

ANGELINE G. CLOSE

The University of Texas at Austin
Department of Advertising & Public Relations
Belo Center for New Media
300 W. Dean Keeton St. A1200
Austin, TX 78712-1076
angeline@austin.utexas.edu
(512) 788-2480

EDUCATION

- Ph.D. The University of Georgia, Terry College of Business
2006 *Major Area of Study:* Business Administration (Marketing)
 Dissertation: “Information Technology, E-Dating, and Marketplace Activities”
- M.M.C The University of Georgia, Grady College of Journalism & Mass Communication
2002 *Major Area of Study:* Advertising
- A.B.J The University of Georgia, Grady College of Journalism & Mass Communication
2000 *Major Area of Study:* Advertising
 Minor: Spanish
 Study Abroad, University of Avignon, France (Summer 2001)
 Study Abroad, Colegio Mayor Universitario-MARA-Madrid, Spain (Summer 1998)

UNIVERSITY APPOINTMENTS

- 2011-Present Assistant Professor, The University of Texas at Austin. College of Communications. Department of Advertising & Public Relations
- 2006-2011 Assistant Professor, University of Nevada Las Vegas. Lee Business School. Department of Marketing
- 2003-2006 Assistant Professor, North Georgia College & State University: The Military College of Georgia. Mike Cottrell School of Business. Department of Marketing
- 2003-2005 Editorial Assistant, Journal of the Academy of Marketing Science
- 2002-2003 Research Assistant, The University of Georgia. Terry College of Business. Department of Marketing
- 2001-2002 Teaching Assistant, The University of Georgia. Grady College of Journalism & Mass Communication. Department of Advertising & Public Relations

BOOKS

1. O’Guinn, T., Allen, C., Semenik, R. J. & **Close, A. G.** (in press) Advertising and Integrated Brand Promotion, 7th Edition. Mason OH: South-Western/Cengage. Publish Date: Aug. 2014. Estimated 500 pages.
2. **Close, A. G.** (Ed.) (2012). Online Consumer Behavior: Theory and Research in Social

Media, Advertising, and E-Tail, New York, NY: Routledge. ISBN: 978-1-84872-969-8
Publish Date: April 2012, 359 pages. (nominee: Hamilton Book Award)

3. Kahle, L. R. & **Close, A. G.** (Eds.). (2010). Consumer Behavior Knowledge for Effective Sports and Event Marketing, New York: Routledge. ISBN: 978-0-415-87358
Publish Date: September 2010, 310 pages.

REFEREED JOURNAL PUBLICATIONS

1. Tinson, J., **Close, A. G.**, Tuncay Zayer, L., & Nuttall, P. (in press). Attitudinal and behavioral resistance: A marketing perspective. Journal of Consumer Behaviour.
2. **Close, A. G.** & Lacey, R. (in press). How the anticipation can be as great as the experience: Explaining event sponsorship exhibit outcomes via affective forecasting. Journal of Current Issues and Research in Advertising.
3. **Close, A. G.** & Lacey, R. Fit Matters? (2013). Asymmetrical impact of effectiveness on sponsors and event marketers. Sport Marketing Quarterly. 22 (2), pages not yet assigned.
4. Lacey, R. & **Close, A. G.** (2013). How fit connects service brand sponsors with consumers' passions for sponsored events. International Journal of Sports Marketing and Sponsorship. 14 (3), pages not yet assigned.
5. Fowler, A. R. & **Close, A. G.** (2012). It ain't easy being green: Bridging the gap among macro, meso, and micro agendas. Journal of Advertising. 41 (4), 119-132.
6. **Close, A. G.**, Guidry Moulard, J. & Monroe, K. (2011). Establishing human brands: Determinants of placement success for first faculty positions in marketing. Journal of the Academy of Marketing Science. 39 (6), 922-941.
7. Lee, S., **Close, A. G.** & Love, C. (2010). How information quality and market turbulence impact convention and visitors bureaus' use of marketing information: Insights for destination and event marketing. Journal of Convention and Event Tourism. 11 (4), 266-292.
8. Lacey, R., **Close, A. G.** & Finney, R.Z. (2010). The pivotal roles of product knowledge and corporate social responsibility in event sponsorship effectiveness. Journal of Business Research. 63 (11), 1222-1228.
9. Kukar-Kinney, M. & **Close, A. G.** (2010). The determinants of consumers' shopping cart abandonment. Journal of the Academy of Marketing Science. 38 (2), 240-250.
10. **Close, A. G.** & Kukar-Kinney, M. (2010). Beyond buying: Motivations behind consumers' online shopping cart use. Journal of Business Research. 63 (10), 986-992.
11. **Close, A. G.**, Krishen, A. S., & LaTour, M. S. (2009). This event is me! How consumer-event congruity leverages sponsorship. Journal of Advertising Research. 49 (3), 271-284.

