

Work Experience

Academic

Assistant Professor, Rowan University (September, 2016 - Present), Glassboro, New Jersey.

Teaching Assistant/Instructor, Louisiana Tech University (August, 2014 - August, 2016), Ruston, Louisiana.

Research Assistant, Louisiana Tech University (August, 2012 - July, 2014), Ruston, Louisiana.

Graduate Assistant, University of Louisiana-Monroe (June, 2008 - May, 2009), Monroe, Louisiana.

Student Worker (Marketing Department; International Student Office), University of Louisiana-Monroe (January, 2007 - May, 2008), Monroe, Louisiana.

Non-Academic

Manager, Messe Berlin GmbH (January, 2012 - August, 2012), Berlin, Germany.

Manager, Kiss Kaffee (October, 2010 - December, 2011), Berlin, Germany.

Assistant, Kannegiesser USA (March, 2010 - July, 2010), Grand Priarie, Texas.

Assistant, AT&T (July, 2009 - February, 2010), Fort Worth, Texas.

Courses Taught

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

Professional Certifications

Teaching Digital Marketing - Academy of Marketing Science, 2019

Teaching Marketing Analytics - Academy of Marketing Science, 2018

Professional Memberships

American Marketing Association, Present

Marketing Management Association, Present

Society for Marketing Advances, Present

Academy of Marketing Science, Current

Association Française du Marketing, 2017-2019

Intellectual Contributions

Refereed Articles

Krey, N., Wu, S., Hsiao, S., & Lin, Tony L.J. (2024). The joint effect of online reviews and manager responses in driving company ratings. *Tourism Management Perspectives*.

- Han, Y., Krey, N., & Wu, S. (2023). Dealing With Loneliness: The Role of Emotional Consumption and Fear of Missing Out. *Journal of Marketing Development and Competitiveness*, 17 (2), 24-38.
- Barhorst, J., McLean, G., Krey, N., Javornik, A., & Evanschitzky, H. (2023). Transcending reality: Introducing mental time travel experiences and their ability to influence brand outcomes. *Journal of Business Research*, 164.
- Krey, N., tom Dieck, M. Claudia, Wu, S., & Fountoulaki, P. (2023). Exploring the Influence of Touch Points on Tourist Experiences at Crisis Impacted Destinations. *Journal of Travel Research*, 62 (1), 39-54.
- Barhorst, J. B., Krey, N., & McLean, G. (2023). Exploring mental time travel experiences and their influence on behavioral intentions and learning. *Psychology & Marketing*.
- Wu, S., Krey, N., & Cruz, R. E. (2022). Improving Representation Over Time? Assessing Intersectional (In) Visibility of Masculinity and Race/Ethnicity in Print Ads. *Journal of Current Issues and Research in Advertising*, 43 (4), 400-420.
- Babin, B. J., & Krey, N. (2022). How could anyone forget Harold W. Berkman? *Journal of The Academy of Marketing Science*.
- Krey, N., Picot-Coupey, K., & Cliquet, G. (2022). Shopping mall retailing: A bibliometric analysis and systematic assessment of Chebat's contributions. *Journal of Retailing and Consumer Services*.
- Rauschnabel, P. A., Babin, B. J., tom Dieck, M. Claudia, Krey, N., & Jung, T. (2022). What is augmented reality marketing? Its definition, complexity, and future. *Journal of Business Research*.
- Picot-Coupey, K., Krey, N., Huré, E., & Ackermann, C. (2021). Still work and/or fun? Corroboration of the hedonic and utilitarian shopping value scale. *Journal of Business Research*, 26, 578-590.
- Krey, N., Babin, B. J., Wu, S., & Picot-Coupey, K. (2021). Multi-Sensory Experiences in Retail Service Environments. *Advances in Consumer Research*.
- Kühn, F., Lichters, M., & Krey, N. (2020). The touchy issue of produce: Need for touch in online grocery retailing. *Journal of Business Research*, 117, 244-255.
- Flacandji, M., & Krey, N. (2020). Remembering shopping experiences: The Shopping Experience Memory Scale. *Journal of Business Research*, 107, 279-289.
- Babin, B. J., & Krey, N. (2020). Meta-Analytical Evidence on Personal Shopping Value. *Recherche et Applications en Marketing*.
- Krey, N., Chuah, S. H., Thurasamy, R., & Rauschnabel, P. A. (2019). How functional and emotional ads drive smartwatch adoption: The moderating role of consumer innovativeness and extraversion. *Internet Research*.
- Cao, J. T., Foster, J., Yaoyuneyong, G., & Krey, N. (2019). Hedonic and Utilitarian Value: The Role of Shared Responsibility in Higher Education Services. *Journal of Marketing for Higher Education*, 29 (1), 134-152.
- Espinosa, J. A., Ortinau, D. J., Krey, N., & Monahan, L. (2018). I'll have the usual: how restaurant brand image, loyalty, and satisfaction keep customers coming back. *Journal of Product & Brand Management*.
- Popoola, T., Garner, B., Ammeter, T., Krey, N., & Beu Ammeter, D. (2017). How does ethics institutionalization reduce academic cheating? *Journal of Education for Business*, 92 (1), 29-35.
- Hair, J. F., Babin, B. J., & Krey, N. (2017). Covariance-Based Structural Equation Modeling in the Journal of Advertising: Review and Recommendations. *Journal of Advertising*, 1-15.
- Hui-Wen Chuah, S., Rauschnabel, P. A., Krey, N., Nguyen, B., & Ramayah, T. (2016). Wearable technologies: The role of usefulness and visibility in smartwatch adoption. *Computers in Human Behavior*, 65, 276-284.
- Milovich, A., Dingus, R., & Krey, N. (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, P. A., Krey, N. L., Babin, B. B., & Ivens, B. S. (2016). Brand management in higher education: The University Brand Personality Scale. *Journal of Business Research*.
- Krey, N., & Mbanga, C. (2013). Integration in start-ups: Realizing and understanding differences. *Journal of Business & Entrepreneurship*, 25.1, 79-94.
- Krey, N., Clow, K. E., & Babin, L. A. (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, N., Clow, K. E., & Babin, L. A. (2009). Where Do College Students Purchase Textbooks. *International Journal of Education Research*, 4 (3), 1-9.

