

**ANGELINE CLOSE SCHEINBAUM**

The University of Texas at Austin

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(512) 788-2480

**EDUCATION**

Ph.D. 2006	The University of Georgia, Terry College of Business, Marketing
M.M.C 2002	The University of Georgia, Grady College of Journalism & Mass Communication, Advertising
A.B.J 2000	The University of Georgia, Grady College of Journalism & Mass Communication, Advertising
Study Abroad/ Internship	Study Abroad, University of Avignon, France (Summer 2001) Study Abroad, Colegio Mayor Universitario-MARA-Madrid, Spain (Summer 1998) Internship, United States House of Representatives, Washington D.C. (Summer 2000)

**UNIVERSITY APPOINTMENTS**

Sept. 2014-	Associate Professor, The University of Texas at Austin. Moody College of Communications. Stan Richards School of Advertising & Public Relations
2011-2014	Assistant Professor, The University of Texas at Austin. Moody College of Communications. Stan Richards School of Advertising & Public Relations
2006- 2011	Assistant Professor, University of Nevada Las Vegas. Lee Business School. Department of Marketing
2003- 2006	Assistant Professor, University of North Georgia. Mike Cottrell School of Business. Department of Marketing
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

**HONORS AND AWARDS**

2016	American Marketing Association SportSIG Paper of the Year Award
2015	Outstanding Reviewer Award
2012, 2015	Nominee: Hamilton Book Award
2013	Texas Blazers Faculty Appreciation Award
2009	M. Wayne DeLozier Best Paper Award, Academy of Marketing Science
2009	Research Faculty of the Year Award- Lee College of Business
2009	Research Faculty of the Year Award- Department of Marketing
2005	Academy of Marketing Science Junior Faculty Travel Grant
2005	INFORMS Marketing Science Doctoral Consortium, Emory University
2002, 2003	Career Services Faculty Impact Award
2000	The University of Georgia Comer Research Award
Summer 2000	United States Congressional Internship, United States House of Representatives
1997-2000	Full Academic Scholarship, The University of Georgia

## RESEARCH

### RESEARCH FOCUS

Consumer Behavior/Consumer Psychology  
Integrated Brand Promotion/Branding  
Consumer-Based Marketing Strategy  
Contexts: Sport, Social Media

### SCHOLARLY RESEARCH IMPACT

Citations: 1,624  
h-index: 19 (the largest # h such that h publications have at least h citations)  
i10 index: 21 (the # of publications that have at least 10 citations)  
Social Science Research Network Downloads: 6,418

### MEDIA FEATURING RESEARCH

Radio: *National Public Radio- Marketplace, Knowledge@Wharton*  
Newspaper: *USA Today, New York Times, Los Angeles Times, Las Vegas Review Journal, St. Petersburg Times, Pittsburgh Tribune-Review, Dallas Morning News, The Monitor, The Enterprise: Utah's Business Journal*  
Magazine: *U.S. News & World Report, TIME, Exhibitor Magazine, New Scientist, Entrepreneur Magazine, The Atlantic, The Marketer, Money Magazine*  
Television: *CBS, NBC, Time Warner Cable, Fox News, My Fox Houston, My Fox Austin*  
University of Texas media: *The Alcade, The Daily Texan, The Horn, UT News*  
Digital Media: *ThinkProgress.Org, Money Talks News, Utah Sports Commission, Refinery29, Cision News, Wopular, OZY, Global News Wire*

### JOURNAL PUBLICATIONS

**Scheinbaum, A. Close**, Lacey, R. & Ling, Ming Ching (forthcoming). Sincerity and social responsibility drives event and sponsor outcomes. *Journal of Advertising Research*.

Wang, S. & **Scheinbaum, A. Close** (forthcoming). Trustworthiness trumps attractiveness and expertise: Enhancing brand credibility via celebrity endorsement. *Journal of Advertising Research*.

**Scheinbaum, A. Close**, Hampel, S., & Kang, M.H. (2017). Future developments in IMC: Why e-Mail with video trumps text-only e-mail for brands. *European Journal of Marketing*. 51 (3), 627-645.

Krishen, A.S., Rasche, R., **Scheinbaum, A. Close**, Kachoo, P. & Sastry, S. S. (2017). A power-responsibility equilibrium framework for fairness: Understanding consumers' implicit privacy concerns for location-based services. *Journal of Business Research*. 73 (2), 20-29.

Mitchell, N., **Scheinbaum, A. Close**, Li, D., & Wan, W. (2017). Purse parties: A phenomenology of in-home counterfeit luxury events. *Review of Marketing Research*. 14 (1), 227-255.