12. **Close, A. G. & Zinkhan, G. M.** (2009). Market resistance and Valentine's Day events. Journal of Business Research. 62 (2), 200-207. (doctoral dissertation; front page of *New York Times*)
13. Lacey, R., Sneath, J. Z., Finney, R. Z. & **Close, A. G.** (2007). The impact of repeat attendance on event sponsorship effects. Journal of Marketing Communications. 13 (4), 243-255.
14. **Close, A. G.**, Finney, R. Z., Lacey, R. & Sneath, J. Z. (2006). Engaging the consumer through event marketing: Linking attendees with the sponsor, community, and brand. Journal of Advertising Research. 46 (4), 420-433.
15. Sneath, J. Z., Finney, R. Z., Lacey, R. & **Close, A. G.** (2006). Balancing act: Proprietary and non-proprietary sponsored events. Marketing Health Services. 26 (1), 27-32.
16. Sneath, J. Z., Finney, R. Z. & **Close, A. G.** (2005). An IMC approach to event marketing: The effects of sponsorship and experience on customer attitudes. Journal of Advertising Research. 45 (4), 373-381.
17. Finney, R. Z., Parker, R. D., **Close, A. G.** & Orwig, R. (2005). The agency in cyberspace: A content analysis of ad agency homepages. Journal of Contemporary Business Issues. 12 (2), 74-80.
18. **Close, A. G.**, Dixit, A. & Malhotra, N. (2005). Chalkboards to cybercourses: The Internet in marketing education. Marketing Education Review. 15 (2), 81-94.

SPECIAL SECTION

19. Finney, R. & **Close, A. G.** (2005). Scientific presentations in marketing: A review. Journal of the Academy of Marketing Science. 33 (2), 37-38.

REFEREED JOURNAL PUBLICATIONS: UNDER REVIEW OR IN PREPARATION

1. **Close, A. G.**, Lacey, R. & Cornwell, T. B. Visual processing and need for cognition in event sponsorship. Revising for resubmission.
2. Kukar-Kinney, M. & **Close, A. G.** A dangerous combination?: Compulsive buyers and daily deal group coupon purchases. Under review.
3. **Close, A. G.** & Lacy, R. The impact of event social responsibility on event sponsor outcomes. Under review.
4. **Close, A. G.** & Murshed, F. Taste Matters: Teenage males and their brand loyalty to Coca-Cola. Under review.
5. Hampel, S., **Close, A. G.** & Kang, M. H. The impact of advertiser's embedding of videos in e-Mails on consumer behavior. 2 Studies Completed, Manuscript in preparation.
6. **Close, A. G.** & Song, Y. A. Revisiting determinants of sports sponsorship response: A schema theory perspective. Manuscript in preparation. (M. Wayne DeLozier Best Conference Paper Award, The Academy of Marketing Science, 2013)
7. **Close, A. G.**, Lough, N. & Krishen, A. S. What causes attendees to share event word-of-mouth? A fan identification model. Manuscript in preparation. (Paper presented at American Marketing Association, August 2013)
8. Mitchell, N. & **Close, A. G.** Purse Parties: Counterfeit fashion events. Manuscript in preparation. Working paper available.
9. Zamuido, C., Guidry Moulard, J. & **Close, A. G.** Advisors' human brands in the marketing market: A signaling theory perspective. Manuscript in preparation. (Paper presented at Marketing Science, July 2013)
10. **Close, A. G.**, Cobbs, J. & Grozza, M. Corporate hospitality at sponsored events as a corporate communications tool. Theoretical Framework and Data Collected.
11. **Close, A.G.** The role of media consumption on event sponsorship assessment: The Suzuki Superbike Showdown. Theoretical Framework and Data Collected.