- Picot-Coupey, K., Krey, N., & Wu, S. (2023). Un Reexamen de la Valeur Personnelle de Shopping en Chine, France et Aux Etats-Unis: Un Development D'Echelles. *39ème Congrès International de l'Association Française de Marketing*.
- Parker, J., Krey, N., & Snyder, C. (2023). Social Media and Online Predators: Strategies Used to Target Vulnerable Children. *Society for Marketing Advances*, 196-170.
- Barhorst, J. B., McLean, G., Krey, N., & Evanschitzky, H. (2023). Augmented Reality Brand Experiences (ARBEs): The Role of Imaginative Involvement & Episodic Memory in Fostering Brand Loyalty: An Abstract. *Academy of Marketing Science*.
- Ortinou, D. J., Babin, B. J., Ford, J. B., Krey, N., & Locander, D. (2023). Special Session: Scale Measurements Review 101: Understanding Problematic Issues and Insights in Developing and Using Scale Measures in Academic Research: An Abstract. *Academy of Marketing Science*.
- Wu, S., Wanjugu, S., Sinha, M., Zhuang, W., & Krey, N. (2023). Special Session: Tackling the Academic Job Market: Advice from Search Committee Members: An Abstract. *Academy of Marketing Science Annual Conference*.
- Krey, N., Picot-Coupey, K., & Wu, S. (2022). Comparing Shopping Behaviors across Environments: An Abstract. *Academy of Marketing Science*, 231-232.
- Barhorst, J. B., McLean, G., Krey, N., Evanschitzky, H., & Javornik, A. (2022). Augmented Reality Brand Experiences: Exploring Psychological, Cognitive, and Sensory Aspects: An Abstract. *Academy of Marketing Science*, 427-428.
- Wu, S., Krey, N., & Cruz, R. E. (2022). Players, Prices, Pixies: Exploring Masculinity across Magazines: An Abstract. *Academy of Marketing Science*, 229-230.
- Krey, N., Wu, S., & Cruz, Ryan E. (2021). Marketing Man: An Assessment of Masculinity Advertising Appeals. *American Marketing Association's Winter Educator's Conference*.
- Cruz, Ryan E., Wu, S., & Krey, N. (2021). Are You Man Enough: Masculinity Advertising Appeals across Print Ads. *American Academy of Advertising*.
- Krey, N., Wu, S., & Hsiao, S. (2020). The Interplay of User-Generated and Company-Generated Content in Driving Company Ratings: A Text Mining Approach. *Academy of Marketing Science Annual Conference*, 567-568.
- Krey, N., Wu, S., Wanjugu, S., & Samo, J. (2020). Finding your Way beyond Academic Walls: Obstacles and Challenges International Scholars Manage Throughout Doctoral and Early Career Years. *Academy of Marketing Science Annual Conference*, 523-524.
- Krey, N., Wu, S., & Wanjugu, S. (2020). An International Perspective of Overcoming Difficulties and Challenges in Doctoral and Early Career Years: An Abstract. *Academy of Marketing Science Annual Conference*, 97-98.
- Cruz, R. E., Leonhardt, J. M., & Krey, N. (2020). Involvement and Brand Engagement Outcomes for Facebook Brand Posts: Revisiting the FCB Grid with a Gender Twist. *Academy of Marketing Science Annual Conference*.
- Lichters, M., Kühn, F., & Krey, N. (2019). The Importance of 'Need for Touch' for Produce in Online Retailing. *Academy of Marketing Science - World Marketing Congress*, 539-540.
- Krey, N., Espinosa, J. A., & Brewer, L. M. (2018). Navigating the Winding Road to Tenure: The Challenges of Juggling Research, Teaching, and Service on the Tenure Track. *Society for Marketing Advances*.
- Krey, N., Watson, R., Lewis, P. A., Koza, K. L., & Neier Beran, S. (2018). Applying Knowledge beyond the Classroom with Client- and Project-Based Learning. *Marketing Management Association Conference*, 203.
- Krey, N., Guner, B., & Babin, L. A. (2018). Special Session: Putting Knowledge into Action: Implementing Project-Based Learning Across Marketing Courses and University Campuses: An Abstract. *Academy of Marketing Science - World Marketing Congress*.
- Cruz, R. E., Leonhardt, J. M., & Krey, N. (2018). Language and Brand Personality on Social Media: An Exploration of Brand Communication on Facebook. *American Marketing Association Summer Marketing Educators' Conference*.
- Wu, S., & Krey, N. (2018). When Social Media Becomes Anti-Social: Exploring the Negative Consequences of Engaging in the Digital World. *Society for Marketing Advances*.
- Espinosa, J. A., Brewer, L. M., & Krey, N. (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*, 169-170.
- Picot-Coupey, K., Krey, N., Huré, E., & Ackermann, C. (2018). Physical Shopping Value in a Digitalized Setting: An Abstract. *Academy of Marketing Science*.
- Krey, N., Espinosa, J. A., & Cao, J. T. (2017). A Meta-Analytical Review of PAD Within Retail Environments: An