**Scheinbaum, Angeline Close** (2016). Digital engagement: Opportunities and risks for sponsors marketing via mobile and digital platforms. *Journal of Advertising Research*. 56 (4), 341-345. (\*invited article).

Kukar-Kinney, M., **Scheinbaum, A. Close**, Schaefer, T. (2016). Compulsive buying in online daily deal settings: An investigation of motivations and contextual elements. *Journal of Business Research*. 69 (2), 691-699.

**Scheinbaum, A. Close & Lacey, R.** (2015). Event social responsibility: A note to improve outcomes for sponsors and events. *Journal of Business Research*. 68(9), 1982-1986.

Pounders, K.R., Babin, B.J. & **Close, A.G.** (2015). All the same to me: Outcomes of aesthetic labor performed by front-line service providers. *Journal of the Academy of Marketing Science*. 43 (6), 670-693.

**Close, A.G.,** Lacey, R. & Cornwell, T.B. (2015). Visual processing and need for cognition can enhance event-sponsorship outcomes: How sporting event sponsorships benefit from the way attendees process them. *Journal of Advertising Research*. 55 (2), 206-215. \*American Marketing Association SportSIG Paper of the Year Award

**Close, A.G. & Lacey, R.** (2014). 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*. 35(2), 209-224.

Tinson, J., **Close, A.G.,** Tuncay Zayer, L., & Nuttall, P. (2013). Attitudinal and behavioral resistance: A marketing perspective. *Journal of Consumer Behaviour*. 12(6), 436-448.

**Close, A.G. & Lacey, R.** Fit Matters? (2013). Asymmetrical impact of effectiveness on sponsors and event marketers. *Sport Marketing Quarterly*. 22(2), 71-82.

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), 212-228.

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.

**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.

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.

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.

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.

**Close, A.G. & Kukar-Kinney, M.** (2010). Beyond buying: Motivations behind consumers' online shopping cart use. *Journal of Business Research*. 63(10), 986-992.

**Close, A.G.,** Krishen, A.S., & LaTour, M. (2009). This event is me! How consumer-event congruity leverages sponsorship. *Journal of Advertising Research*. 49 (3), 271-284.

**Close, A.G. & Zinkhan, G.** (2009). Market resistance and Valentine's Day events. *Journal of Business Research*. 62(2), 200-207. (dissertation; front page of *New York Times*)

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.

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.

**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.

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.

**Close, A.G.**, Dixit, A. & Malhotra, N. (2005). Chalkboards to cybercourses: The Internet in marketing education. *Marketing Education Review*. 15(2), 81-94.

Finney, R.Z., Parker, R.D., **Close, A.G.** & Orwig, R. (2004). The agency in cyberspace: A content analysis of ad agency homepages. *Journal of Contemporary Business Issues*. 12(2), 74-80.

#### **BOOK REVIEW**

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

#### **BOOKS**

O'Guinn, T., Semenik, R. J., Allen C. & **Scheinbaum, A. Close** (in press). *Advertising and Integrated Brand Promotion*, 8th Ed. Mason OH: Cengage.

**Scheinbaum, A. Close.** (Ed.). (in press). *Online Consumer Behavior: The Dark Side of Social Media*. New York, NY: Routledge. ISBN 978-1138052567

O'Guinn, T., Allen, C., Semenik, R. J. & **Scheinbaum, A. Close.** (2015). *Advertising and Integrated Brand Promotion* 7<sup>th</sup> Ed. Mason OH: Cengage. ISBN 978-1285187815

**Close, A. G.** (Ed.). (2012). *Online Consumer Behavior: Theory and Research in Social Media, Advertising, and E-tail*. New York, NY: Routledge. ISBN 978-1848729698

Kahle, L. R. & **Close, A. G.** (Eds.). (2010). *Consumer Behavior Knowledge for Effective Sports and Event Marketing*. New York: Routledge. ISBN 9780415873581

#### **E-BOOK/DIGITAL CONTENT**

Hoyer, W., MacInnis, D., Pieters, R. & **Scheinbaum, A. Close** (2018). *Mind Tap Marketing for Consumer Behavior*, 7<sup>th</sup> ed. Cengage. ISBN 978-1305640085

#### **RESEARCH UNDER PEER REVIEW**

**Scheinbaum, A. Close**, Lacey, R. & Drumwright, M. The impact of event social responsibility on consumers, sponsors, and sponsored events.

## RESEARCH UNDER INFORMAL PEER REVIEW OR IN PREPARATION

Wang, S. & **Scheinbaum, A. Close** Customer centricity in business-to-business relationships.

**Scheinbaum, A. Close**, Lough, N. & Krishen, A. S. What causes attendees to share event word-of-mouth?: A fan identification model.