BOOK CHAPTERS

1. **Close, A. G.** (2013). "Why advertising is acceptable and expected: Smart for consumers and business" In Pardun, C. (Ed.) Advertising and Society: Controversies and Consequences, 2nd Edition., Wiley-Blackwell. (p. 246-259).
2. **Close, A. G.** (2012). "A gender role analysis of Valentine event marketing" In Otnes, C. C. & Tuncay Zayer, L. (Eds.) Gender, Culture, and Consumer Behavior. New York: Routledge. (p. 223-252).
3. **Close, A. G.**, Kukar-Kinney, M., & Benusa, T. K. (2012). "Towards a theory of consumer electronic shopping cart behavior: Motivations of e-cart use and abandonment" In Close, A. G. (Ed.) Online Consumer Behavior: Theory and Research in Social Media, Advertising, and E-Tail., New York: Routledge. (p. 323-344).
4. Finney, R. Z., Lacey, R., & **Close, A. G.** (2010). "Event marketing and sponsorship: Lessons learned from the Tour de Georgia cycling races" In Kahle, L. R. & Close, A. G. (Eds.) Consumer Behavior Knowledge for Effective Sports and Event Marketing. (p. 261-287). New York: Routledge. ISBN: 978-0-415-87358
5. Finney, R. Z. & **Close, A. G.** (2008). "The virtual agency as a new force in the promotions industry" In Becker, A. S. (Ed.) Electronic Commerce: Concepts, Methodologies, Tools and Applications. (p. 2240-2246). Idea Group. ISBN# 978-1-59904-943-4).
6. Finney, R. Z. & **Close, A. G.** (2006). "The virtual agency as a new force in the promotions industry" In Khosrow-Pour, M. (Ed.) E-Commerce, E-Government and Mobile Commerce. (p. 1158-1162). Idea Group. ISBN# 1-59140-799-0
7. **Close, A. G.**, Zinkhan, G. M., & Finney, R. Z. (2006). "Cyber identity theft" In Khosrow-Pour, M. (Ed.) E-Commerce, E-Government and Mobile Commerce, Idea Group. ISBN# 1-59140-799-0

REFEREED CONFERENCE PROCEEDINGS

1. **Close, A. G.** & Fowler III, A. R. (2008). The single consumer curing marketplace events: Avoiding tradition and extending the self. in North American - *Advances in Consumer Research Volume 35*, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 933-933.
2. **Close, A. G.** & Zinkhan G. M. (2007). Consumer experiences and market resistance: An extension of resistance theories. in North American- *Advances in Consumer Research Volume 34*, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, 256-262.
3. **Close, A. G.** & Zinkhan, G. M. (2006). A holiday loved and loathed: A consumer perspective of Valentine's Day. in North American- *Advances in Consumer Research Volume 33*, eds.

Connie Pechmann and Linda Price, Duluth, MN: Association for Consumer Research, 356-365.

4. Zinkhan, G. M., Prenshaw, P., & **Close, A. G.** (2004). Sex-typing of leisure activities. in North American - *Advances in Consumer Research Volume 31*, eds. Barbara E. Kahn and Mary Frances Luce, Valdosta, GA: Association for Consumer Research, 412-419.
5. **Close, A. G.** & Zinkhan, G. M. (2004). The e-mergence of e-dating. in North American - *Advances in Consumer Research Volume 31*, eds. Barbara E. Kahn and Mary Frances Luce, Valdosta, GA: Association for Consumer Research, 153-157.