Abstract. *Academy of Marketing Science - World Marketing Congress*, 175.

Kahiya, E., & Krey, N. (2017). When the 12th Man Throws a Flag: Fan Attitude Toward the Proposed Globalization of the NFL: An Abstract. *Academy of Marketing Science - World Marketing Congress*, 103.

Cao, J. T., Alford, B. L., & Krey, N. (2017). Examining Value Co-Destruction: Toward a Typology of Resource Disintegration: An Abstract. *Academy of Marketing Science - World Marketing Congress*, 87.

Kalantari, M., Rauschnabel, P. A., & Krey, N. (2017). Seeing Things That Don't Exist: Conceptualizing an Augmented Reality Atmosphere - An Abstract. *Academy of Marketing Science Annual Conference*.

Rauschnabel, P. A., & Krey, N. (2017). Virtually Enhancing the Real World with Augmented Reality Holograms: Use and Gratification Perspective: An Abstract. *Academy of Marketing Science Annual Conference*.

Baktash, A., Krey, N., Nair, V., & Rauschnabel, P. A. (2017). Adoption of Augmented Reality Technologies in Tourism: Visitors' Acceptance of Smart Glasses: An Abstract. *Academy of Marketing Science Annual Conference*.

Krey, N., Cao, J. T., & Espinosa, J. A. (2017). A Holistic Approach to Educational Servicescape: An Abstract. *Academy of Marketing Science Annual Conference*.

Krey, N., Rauschnabel, P. A., Chuah, S., Nguyen, B., & Hein, D. (2016). Smartwatches: Accessory or Tool? The Driving Force of Visibility and Usefulness. *Mensch und Computer 2016*, 1-11.