Kukar-Kinney, M., **Scheinbaum, A. Close** & Copple, J. Failure to redeem: an explanation of consumer non-use of service vouchers.

**Scheinbaum, A. Close**, Murshed, F., Fox, R. Energized differentiation drives brand loyalty: evidence from a global brand.

Zamuido, C., Guidry Moulard, J. & **Scheinbaum, A. Close**. Advisors' human brands in the marketing market: A signaling theory perspective.

**Scheinbaum, A. Close**, Song, Y.A., Kang, E. Y. & Zhaohui, S. Replication and extension of the determinants of sport sponsorship response: Evidence from two field-studies. \**M. Wayne DeLozier Best Conference Paper Award, The Academy of Marketing Science, 2013*

Lacey, R. & **Scheinbaum, A. Close**. Gratitude in sponsorship: Evidence from the field.

**Scheinbaum, A. Close**, Cobbs, J. & Grozza, M. Corporate hospitality at sponsored events as a corporate communications tool.

**Scheinbaum, A. Close**, Yoo, S., Jeon, W., Son, H. & Wilcox, G. How does event sponsorship impact underage drinking?

**Scheinbaum, A. Close**. Motivations and perceptions of higher education: differences among current, past, and non-enrolled students

## BOOK CHAPTERS

**Scheinbaum, A. Close** (forthcoming). A framework for the dark side of social media. In Scheinbaum, A. Close (Ed.), *The Dark Side of Social Media: A Consumer Psychology Perspective* (p. TBA). New York & London: Routledge.

**Scheinbaum, A. Close**, Krishen, A.S., Kacheen, A., Ridgway, N. & Mabry, A. (forthcoming). Mommy blogs: sacrifices, cognitions, and emotions of working mothers. In Scheinbaum, A. Close (Ed.), *The Dark Side of Social Media: A Consumer Psychology Perspective* (p. TBA). New York & London: Routledge.

**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*, 2<sup>nd</sup> Edition (p. 246-259). Wiley-Blackwell.

**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* (p. 223-252). New York: Routledge.

**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* (p. 323-344). New York: Routledge.

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.

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.

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

**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.

#### **REFEREED CONFERENCE PROCEEDINGS/ PUBLISHED ABSTRACTS**

1. **Scheinbaum, A. Close**, Lacey, R. & M. Drumwright (forthcoming). "Event social responsibility," American Academy of Advertising Global Conference.
2. **Scheinbaum, A. Close**, Krishen, A., Lough, N. (2017). Event word of mouth: an abstract. *Creating Marketing Magic and Innovative Future Marketing Trends*, 695-696.
3. Wang, S., **Close, A. G.**, Ngamsiriudom, W. (2016). Celebrity endorsement in the airline sector. In K.K. Kim (Ed.). *Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing?: Proceedings of the Academy of Marketing Science* p. 685-689. Springer.
4. Mitchell, N. A., **Close, A. G.**, Li, D. (2016). Purse parties: The social implications of fake luxury parties. In K.K. Kim (Ed.). *Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing?: Proceedings of the Academy of Marketing Science* p. 25-31. Springer.
5. **Close, A. G.**, Lacey, R. & Cornwell, T.B., (2015). Sponsors courting tennis fans: Visual processing and need for cognition in evaluating event sponsorship. In M.W. Obal, N. Krey & C. Bushardt (Eds.). *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era: Academy of Marketing Science* p. 237-238. Springer.
6. **Close, A. G.** & Lacey, R. (2014). The role of social responsibility on event sponsor effectiveness. In R. Hamilton and A. Sa Vinhas (Eds.). *Leveraging New Technologies to Create Value: American Marketing Association Educators Proceedings Vol. 25*, p. 327.
7. **Close, A. G.** & Murshed, F. (2014). More than taste matters in brand loyalty. In G. Hunter and T. Steenburgh (Eds.). *Engaging Customers: American Marketing Association Educators Proceedings Vol. 25*, p. A-45
8. **Close, A. G.** & Song, Y. A. (2014). Revisiting the determinants of sport sponsorship response Academy of Marketing Science Annual Conference. In Krzysztof Kubacki (Ed.). *Ideas in Marketing: Finding the New and Polishing the Old: Proceedings of the Academy of Marketing Science* p. 369-372. Springer. *\*Overall Best Paper Award*
9. **Close, A. G.**, Krishen, A. S., & Lough, N. L. (2013). Communicating lifestyle through sports marketing. Sport Management Association.
10. **Close, A. G.** & Tinson, J. S. (2012). Young womens' social identity and peer-groups at the high school prom: A typology of event resistance and event ambassadorship. In *AMA Marketing & Public Policy Academic Conference Proceedings, Vol. 22*, p. 12
11. **Close, A. G.**, Lacey, R. & Finney, R. Z. (2011). Sponsored event marketing: A corporate social responsibility framework. In Dato-on, M. C. (Ed.) *The sustainable global marketplace: Proceedings of the 2011 Academy of Marketing Science Annual Conference*.