REFEREED CONFERENCE PRESENTATIONS

1. **Close, A. G.**, Krishen, A. S., & Lough, N. L. “Communicating lifestyle through sports marketing,” To be presented to the Sport Management Association, October 2013, Albuquerque, NM.
2. **Close, A. G.**, Krishen, A. S., & Lough, N. L. “What causes event attendees to share word-of-mouth? A fan identification model,” Presented to the American Marketing Association, August 2013, Boston MA.
3. Zamuido, C., Guidry Moulard J., & **Close, A. G.** (2013, July) “Work or network? How human brand managers (and who they know) shape job market outcomes,” Presented to the INFORMS Marketing Science, Istanbul, Turkey.
4. **Close, A. G.** & Song, Y. A. (2013, May) “Revisiting the determinants of sport sponsorship response” Presented to the Academy of Marketing Science Annual Conference, Monterey, CA. **Conference Best Paper Award, The Academy of Marketing Science Annual Conference*
5. **Close, A. G.**, Lacey, R. & Cornwell. T. B. (2012, June) “Sponsors courting viewers: Visual processing and need for cognition in evaluating tennis event sponsorships” Presented to the Research Conference in Sport Marketing: Focus on Sponsorship, Portland, OR.
6. **Close, A. G.** & Lacey, R. (2012, August) “Fit matters in event sponsorship assessment,” Presented to the American Marketing Association Summer Educators Conference, CBSIG Special Session on Event-Sponsorship Fit, Chicago, IL.
7. **Close, A. G.** & Tinson, J. S. (2012, June) “Young women’s’ social identity and peer-groups at the high school prom: A typology of event resistance and event ambassadorship,” Presented to the American Marketing Association Marketing and Public Policy and Marketing Conference, Atlanta, GA.
8. **Close, A. G.**, Lacey, R. & Finney, R. Z. (2011, May) “Sponsored event marketing: A corporate social responsibility framework,” Presented to The Academy of Marketing Science Annual Conference, May 2011, Coral Gables, FL.

9. **Close, A. G. & Lacey, R.** (2010, August) "A macromarketing perspective of event marketing and corporate social responsibility," Presented to the American Marketing Association Summer Educators' Conference, Boston, MA.
10. **Close, A. G. & Kukar-Kinney, M.** (2009, August) "Beyond buying: Motivations behind consumers' shopping cart use," Presented to the American Marketing Association Summer Educators' Conference, Chicago, IL.
11. **Close, A. G. & Lacey, R.** (2009, August) "Sport sponsorship and event marketing," Presented to the American Marketing Association Summer Educators' Conference, Chicago, IL.
12. **Close, A. G. & Fowler III, A. R.** (2008, October) "The single consumer during marketplace events: Avoiding tradition and extending the self," Presented as a poster at the Association for Consumer Research, San Francisco, CA.
13. **Close, A. G. & Lacey, R.** (2008, August) "Sporting event sponsorship: The role of affective forecasting on brand image and purchase intentions," Presented to the American Marketing Association Summer Educators' CBSIG & SportSIG Pre-Conference Symposium, San Diego, CA.
14. **Close, A. G. & Kukar-Kinney, M.** (2008, August) "Mission aborted: Why do consumers abandon their online shopping carts?," Presented to the American Marketing Association Summer Educators' Conference, San Diego, CA.
15. **Close, A. G. & Kukar-Kinney, M.** (2007, May) "Mission aborted: Why do consumers abandon their online shopping carts?," Presented to The 15th International Conference on Recent Advances in Retailing and Consumer Services Science, Zagreb, Croatia.
16. **Lacy, R., Close, A. G. & Finney, R. Z.** (2007, November) "The impact of event marketing on brand image and purchase intentions," Presented to the Society for Marketing Advances, San Antonio, TX.
17. **Bordeau, B., Cronin, J. J., Voorhees, C. M. & Close, A. G.** (2007, October) "Service loyalty: A new approach for measurement and insight into gender differences in the evaluation of services," Presented to the Frontiers in Service Conference, San Francisco, CA.
18. **Close, A. G., Guidry Moulard, J., & Monroe, K.** (2007, February) "What impacts first faculty placements in marketing?," Presented to the American Marketing Association Winter Educators' Conference, San Diego, CA.
19. **Close, A. G. & Zinkhan, G. M.** (2006, October) "Consumer experiences and market resistance," Presented to the Association for Consumer Research, Orlando, FL.