Milovich, A., Dingus, R., & Krey, N. (2016). PROFESSOR WALKS INTO A BAR: USING HUMOR AND QSCORE TO DETERMINE INSTRUCTOR AND DEPARTMENT APPEAL. *Marketing Management Association Conference*, 161-162.

Espinosa, J. A., Krey, N., Monahan, L., & Ortinau, D. J. (2016). Exploring the Difficulties, Issues, and Pitfalls Doctorate Students Must Conquer in Becoming A Research, Author, and Scholar. *Academy of Marketing Science Annual Conference*.

Krey, N., Pantoja, F., Frazer, R., & Ortinau, D. J. (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*.

Krey, N., Babin, B. J., Ortinau, D. J., & Babin, L. A. (2016). The Moderating Effect of Atmosphere on the Touch – Value Relationship. *Recent Advances in Retailing and Consumer Services*.

Krey, N., Tran, J. M., & Moulard, J. G. (2015). Can't Touch This: Haptic Cues and Their Personality. *Academy of Marketing Science Annual Conference*, 211.

Rauschnabel, P. A., Krey, N., & Babin, B. J. (2015). Who Are You, Alma Mater? Positioning Universities on Brand Personality Dimensions. *American Marketing Association Summer Marketing Educators' Conference*, C11.

Espinosa, J. A., Monahan, L., Krey, N., Tran, J., & Ortinau, D. J. (2015). Doctoral Colloquium Special Session: Challenges Doctoral Students Face- A Ph.D. Student Perspective. *Academy of Marketing Science Annual Conference*.

Espinosa, J. A., Monahan, L., Krey, N., Tran, J., & Ortinau, D. J. (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*, 262.

Hillebrandt, I., Ivens, B. S., & Krey, N. (2014). Key Performance Indicators for Measuring Employer Brand Success. *Academy of Marketing Science - World Marketing Congress*, 351.

Hillebrand, I., Ivens, B. S., Rauschnabel, P. A., Hartmann, C. O., & Krey, N. (2014). Social Media: Harming or Enhancing Your Employer Brand Attractiveness? An Empirical Investigation. *Academy of Marketing Science - World Marketing Congress*, 369.

Babin, B. J., & Krey, N. (2014). How Do Signals Shape Wine Shoppers Value Perception? *Academy of Wine Business Research Conference*, 504-505.

Krey, N. (2014). Reestablishing Intrapersonal Balance Through Restoration: An Integrated Framework to Escape Dissonance. *Academy of Marketing Science Annual Conference*, 487-488.

Moulard, J. G., Krey, N., & Tran, J. M. (2014). Conceptualizing Service Recovery as a Service Apology. *American Marketing Association's Winter Educator's Conference*, |11-|12.

Krey, N., & Mbanga, C. T. (2013). Integration in Start-Ups: Realizing and Understanding Differences. *Association for Small Business and Entrepreneurship*, 260-280.

Ternès, A., & Krey, N. (2013). Innovation Through Integration: Digital Start-Ups as Employers for People with Migration Background. *Global Interdisciplinary Conference*.

Non-Refereed Articles

Applied or Integrative/application Scholarship

Babin, L. A., & Krey, N. (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.

Kühn, F., Lichters, M., & Krey, N. (2020). Considering Need for Touch in Online Produce Retailing! *Produce Business*.

Books, Monographs, Compilations, Manuals

Books

Wu, S., Pantoja, F., & Krey, N. (2020). *Marketing Opportunities and Challenges in a Changing Global Marketplace* Springer.

Pantoja, F., Wu, S., & Krey, N. (2020). *Enlightened Marketing in Challenging Times* Springer.

Rossi, P., & Krey, N. (Ed.). (2019). *Finding New Ways to Engage and Satisfy Global Customers* Springer.

Krey, N., & Rossi, P. (Ed.). (2018). *Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces* Springer.

Krey, N., & Rossi, P. (Ed.). (2017). *Back to the Future: Using Marketing Basics to Provide Customer Value* Springer.

Rossi, P., & Krey, N. (Ed.). (2017). *Marketing Transformation: Marketing Practice in an Ever Changing World* Springer.

Obal, M. W., Krey, N., & Bushardt, C. (2015). *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era* Springer.