12. **Close, A. G.** & Lacey, R. (2010). A macromarketing perspective of event marketing and corporate social responsibility. American Marketing Association Summer Educators' Conference
13. **Close, A. G.** & Kukar-Kinney, M. (2009). Beyond buying: Motivations behind consumers' shopping cart use. American Marketing Association Summer Educators' Conference
14. **Close, A. G.** & Lacey, R. (2009). Sport sponsorship and event marketing. American Marketing Association Summer Educators' Conference
15. **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.
16. **Close, A. G.** & Kukar-Kinney, M. (2008). Mission aborted: Why do consumers abandon their online shopping carts?. American Marketing Association Summer Educators' Conference
17. **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.
18. **Close, A. G.** & Kukar-Kinney, M. (2007). Mission aborted: Why do consumers abandon their online shopping carts?. Recent Advances in Retailing and Consumer Services Science
19. Lacey, R., **Close, A. G.** & Finney, R. Z. (2007). The impact of event marketing on brand image and purchase intentions. Society for Marketing Advances
20. Bordeau, B., Cronin, J. J., Voorhees, C. M. & **Close, A. G.** (2007). Service loyalty: A new approach for measurement and insight into gender differences in the evaluation of services. Frontiers in Service Conference
21. **Close, A. G.**, Guidry Moulard, J., & Monroe, K. (2007). What impacts first faculty placements in marketing?. In Marketing Theory and Applications: Proceedings of the American Marketing Association Winter Educators' Conference p. 352-353.
22. **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.
23. **Close, A. G.**, Guidry Moulard, J. & Monroe, K. (2006). The marketing market. American Marketing Association Summer Educators' Conference.
24. **Close, A. G.**, Zinkhan, G. M. & Finney, R. Z. (2004). Cyber identity theft: Issues for public policy. American Marketing Association Summer Educators' Conference.
25. Austin, G., **Close, A. G.**, Contractor, S., Song, J., & Zhang, Q. (2004). A content analysis of content analyses in marketing. American Marketing Association Summer Educator's Conference.
26. **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.
27. 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.
28. **Close, A. G.** (2002) Who's the boss: Dating in the workplace. Atlantic Marketing Association.

#### **REFEREED CONFERENCE PRESENTATIONS**

1. **Scheinbaum, A. Close, Lacey, R.** & M. Drumwright. "Event social responsibility," American Academy of Advertising Global Conference, Tokyo, Japan.
2. **Scheinbaum, A. Close,** Krishen, A.S., Kacheen, A., Ridgway, N. & Mabry, A. "Mommy blogs: sacrifices, cognitions, and emotions of working mothers," Academy of Marketing Science, May 2017, San Diego, CA.
3. **Scheinbaum, A. Close,** Song, Y.A. & Kang, E. Revisiting sport sponsorship effectiveness: evidence of two field studies in auto-racing," American Marketing Association, Feb. 2017, Orlando, FL.
4. **Scheinbaum, A. Close,** Krishen, A. S., & Lough, N. L. "Event word-of-mouth," Academy of Marketing Science, May 2016, Orlando, FL.