20. **Close, A. G.**, Guidry Moulard, J. & Monroe, K. (2006, August) "The marketing market," Presented to the American Marketing Association Summer Educators' Conference, Chicago, IL.
21. **Close, A. G.** (2006, August) "Technology and sales research: Current trends/new avenues," Presented to the American Marketing Association Summer Educators' Conference, Chicago, IL.
22. **Close, A. G.** (2005, October) "A holiday loved and loathed: A consumer perspective of the Valentine's Day market," Presented to the Association for Consumer Research, San Antonio, TX.
23. **Close, A. G.**, Zinkhan, G. M. & Finney, R. Z. (2004, August) "Cyber identity theft: Issues for public policy," Presented to the American Marketing Association Summer Educators' Conference, Boston, MA.
24. Austin, G., **Close, A. G.**, Contractor, S., Song, J., & Zhang, Q. (2004, August) "A content analysis of content analyses in marketing," Presented to the American Marketing Association Summer Educator's Conference, Boston, MA.
25. **Close, A. G.** (2003, October) "Romance and the Internet: The e-mergence of e-dating," Presented to the Association for Consumer Research, Toronto, ON, Canada.
26. Zinkhan, G. M., Prenshaw, P. & **Close, A. G.** (2003, October) "Sex-typing of leisure activities," Presented to the Association for Consumer Research, Toronto, ON, Canada.
27. **Close, A. G.** (2003, May) "E-dating," Presented to The Academy of Marketing Science Doctoral Consortium, Washington, D.C.
28. **Close, A. G.** (2002, September) "Who's the boss: Dating in the workplace," presented to the Atlantic Marketing Association Annual Conference, Savannah, GA.

INVITED CONFERENCE PRESENTATIONS AND PANELS

1. **Close, A. G.** (2013, May) "Role of Director" panelist in "How to Get Involved in the Academy of Marketing Science" at the Academy of Marketing Science Annual Conference, Monterey, CA.
2. **Close, A. G.** (2012, August) "Your Human Brand and The Marketing Market," Presented to The Marketing Ph.D. Project and DocSIG, Chicago, IL.
3. **Close, A. G.** (2009, August) "Best Practices: Transitioning from Doctoral Student to Junior Faculty," presented to the Doctoral Student Special Interest Group Symposium, American Marketing Association Summer Educators' Conference, Chicago, IL.
4. **Close, A. G.** (2009, April) "Holiday Event Marketing for the Entertainment Industry,"

presented keynote speech to the Antique and Amusement Photographers International Annual Conference, Las Vegas, NV.

5. **Close, A. G.** (2005, August) "The Marketing Market," Doctoral Student Special Interest Group Symposium, presented to the Doctoral Student Special Interest Group Symposium, American Marketing Association Summer Educators' Conference, Chicago, IL.
6. **Close, A. G.** (2005, August) "The Academic Market: Trends, Hiring, and Interviewing" presented to the American Marketing Association Summer Educators' Conference, San Francisco, CA.

RESEARCH IMPACT

Citations: 349 (315 since 2008)

h-index: 11 (h-index is the largest number h such that h publications have at least h citations)

i10 index: 12 (i-10 index is the number of publications that have at least 10 citations)

Social Science Research Network Downloads: 2,585

Media featuring research:

Newspapers: *New York Times*, *Los Angeles Times*, *Las Vegas Review Journal*, *St. Petersburg Times*, *Pittsburgh Tribune-Review*

Magazines: *U.S. News & World Report*, *TIME*, *Exhibitor Magazine*, *New Scientist*, *Entrepreneur Magazine*, *Money Magazine*

Television: *CBS*, *NBC*

University of Texas media: *The Alcade*, *The Daily Texan*, *The Horn*

GRANTS AND FUNDING

GRANT PENDING

National Institutes of Health (NIH-R01). "How does event sponsorship play a role in underage drinking?" Role: Principal Investigator-\$567,127

EXTERNAL FUNDING- PRIVATE GRANTS*

College of Southern Nevada (2013). "Motivations and perceptions of higher education: differences among current, past, and non-enrolled students" Role: Principal Investigator-\$10,000