Chapters, Cases, Readings, Supplements

Chapters

Rauschnable, P. A., Krey, N., Chuah, S., Nguyen, B., & Lade, S. (2016). Exploring the Adoption of Smartwatches. *Digital Enterprise Computing 2016, Lecture Notes in Informatics (LNI)* (pp. 39-48). Gesellschaft für Informatik.

Krey, N., & Ternès, A. (2015). INNOVATION THROUGH INTEGRATION: DIGITAL START-UPS AS EMPLOYERS FOR PEOPLE WITH IMMIGRATION BACKGROUNDS. *How Global Migration Changes the Workforce Diversity Equation* Cambridge Scholars Publishing.

Presentations of Refereed Papers

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

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

Wu, S., Krey, N., & Han, Y. (2023-2024). *Mindfulness on Subjective Well-Being in the Age of Social Media*. Academy of Marketing Science, Coral Gables, Florida.

Babin, B. J., Krey, N., & Huang, J. (2022-2023). *50 Years of JAMS: AMS's Flagship Journal*. Academy of Marketing Science, New Orleans, Louisiana.

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

Krey, N., Picot-Coupey, K., & Wu, S. (2022-2023). *Revisiting Value: A Cross-country Assessment of the Personal Shopping Value Scale*. Academy of Marketing Science, New Orleans, Louisiana.

Parker, J. P., Leggett, B., Snyder, C., Ozcan, T., & Krey, N. (2022-2023). *Sentiment Analysis of Grooming Messages Sent by Online Predators*. Academy of Marketing Science, New Orleans, Louisiana.

Rauschnabel, P., Felix, R., Hinsch, C., Krey, N., Barta, S., Carlos Flavian (2022-2023). *Augmented Reality and the Metaverse: The Implications for Life*. International XR Metaverse Conference, Las Vegas, Nevada.

Tom Dieck, M. Claudia, Krey, N., & Cranmer, E. (2022-2023). *Valuable augmented reality experiences: Exploring hedonic and utilitarian value*. International XR Metaverse Conference, Las Vegas, Nevada.

Krey, N., Tom Dieck, C., Wu, S., & Fountoulaki, P. (2022-2023). *That's Not What I Heard! Exploring the Role of Negative Word-of-Mouth, Cognitive Image, and Affective Image in Driving Attitudinal and Behavioral Destination*

- Preferences*. 2020 International Conference on Partial Least Squares Structural Equation Modeling, Beijing, China.
- Wu, S., Krey, N., & Han, Y. (2022-2023). *Purchasing the Threat Away: Emotional Consumption and Behavioral Responses to an Ongoing Crisis*. Academy of Marketing Science, Monterey, California.
- Krey, N., Wu, S., & Han, Y. (2021-2022). *Are we all in this together? Assessing consumer emotional and behavioral responses during the ongoing crisis*. American Marketing Association Winter Conference, Virtual, Virtual.
- Kühn, F., Lichters, M., & Krey, N. (2018-2019). *Retailing Produce Online: The Importance of Need for Touch*. 81. Jahrestagung des Verbands der Hochschullehrer für Betriebswirtschaft – VHB 2019, Rostock, Germany.
- Picot-Coupey, K., Krey, N., Hure, E., & Ackermann, C. (2017-2018). *Still Work and/or Fun? Corroborating the Personal Shopping Value Scale*. Academy of Marketing Science - World Marketing Congress, Porto, Portugal.
- Flacandji, M. & Krey, N. (2017-2018). *Assessing Memory of Shopping Experiences: A Scale Development*. Retail & Distribution Symposium - Society for Marketing Advances, Louisville, Kentucky.
- Kalantari, M., Rauschnabel, P. A., & Krey, N. (2017-2018). *How Do 3D Holograms Influence Atmosphere Perceptions? A Research-in-Progress Report of a Scale Development Study*. International AR and VR Conference 2017, Manchester, United Kingdom.
- Krey, N. & Borges, A. (2017-2018). *Student Participation in Marketing Experiments: A Subtle Influence?* Academy of Marketing Science Annual Conference, San Diego, California.
- Lichters, M., Kühn, F., & Krey, N. (2017-2018). *The Touchy Issue of Produce in Online Retailing: The Impact of Need for Touch*. Retail & Distribution Symposium - Society for Marketing Advances, Louisville, Kentucky.
- Borges, A., Prado, P., Babin, B. J., & Krey, N. (2014-2015). *Issues in International Marketing: Looking at Research in Marketing from Emerging Economies*. Academy of Marketing Science - World Marketing Congress, Bari, Italy.
- Brewer, L. M., Babin, B. J., & Krey, N. (2014-2015). *The Influence of Service Provider Stereotypes on Consumers Perceptions*. Society for Marketing Advances, San Antonio, Texas.