5. Barnhart, M., Brownlie, D., Dobscha, S., Dinnin Huff, A., McAlexander, B. McAlexander, J., Podoshen, J., Sanghvi, M., **Scheinbaum, A. Close**, Steinfield, L. "A conceptual model of transformative learning in marketing education," Marketing Educators Association, April 2016, Denver, CO.
6. Mitchell, N., **Close, A. G.**, Li, D. "Purse parties: The social implications of fake luxury parties," Academy of Marketing Science, May 2015, Denver, CO.
7. Wang, S., **Close, A. G.**, Ngamsiriudom, W. "Celebrity endorsement in the airline sector," Academy of Marketing Science, May 2015, Denver, CO.
8. **Close, A.G.**, Yoo, S. C., Wilcox, G. "How does event sponsorship impact bottom line?: Below the line marketing and underage consumers," Academy of Marketing Science, May 2015, Denver, CO.
9. **Close, A. G.** & Lacey, R. "The role of social responsibility on event sponsor effectiveness," American Marketing Association, August 2014, San Francisco, CA.
10. **Close, A. G.**, Lacey, R. & Cornwell, T.B., "Sponsors courting tennis fans: Visual Processing and Need for Cognition in Evaluating Event Sponsorship," Academy of Marketing Science, May 2014, Indianapolis, IN.
11. **Close, A. G.** & Murshed, F. "More than taste matters in brand loyalty," American Marketing Association, February 2014, Orlando FL.
12. **Close, A. G.**, Krishen, A. S., & Lough, N. L. "Communicating lifestyle through sports marketing," Sport Management Association, October 2013, Albuquerque, NM.
13. **Close, A. G.**, Krishen, A. S., & Lough, N. L. "What causes event attendees to share word-of-mouth? A fan identification model," American Marketing Association, August 2013, Boston MA.
14. 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," INFORMS Marketing Science, Istanbul, Turkey.
15. **Close, A. G.** & Song, Y. A. (2013, May) "Revisiting the determinants of sport sponsorship response," Academy of Marketing Science Annual Conference, Monterey, CA. *\*Conference Best Paper Award, The Academy of Marketing Science Annual Conference*
16. **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.
17. **Close, A. G.** & Lacey, R. (2012, August) "Does fit matter in event sponsorship-linked marketing?," American Marketing Association Summer Educators Conference, CBSIG Special Session on Event-Sponsorship Fit, Chicago, IL.
18. **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," American Marketing Association Marketing and Public Policy and Marketing Conference, Atlanta, GA.
19. **Close, A. G.**, Lacey, R. & Finney, R. Z. (2011, May) "Sponsored event marketing: A corporate social responsibility framework," The Academy of Marketing Science Annual Conference, May 2011, Coral Gables, FL.
20. **Close, A. G.** & Lacey, R. (2010, August) "A macromarketing perspective of event marketing and corporate social responsibility," American Marketing Association Summer Educators' Conference, Boston, MA.
21. **Close, A. G.** & Kukar-Kinney, M. (2009, August) "Beyond buying: Motivations behind consumers' shopping cart use," American Marketing Association Summer Educators' Conference, Chicago, IL.
22. **Close, A. G.** & Lacey, R. (2009, August) "Sport sponsorship and event marketing," American Marketing Association Summer Educators' Conference, Chicago, IL.
23. **Close, A. G.** & Fowler III, A. R. (2008, October) "The single consumer during marketplace events: Avoiding tradition and extending the self," Association for Consumer Research, San Francisco, CA.
24. **Close, A. G.** & Lacey, R. (2008, August) "Sporting event sponsorship: The role of affective forecasting on brand image and purchase intentions," American Marketing Association Summer Educators' CBSIG & SportSIG Pre-Conference Symposium, San Diego, CA.



25. **Close, A. G. & Kukar-Kinney, M.** (2008, August) "Mission aborted: Why do consumers abandon their online shopping carts?," American Marketing Association Summer Educators' Conference, San Diego, CA.
26. **Close, A. G. & Kukar-Kinney, M.** (2007, May) "Mission aborted: Why do consumers abandon their online shopping carts?," 15th International Conference on Recent Advances in Retailing and Consumer Services Science, Zagreb, Croatia.
27. Lacey, R., **Close, A. G. & Finney, R. Z.** (2007, November) "The impact of event marketing on brand image and purchase intentions," Society for Marketing Advances, San Antonio, TX.
28. 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," Frontiers in Service Conference, San Francisco, CA.
29. **Close, A. G.**, Guidry Moulard, J., & Monroe, K. (2007, February) "What impacts first faculty placements in marketing?," American Marketing Association Winter Educators' Conference, San Diego, CA.
30. **Close, A. G. & Zinkhan, G. M.** (2006, October) "Consumer experiences and market resistance," Association for Consumer Research, Orlando, FL.
31. **Close, A. G.**, Guidry Moulard, J. & Monroe, K. (2006, August) "The marketing market," American Marketing Association Summer Educators' Conference, Chicago, IL.
32. **Close, A. G.** (2006, August) "Technology and sales research: Current trends/new avenues," American Marketing Association Summer Educators' Conference, Chicago, IL.
33. **Close, A. G.** (2005, October) "A holiday loved and loathed: A consumer perspective of the Valentine's Day market," Association for Consumer Research, San Antonio, TX.
34. **Close, A. G.**, Zinkhan, G. M. & Finney, R. Z. (2004, August) "Cyber identity theft: Issues for public policy," American Marketing Association Summer Educators' Conference, Boston, MA.
35. Austin, G., **Close, A. G.**, Contractor, S., Song, J., & Zhang, Q. (2004, August) "A content analysis of content analyses in marketing," American Marketing Association Summer Educators' Conference, Boston, MA.
36. **Close, A. G.** (2003, October) "Romance and the Internet: The e-mergence of e-dating," Association for Consumer Research, Toronto, ON, Canada.
37. Zinkhan, G. M., Preshaw, P. & **Close, A. G.** (2003, October) "Sex-typing of leisure activities," Association for Consumer Research, Toronto, ON, Canada.
38. **Close, A. G.** (2003, May) "E-dating," The Academy of Marketing Science Doctoral Symposium, Washington, D.C.
39. **Close, A. G.** (2002, September) "Who's the boss: Dating in the workplace," Atlantic Marketing Association Annual Conference, Savannah, GA.