Toyota (2012-2013). "Event sponsorship, consumer perception and the National Hot Rod Association" Role: Principal Investigator-\$3,500

Shell Houston Open (2012). "Event sponsorship analysis and role of event hospitality in VIP sponsorship perception" Role: Principal Investigator-\$17,000

State of Colorado; **USA Pro Cycling Challenge** (2012-2013). "Event sponsorship analysis and economic impact of a professional cycling event for Colorado" Role: Principal Investigator-

\$5,000

State of Utah –Utah Sport Commission Larry H. Miller Tour of Utah (2012). “Event sponsorship analysis and the economic impact of a professional cycling event for Utah” Role: Principal Investigator-\$5,000

Lexus Las Vegas Open (2010). “Event sponsorship analysis and consumer need for cognition and visual processing of brand logos” Role: Principal Investigator

Mazda Petit Le Mans-Road Atlanta (2008). “Fan demographics, consumer brand perception, and sponsorship impact” (Best Paper Award at Academy of Marketing Science Annual Conference, 2013) Role: Principal Investigator-\$7,500

Suzuki Superbike Showdown-Road Atlanta (2008). “Fan demographics and sponsorship impact” Role: Principal Investigator-\$7,500

AT&T Tour de Georgia-The State of Georgia (2007 & 2008). “Consumer engagement with event sponsors and the economic impact of a professional cycling event” Role: Principal Investigator-\$2,000

Ford Tour de Georgia-The State of Georgia (2006). “Event sponsorship analysis, non-profit beneficiary analysis for the Georgia Cancer Coalition, and the Economic Impact of a Professional Cycling Event on the state of Georgia” Role: Principal Investigator-\$2,000

Dodge Tour de Georgia-The State of Georgia (2004 & 2005). “Event sponsorship analysis and the economic impact of a professional cycling event” Role: Principal Investigator-\$2,000

The Academy of Marketing Science Junior Faculty Travel Grant- \$500

*External funding from private grants have been obtained in order to study specific issues about the effectiveness of events and sponsorship from an economic and consumer behavior perspective. Data obtained through private grants are for scholarly publications/presentations.

UNIVERSITY OF TEXAS PILOT & DEVELOPMENT GRANTS

The University of Texas at Austin. College of Communication (2011-2012). “Event Sponsorship and Adolescent Perception of Alcohol Sponsorships” Role: Principal Investigator \$6,000.

The University of Texas at Austin. College of Communication (2011-2012) Student Enrichment Funds Award. “Event Sponsorship and the Role of Peer Pressure on Event Attendance and Consumption” Role: Principal Investigator \$1,500

The University of Texas at Austin Summer Research Assignment (2011-2012) \$5,000

COURSES TAUGHT (*THE UNIVERSITY OF TEXAS AT AUSTIN; **TWO SECTIONS)

1. ****Integrated Communications Management*** (Writing-Flag Course; Upper-level Undergraduate, Case Course)
Fall 2011*, Spring 2012*, Fall 2012*, Spring 2012*, Fall 2013*
2. ****Psychology of Advertising*** (Lower-level Undergraduate, Large Lecture Course)
Fall 2012*, Spring 2012*, Fall 2013*
3. ****Advertising Problems*** (Undergraduate, Individual Instruction) Fall 2012*
4. ****Doctoral Independent Study*** (Doctoral, Individual Instruction) Summer 2012*
5. ***MBA Marketing Opportunity Analysis*** (Graduate, Writing Intensive Case Course) Fall 2010
6. ***Marketing Management*** (Lower-level Undergraduate, Large Lecture)
Spring 2005, Fall 2005**, Spring 2006**, Fall 2006**, Spring 2007**, Summer 2007, Fall 2007**, Spring 2008**, Summer 2008, Fall 2008**, Spring 2009, Fall 2009, Spring 2010**
7. ***Advertising Management*** (Upper-level Undergraduate, Lecture & Project Course)
Spring 2003, Fall 2003**, Spring 2004**, Summer 2004, Fall 2004**, Fall 2005**
8. ***Integrated Marketing Communications*** (Upper-level Undergraduate, Lecture & Project)
Fall 2009, Fall 2010
9. ***International Marketing*** (Upper-level Undergraduate, Lecture Course)
Fall 2003**, Spring 2004**, Fall 2004**, Spring 2005**
10. ***Advanced Marketing Management*** (Capstone Undergraduate, Marketing Plan Project Course) Spring 2004*, Spring 2005*, Spring 2006*
11. ***Special Topics in Marketing*** (Upper-level Undergraduate, Guided Undergraduate Research) Fall 2004, Spring 2005, Fall 2005, Spring 2006
12. ***Professional Sales*** (Upper-level Undergraduate, Lecture & Project Course) Summer 2004
13. ***Marketing Research*** (Upper-level Undergraduate, Lecture & Project Course) Summer 2003