Presentations of Non-Refereed Papers

International

- Rauschnabel, P. A. & Krey, N. (2017-2018). *Changing Realities and Changing Lives: How Augmented Reality transforms businesses, consumers, and society as a whole*. Invited presentation at The 9th MMU Postgraduate Research Conference 2017, Manchester, United Kingdom.
- Babin, B. J., Herrmann, J., Krey, N., Ortinau, D. J., & Pitt, L. (2018-2019). *Crafting your Manuscript for Journal Publication*. Academy of Marketing Science, Vancouver, Canada.
- Babin, B. J., Ahuvia, A., Krey, N., & Amendah, E. R. (2019-2020). *How to Publish and Respond to Reviewers*. 5th International AR & VR Conference, Munich, Germany.
- Babin, B. J. & Krey, N. (2019-2020). *A Seminar in SEM with Emphasis on Measurement Theory and CFA*. Universität der Bundeswehr München, Munich, Germany.
- Babin, B. J. & Krey, N. (2019-2020). *Research Methods - SEM Workshop*. 5th International AR VR Conference, Munich, Germany.
- Babin, B. J., Krey, N., Herrmann, J., Ortinau, D. J., & Pitt, L. (2020-2021). *Crafting your Manuscript for Journal Publication*. Academy of Marketing Science, Virtual, Virtual.
- Babin, B. J., Krey, N., Herrmann, J., Ortinau, D. J., & Pitt, L. (2020-2021). *Crafting your Manuscript for Journal Publication*. Academy of Marketing Science, Virtual, Virtual.

National

- Babin, B. J. & Krey, N. (2018-2019). *SEM Pre-Conference Workshop*. Society for Marketing Advances, West Palm Beach, Florida.
- Babin, B. J. & Krey, N. (2019-2020). *Meta-Analysis Pre-Conference Workshop*. Society for Marketing Advances, New Orleans, Louisiana.

Grants

Research

- 2021-2022: Krey, N., Picot-Coupey, K., & Wu, S., Revisiting value: A cross-country assessment of the Personal

Shopping Value Scale, Principal Investigator, Academy of Marketing Science.

2021-2022: Krey, N., Wu, S., & Cruz, Ryan E., EAA Research Grant, Principal Investigator, European Advertising Academy.

2020-2021: Krey, N., Wu, S., & Cruz, R. E., Are You Man Enough: Masculinity Advertising Appeals Across Print and Digital Content, Co-Principal Investigator, American Academy of Advertising.

2020-2021: Krey, N., McLean, G., & Barhorst, J., Exploring Brand Trust in Augmented and Virtual Reality Experiences, Co-Principal Investigator, Facebook.

2019-2020: Krey, N., Wu, S., & Hsiao, S., Fact-Checking Development Grant Program, Principal Investigator, The International Fact-Checking Network (IFCN).

2018-2019: Krey, N. Seed Funding Research Award, Principal Investigator, Rowan University Division of University Research.

2017-2018: Krey, N. AMS-AFM Research Grant, Co-Principal Investigator, Academy of Marketing Science.

2017-2018: Krey, N. Frances R. Lax Fund for Faculty Development, Principal Investigator, Rowan University Faculty Center for Excellence.

Travel

2019-2020: Krey, N. Junior Faculty Travel Grant, Principal Investigator, Rowan Provost's Office.

2018-2019: Krey, N. Junior Faculty Travel Grant, Principal Investigator, Rowan Provost's Office.

2017-2018: Krey, N. Junior Faculty Travel Grant, Principal Investigator, Rowan Provost's Office.

Service to the Profession

Ad Hoc Reviewer: academic journal/text/proceedings

2023-2024: Journal of Product & Brand Management (International).

2023-2024: Journal of Consumer Behavior (International).

2022-2023 – 2023-2024: Journal of Business Research (International).

2022-2023 – 2023-2024: Psychology & Marketing (International).