#### **INVITED TALKS**

- Close, A. G.** (2015, October) "Media Sports Rights- It's a Brave New World", Sports Marketing Association, Atlanta, GA.
- Close, A. G.** (2013, May) "Role of Director", Academy of Marketing Science Annual Conference, Monterey, CA.
- Close, A. G.** (2012, August) "Your Human Brand and The Marketing Market," The Marketing Ph.D. Project and DocSIG, Chicago, IL.
- Close, A. G.** (2009, August) "Best Practices: Transitioning from Doctoral Student to Junior Faculty", Doctoral Student Special Interest Group Symposium, American Marketing Association Summer Educators' Conference, Chicago, IL.
- Close, A. G.** (2009, April) "Holiday Event Marketing for the Entertainment Industry", Antique and Amusement Photographers International Annual Conference, Las Vegas, NV (keynote)

**Close, A. G.** (2005, August) "The Marketing Market," Doctoral Student Special Interest Group Symposium, Doctoral Student Special Interest Group Symposium, American Marketing Association Summer Educators' Conference, Chicago, IL.

**Close, A. G.** (2005, August) "The Academic Market: Trends, Hiring, and Interviewing", American Marketing Association Summer Educators' Conference, San Francisco, CA.

## **FUNDED RESEARCH**

### **EXTERNAL RESEARCH FUNDING (ACCOMPANYING JOURNAL ARTICLE STATUS)**

**Larry H. Miller Tour of Utah** (2014). "Event sponsorship analysis and the economic impact of a professional cycling event for Utah" Role: Principal Investigator-\$20,000 (working paper)

**USA Cycling Organization/Volkswagen USA National Championships** (2014). "Event sponsorship analysis and the economic impact of a professional cycling event for Tennessee" Role: Principal Investigator- \$4,500 (*Journal of Advertising Research*, forthcoming)

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

**Toyota/National Hot Rod Association (NHRA)/IFM** (2012-2013). "Event sponsorship, global consumer perception and the National Hot Rod Association" Role: Principal Investigator-\$3,500 (working paper)

**Shell/IFM/Texas Program in Sports & Media Shell Houston Open** (2012). "Event sponsorship analysis and role of event hospitality in VIP sponsorship perception" Role: Principal Investigator- \$17,000 (working paper)

**USA Cycling** (2012-2013). "Event sponsorship analysis and economic impact of a professional cycling event-USA Pro Cycling Challenge, Colorado" Role: Principal Investigator- \$5,000 (working paper)

**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 (*Journal of Business Research*, 2015)

**Lexus Las Vegas Open** (2010). "Event sponsorship analysis and consumer need for cognition and visual processing of brand logos" Role: Principal Investigator- \$ 500 (AMA Sport Marketing Paper of the Year Award 2016; *Journal of Advertising Research*, 2015)

**Mazda/Road Atlanta Mazda Petit Le Mans** (2008). "Fan demographics, consumer brand perception, and sponsorship impact" Role: Principal Investigator- \$7,500 (Best Overall Conference Paper Award at Academy of Marketing Science Annual Conference 2013; working paper presented at Winter AMA 2017)

**Suzuki/Road Atlanta Suzuki Superbike Showdown** (2008). "Fan demographics and sponsorship impact" Role: Principal Investigator- \$7,500 (working paper accepted at Winter AMA 2017)

**AT&T Tour de Georgia** (2008). "Consumer engagement with event sponsors and the economic impact of a professional cycling event" Role: Principal Investigator- \$2,000 (*International Journal of Sports Marketing and Sponsorship*, 2013)

**AT&T Tour de Georgia** (2007). “Consumer engagement with event sponsors and the economic impact of a professional cycling event” Role: Principal Investigator- \$2,000 (*Sport Marketing Quarterly*, 2013)

**Ford Tour de 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 (*Journal of Business Research*, 2010)

**Dodge Tour de Georgia** (2005). “Event sponsorship analysis and the economic impact of a professional cycling event” Role: Principal Investigator- \$2,000 (*Journal of Advertising Research*, 2006)