TEACHING DEVELOPMENT/WORKSHIOPS

Teaching Philosophy, UT Center for Teaching + Learning, Summer 2013
 Structural Equation Modeling Course, Joe Hair and Barry Babin, Spring 2012
 Syllabus Design and Backward Design, UT Center for Teaching + Learning, Fall 2011
 Strategies for Teaching Large Courses, Roger Kerin, Spring 2010

Principles of Marketing Educators Symposium, Fall 2008
Structural Equation Modeling Course, Dawn Iacobucci, Fall 2008
Regents' Teaching Academy Graduate, Fall 2007

TEXTBOOK SUPPLEMENT AUTHOR

Consumer Behavior, Wayne Hoyer, Deborah MacInnis, and Rik Pieters, Cengage (2012)

PH.D. DISSERTATION ADVISING

Committee Member:

1. *Dong Hoo Kim, Doctoral coursework committee
2. *Natalie Mitchell, Doctoral coursework committee, dissertation committee
3. *Young-A Song, Doctoral coursework committee, dissertation committee
4. *Seung Chul Yoo, "Consumer Psychology in a Virtual Store: The Impact of Automatic Priming" and Assimilation/Contrast," Committee Member, Summer 2012
Placement: Loyola University, Assistant Professor of Digital Advertising, Chicago IL
5. *MiHuyn Kang, The Facilitating Role Of Review Ratings On Online Consumer Review Processing," Committee Member, Summer 2012
Placement: Assistant Professor of Communication, Eastern Connecticut State University, Willimantic, CT

MASTER'S THESIS AND PROFESSIONAL REPORT ADVISING

Chair:

1. *Elizabeth Harp, "Online Branded Content in Marketing," Professional Report, Fall 2012

Committee Member:

1. *Sarah Allen, "Portrayal of Single Dads in Advertising" Professional Report, Fall 2012
Placement-Industry
2. Seonjeong Lee, "How Information Quality and Market Turbulence Impact Convention and Visitors Bureaus Use of Marketing Information: Insights for Destination and Event Marketing," Thesis, Spring 2006
Placement-University of Massachusetts Doctoral Program in Hotel Administration
3. Min Sook Kim, "Analysis of Determining Factors of a Convention and Visitors Bureau Website From the Perspective of Meeting Planners, Thesis, Fall 2006
Placement- Industry

UNDERGRADUATE ADVISING

Chair:

1. Emily Weissenstein, "Corporate Events & Sponsorship," Bridging Disciplines Program Advisor: Innovation, Creativity, and Entrepreneurship, 2013-2014
2. Kaitlyn Telge, "Event Marketing," Bridging Disciplines Program Advisor: Innovation, Creativity, and Entrepreneurship, 2012-13

HONORS AND AWARDS

2013	M. Wayne DeLozier Best Paper Award, Academy of Marketing Science
2012	Faculty Honoree, Chi Omega Scholarship Banquet
2011	Faculty Honoree, Zeta Tau Alpha Scholarship Banquet
2009	Research Faculty of the Year Award- Lee College of Business
2009	Research Faculty of the Year Award- Department of Marketing
2005	INFORMS Marketing Science Doctoral Consortium, Emory University
2004-2006	Career Services Faculty Impact Award
2002-2003	The University of Georgia Comer Research Award
2000	Congressional Internship, Congressman Jon Linder (GA), Washington D.C.
1997-2000	Full Academic Scholarship, The University of Georgia