2022-2023 – 2023-2024: Journal of Product & Brand Management (International).

2022-2023: Psychology & Marketing (International).

2022-2023: Journal of Business Research (International).

2022-2023: Journal of Retailing and Consumer Services (International).

2022-2023: EMAC (International).

2021-2022 – 2022-2023: International Journal of Consumer Studies (International).

2019-2020 – 2022-2023: Journal of Retailing and Consumer Services (International).

2020-2021 – 2021-2022: Journal of Consumer Behavior (International).

2020-2021: Journal of Marketing Management (International).

2020-2021: Psychology & Marketing (International).

2020-2021: Journal of Marketing for Higher Education (International).

2019-2020 – 2020-2021: Journal of Business Research (International).

2019-2020: Sustainability (International).

2019-2020: Journal of Retailing and Consumer Services (International).

2018-2019 – 2019-2020: Journal of Product and Brand Management (International).

2017-2018 – 2019-2020: AR & VR Conference (International).

2017-2018 – 2019-2020: Journal of Business Research (International).

2014-2015 – 2019-2020: Academy of Marketing Science Annual Conference (International).

2018-2019: International Journal of Technology Marketing (International).

2018-2019: International Journal of Technology Marketing (International).

2018-2019: Journal of Retailing (International).

2017-2018 – 2018-2019: Academy of Marketing Science - World Marketing Congress (International).
2017-2018: Journal of Marketing for Higher Education (International).
2017-2018: Marketing Education Review (International).
2017-2018: American Marketing Association's Winter Educator's Conference (International).
2017-2018: American Marketing Association Summer Marketing Educators' Conference (International).
2017-2018: Marketing Management Association Conference (National).
2017-2018: Society for Marketing Advances (National).
2017-2018: Academy of Marketing Science (International).
2017-2018: American Marketing Association's Winter Educator's Conference (International).
2016-2017 – 2017-2018: Society for Marketing Advances (National).
2016-2017 – 2017-2018: International Journal of Retail & Distribution Management (International).
2016-2017 – 2017-2018: The International Review of Retail, Distribution and Consumer Research (International).
2016-2017 – 2017-2018: American Marketing Association's Winter Educator's Conference (International).
2016-2017 – 2017-2018: American Marketing Association Summer Marketing Educators' Conference (International).
2014-2015 – 2017-2018: Academy of Marketing Science - World Marketing Congress (International).
2016-2017: Journal of Global Scholars of Marketing Science (International).
2015-2016: Journal of Business Research (International).
2014-2015 – 2015-2016: Marketing Management Association Conference (National).
2014-2015: Journal of Advertising (International).
2014-2015: Atlantic Marketing Association Proceedings (National).
2013-2014: Marketing Education Review (National).
2013-2014: IPM Conference (National).

Reviewer - Book / Textbook

2022-2023: SAGE Publishing (International).

Reviewer - Grant Proposal Related to Expertise

2022-2023 – 2023-2024: Harold and Muriel Berkman Foundation (National).
2019-2020 – 2022-2023: Harold and Muriel Berkman Foundation (National).
2016-2017 – 2019-2020: Harold and Muriel Berkman Foundation (National).
2017-2018: Society for Marketing Advances (National).

Editor: Conference Proceedings

2017-2018: Academy of Marketing Science - World Marketing Congress, Christchurch, New Zealand (International).
2017-2018: Academy of Marketing Science, San Diego, California (International).

Editorial/Reviewer-newsletters/websites/blogs/etc

2019-2020: Academy of Marketing Science Newsletter (International). Act as managing editor for the AMS Quarterly, the newsletter for the Academy of Marketing Science. Responsibilities include organizing content, coordinating printing schedule with the printing company, and discussing potential delivery schedule with Springer. Here is a link to the archive page <https://www.ams-web.org/page/1>

2017-2018 – 2018-2019: Academy of Marketing Science Newsletter (International). Act as managing editor for the AMS Quarterly, the newsletter for the Academy of Marketing Science. Responsibilities include organizing content, coordinating printing schedule with the printing company, and discussing potential delivery schedule with Springer. Here is a link to the archive page <https://www.ams-web.org/page/1>

2017-2018: Academy of Marketing Science Newsletter (International).