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

#### **UNIVERSITY OF TEXAS PILOT & DEVELOPMENT GRANTS (ACCOMPANYING JOURNAL STATUS)**

The University of Texas at Austin. VP of Research Special Research Grant. (2017) “How Does Event Sponsorship Play a Role in Underage Drinking Attitudes and Intentions?” Role: PI- \$550 (working paper)

The University of Texas at Austin. Moody College of Communication (Spring 2014) Student Enrichment Funds Award. “Event Sponsorship Studies” Role: PI- \$5,700 (*Journal of Advertising Research*, forthcoming)

The University of Texas at Austin. Moody College of Communication (2011-2012) Grant Preparation Award “Event Sponsorship and Adolescent Perception of Alcohol Sponsorships” Role: PI- \$6,000.  
\*Grant Submitted to National Institutes of Health/National Institute of Alcohol Abuse (2013). “How does event sponsorship play a role in underage drinking?” Role: Principal Investigator; Co-Investigators: Gary Wilcox, Seung Chul Yoo & Robert Crosnow-\$567,127 (Not Funded) (Working paper)

The University of Texas at Austin. Moody College of Communication (2011-2012) Student Enrichment Funds Award. “Event Sponsorship and the Role of Peer Pressure on Event Attendance and Consumption” Role: PI- \$5,700 (*Journal of Consumer Behavior*, 2013)

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

#### **TEACHING**

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

**\*Integrated Communication Campaigns** (Undergraduate; Web-based, Project Course)  
Summer 2015, Summer 2017

**\*Integrated Communications Management** (Graduate, Writing Intensive Case Course)  
Spring 2015, Spring 2017

**\*Integrated Communications Management** (Writing-Flag Course; Upper-level, Case Course)  
Fall 2011, Spring 2012, Fall 2012, Spring 2012, Fall 2013, Spring 2014, Fall 2014, Fall 2015, Fall 2016, Fall 2017

**\*Psychology of Advertising** (Lower-level Undergraduate, University Wide, Large Lecture Course)  
Fall 2012, Spring 2012, Fall 2013, Spring 2014, Summer 2014-Online, Fall 2014, Spring 2015, Fall 2015, Fall 2016, Spring 2017, Fall 2017

**\*Advertising Problems** (Undergraduate, Individual Instruction)  
Fall 2012

**\*Doctoral Independent Study** (Doctoral, Individual Instruction)

Summer 2012

**MBA Marketing Opportunity Analysis** (Graduate, Writing Intensive Case Course)

Fall 2010

**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\*\*

**Advertising Management** (Upper-level Undergraduate, Lecture & Project Course)

Spring 2003, Fall 2003\*\*, Spring 2004\*\*, Summer 2004, Fall 2004\*\*, Fall 2005\*\*

**Integrated Marketing Communications** (Upper-level Undergraduate, Lecture & Project)

Fall 2009, Fall 2010

**International Marketing** (Upper-level Undergraduate, Lecture Course)

Fall 2003\*\*, Spring 2004\*\*, Fall 2004\*\*, Spring 2005\*\*

**Advanced Marketing Management** (Capstone Undergraduate, Marketing Plan Project Course)

Spring 2004\*\*, Spring 2005\*\*, Spring 2006\*\*

**Special Topics in Marketing** (Upper-level Undergraduate, Guided Undergraduate Research)

Fall 2004, Spring 2005, Fall 2005, Spring 2006

**Professional Sales** (Upper-level Undergraduate, Lecture & Project Course)

Summer 2004

**Marketing Research** (Upper-level Undergraduate, Lecture & Project Course)

Summer 2003

#### **TEXTBOOK DIGITAL CONTENT & SUPPLEMENTS**

(2014) Hoyer, W., MacInnis, D. & Pieters, R. Consumer Behavior, 6<sup>th</sup> ed. Cengage. (Teaching supplements- power points, test bank, instructors' manual)

#### **TEACHING DEVELOPMENT/WORKSHOPS**

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

#### **PH.D. DISSERTATION MENTORING**

##### **DISSERTATION COMMITTEE MEMBER**

1. Tae Rang Choi
2. Hyunsang Son
3. Angie Morris
4. Dan (Kitty) Li
5. Eun Kang, Spring 2016, "Green CSR Communication in the Service Industry: Strategy Development for Hotels Informative and Persuasive Green Messages"; Placement: Kutztown University
6. Young-A Song, Spring 2016, "Rebuilding Brand Trust: The Role of Brand Apology and Implicit Beliefs"
7. Dong Hoo Kim, "Time Will Construe Me: The Fit Effect of Culture, Temporal Distance, and Construal Level", Summer 2014; Placement: University of North Carolina, Chapel Hill
8. Natalie Mitchell, "The Impact of Luxury Brand Placements on Consumer Culture", Summer 2014; Placement: Tulane University