COLLEGE SERVICE

2011-2013	Parents' Day Committee (Member)
2011-2012	Scholarship Committee (Member)
2009-2011	Standards Committee (Member)
2008-2011	Lee College of Business Website Committee

DEPARTMENT SERVICE

2012-Present	Undergraduate Curriculum Committee (Member)
2013	Faculty Recruiting Committee (Member)
2013	Faculty Mentor, Texas Advertising Group Advertising Agency Trip, New York
2013	Department of Advertising Superbowl Social Media Event
2012	Faculty Mentor, Texas Advertising Group Advertising Agency Trip, New York
2009	Faculty Recruiting Committee (Member)
2007	Faculty Recruiting Committee (Member)

PROFESSIONAL ACADEMIC SERVICE-ELECTED/EXECUTIVE APPOINTED LEADERSHIP

2012-current	Director of Doctoral Student & Jr. Faculty Initiatives, Academy of Marketing Science
2006-current	President, American Marketing Association Consumer Behavior Special Interest Group
2004-2006	VP Research, American Marketing Association Doctoral Student Special Interest Group

PROFESSIONAL ACADEMIC SERVICE-EDITORIAL REVIEW

2013-current	Editorial Review Board, <u>Journal of the Academy of Marketing Science</u> (Ad-Hoc <i>JAMS</i> Reviewer since 2003; Editorial Assistant 2002-2003)
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2012-current Editorial Review Board, Sport Marketing Quarterly
 2013-current Reviewer, Journal of Consumer Psychology
 2013-current Reviewer, Journal of Interactive Marketing
 2012-current Reviewer, Journal of Business Research
 2011-current Reviewer, International Journal of Research in Marketing
 2011-current Reviewer, European Journal of Marketing
 2007-current Reviewer, Journal of Advertising

PROFESSIONAL ACADEMIC SERVICE-CONFERENCE

2013 Track Co-Chair, Academy of Marketing Science Annual Conference
 2012 Track Co-Chair, Academy of Marketing Science World Marketing Congress
 2012 Track Co-Chair, Academy of Marketing Science Cultural Perspectives
 2011 Track Co-Chair, Academy of Marketing Science Annual Conference
 2010 Track Co-Chair, Academy of Marketing Science Annual Conference
 2008 Track Chair, American Marketing Association Winter Educators' Conference
 2008 Track Co-Chair, Society for Marketing Advances Annual Conference

 2013 Session Co-Chair, Academy of Marketing Science Annual Conference
 2009 Session Co-Chair, American Marketing Association Summer Educators' Conference
 2007 Session Co-Chair, American Marketing Association Summer Educators' Conference
 2006 Session Co-Chair American Marketing Association Winter Educators' Conference
 2005 Session Co-Chair, American Marketing Association Summer Educators' Conference

 2008 Symposium Co-Organizer, Using Consumer Behavior for Effective Sports Marketing

VOLUNTEERED PROFESSIONAL SERVICE TO THE LOCAL COMMUNITY

2006-Present Member, Junior League International | Committee Member, Junior League of Austin since 2011. Active in volunteering for to those in-need in the Austin community. Current event-'Coats For Kids'-providing coats with 2,000 volunteers to 34,000 in-need children in central Texas.

- 2008-2011 Volunteer, Committee Member- Silent Auction, Andre Agassi Foundation. Advocate for increased investment and accountability in public schools in Las Vegas, NV, fundraising/silent auction committee.
- 2004-2006 Various Businesses and Non-Profit Organizations. Supervised & donated original marketing plans for 30 in-need clients (corporate start up or non-profit organizations) in Atlanta's surrounding communities.

MEMBERSHIPS

- 2003-Present Member, American Marketing Association
(President, Consumer Behavior Special Interest Group, 2006-present)
- 2004-Present Member, Academy of Marketing Science
(Director, Doctoral Student & Junior Faculty Initiatives 2011-present)
- 2004-Present Member, Association for Consumer Research