Invited Academic/Professional Lecture/Presentation

2019-2020: ACE Women's Network - Faculty Research Presentations (Local). Featuring female faculty from throughout

Rowan University discussing research taking place at Rowan. <https://sites.rowan.edu/ace/faculty-research-speakers.html>

2019-2020: University of Rennes 1 (International).

2018-2019: Otto-von-Guericke-University Magdeburg (International). I was invited by the Otto-von-Guericke-University in Magdeburg in Germany to give a presentation on "The Impact of Different Environments on the Touch-Value Relationship"

2018-2019: University of Rennes 1 (International). Was invited as a visiting research scholar by the University of Rennes 1 in France for 10 days. I presented the talk "A Meta-Analytical Review of PAD within Retail Environments"

Officer: Organization / Association

2020-2021: Academy of Marketing Science (International). VP of Programs

2019-2020: Academy of Marketing Science (International). Treasurer/Secretary

2018-2019: Academy of Marketing Science (International). Treasurer/Secretary

2017-2018: Academy of Marketing Science (International). Treasurer/Secretary

2016-2017: Academy of Marketing Science (International).

Organize a professional or academic event

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

2020-2021 – 2021-2022: Academy of Marketing Science (International). Act as Track Chair for the AI and Augmented Reality Track. Responsibilities included managing the review process for all submitted papers within the track and designing sessions for the program with accepted papers.

2019-2020: Academy of Marketing Science Annual Conference (International). Act as Track Chair for the Sports and Entertainment Marketing Track. Responsibilities included managing the review process for all submitted papers within the track and designing sessions for the program with accepted papers.

2019-2020: AR & VR Conference (International). Organize the pre-conference doctoral consortium and corresponding workshops including methodology, how to publish, and how to publish AR & VR studies.

2018-2019: Academy of Marketing Science Annual Conference (International). Act as Track Chair for the Sensory Marketing Track. Responsibilities included managing the review process for all submitted papers within the track and designing sessions for the program with accepted papers.

2017-2018: Digital Enterprise Computing (International). Help organize the conference program.

2016-2017: Digital Enterprise Computing (International).

2016-2017: Academy of Marketing Science Annual Conference (International). Act as Track Chair for the Sports, Entertainment, & Events Marketing Track. Responsibilities included managing the review process for all submitted papers within the track and designing sessions for the program with accepted papers.

Other Professional Service Activities

2019-2020: Academy of Marketing Science Annual Conference (International). Session chair at various sessions during the 2019 AMS Annual Conference in Vancouver, Canada.

2018-2019: Academy of Marketing Science - World Marketing Congress (International). Session chair at various sessions during the 2018 AMS WMC in Porto, Portugal.

2018-2019: Marketing Management Association Conference (National). Session chair at the 2018 MMA Conference in Kansas City, MO.

2018-2019: Society for Marketing Advances (National). Session chair at the 2018 SMA Conference in West Palm Beach, FL.

2017-2018: Academy of Marketing Science (International). Session chair at various sessions during the 2017 AMS Annual Conference in Coronado, CA.

2017-2018: Academy of Marketing Science - World Marketing Congress (International). Session chair during the 2017 AMS WMC in Christchurch, New Zealand.

Reviewer: Conference Paper

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

Significant editorial role for an academic journal

2022-2023: Psychology & Marketing (International).

2020-2021: Journal of Business Research (International). Guest Editor for Special Issue

Honors/Awards

Award

2023-2024: Scholarly Achievement Award for Associate Professor, Rohrer College of Business.

2023-2024: Harold W. Berkman Service Award, Academy of Marketing Science.

2021-2022: 2022 AMS Psychology & Marketing Special Awards - Pricing, Retailing and Personal Selling Track, Psychology & Marketing; Academy of Marketing Science.

2020-2021: Stanley Hollander Award - Best Retailing Paper, Academy of Marketing Science.

2019-2020: Bright Idea Award, Stillman School of Business at Seton Hall University - Publications of New Jersey's Business Faculty.

2018-2019: Best Paper in Track - Digital and Social Marketing, AMA Summer Academic Conference.

2017-2018: Harold and Muriel Berkman Faculty Achievement and Development Award, Academy of Marketing Science.

2014-2015: 2015 Outstanding Teacher-Scholar Doctoral Student Winner, Marketing Management Association.

2012-2013: Outstanding Student Paper, Association for Small Business and Entrepreneurship.

Last updated by member on 24-Jun-24 (04:18 PM)