9. Seung Chul Yoo, “Consumer Psychology in a Virtual Store: The Impact of Automatic Priming” and Assimilation/Contrast,” Committee Member, Summer 2012; Placement: Loyola University, Chicago
10. MiHuyn Kang, The Facilitating Role of Review Ratings on Online Consumer Review Processing,” Committee Member, Summer 2012; Placement: Eastern Connecticut State University

**THESIS CHAIR**

1. Joshua Veazey (Topic-Consumer Behavior via Smart Televisions), Spring 2016; Placement-Industry (USA)
2. Mark Parent (Topic-Brand Constellations and Sport Sponsorship), Spring 2016; Placement-Industry (USA)
3. Hwanjong Cho (Topic-Congruity and Sponsorship), Spring 2016
4. Aissa Widle, “Sensory Marketing and Events”, Co-chair, Summer 2015; Placement-Industry (USA)
5. Tae Rang Choi “The Emotional appeal of Hope and the Effects of Logo in Cause-Related Marketing,” Spring 2015; Placement- PhD program, Stan Richards School of Advertising, The University of Texas at Austin, (USA)
6. Elizabeth Harp, “Online Branded Content in Marketing,” Professional Report, Fall 2012; Placement- MSIS Program, School of Information, The University of Texas at Austin, (USA)

**THESIS COMMITTEE/READER**

1. Sai Wang, “The Effect of Online Consumer Reviews on Online Purchase Intent: The Role of Message and Source Characteristics,” Spring 2014; Placement-Industry (China)
2. Sarah Allen, “Mr. Mom No More: The Rise of the Male Caregiver and His Implications on the Marketing Landscape,” Professional Report, Fall 2012; Placement-Industry (USA)
3. Seonjeong Lee, “How Information Quality and Market Turbulence Impact Convention and Visitors Bureaus Use of Marketing Information: Insights for Destination and Event Marketing,” Spring 2006; Placement-University of Massachusetts Doctoral Program in Hotel Admin (USA)
4. Min Sook Kim, “Analysis of Determining Factors of a Convention and Visitors Bureau Website From the Perspective of Meeting Planners, Fall 2006; Placement- Industry (S. Korea)

**UNDERGRADUATE ADVISING**

1. Karina Rao, Plan II Honors Advisor, Spring 2015
2. Kylee Pendree, “Corporate Social Responsibility via Guate Boots”, Bridging Disciplines Program Advisor: Innovation, Creativity, and Entrepreneurship, Spring 2014
3. Emily Weissenstein, “Corporate Events & Sponsorship,” Bridging Disciplines Program Advisor: Innovation, Creativity, and Entrepreneurship, Spring 2013
4. Kaitlyn Telge, “Event Marketing,” Bridging Disciplines Program Advisor: Innovation, Creativity, and Entrepreneurship, Spring 2012

**SERVICE**

**SERVICE TO THE UNIVERSITY OF TEXAS AT AUSTIN**

2015-current	B-2 Recreational Sports Committee (Chair, Fall 2017-current)
2016-current	C-13 Information Technology Committee (Vice Chair, Spring 2017-current)
Nov-Dec 2015	Faculty Forum for Provost Search Interviews (Provost Maurie McInnis)
2016-2017	B-2 Recreational Sports Committee (Vice Chair, Fall 2016-Fall 2017)
Feb 2015	Faculty Forum for Presidential Search Interviews (President Gregory Fenves)
2013-2015	Faculty Council (Transportation Committee & Athletics Ticketing Subcommittee)

**SERVICE TO THE MOODY COLLEGE OF COMMUNICATION**

2016-current	Global Engagement Committee
2016-2017	Executive Education Steering Committee (Chair, Research Sub-Committee)
2015-2016	Faculty Research Committee
Dec 2016	Commencement Marshall
May 2015	Commencement Marshall
Dec 2015	Commencement Marshall

**SERVICE TO THE STAN RICHARDS SCHOOL OF ADVERTISING & PUBLIC RELATIONS**

2015-2016	Faculty Recruiting Committee
2012-2015	Faculty Recruiting Committee
2013-2014	Undergraduate Curriculum Committee
2013	Faculty Recruiting Committee
2013	Faculty Mentor, Texas Advertising Group Advertising Agency Trip, New York
2012	Faculty Mentor, Texas Advertising Group Advertising Agency Trip, New York
2011-2014	Scholarship Committee
2011-2013	Parents' Day Committee

**SERVICE TO THE ACADEMY: ELECTED OR EXECUTIVE APPOINTED LEADERSHIP**

2016-current	Vice President, Development- Academy of Marketing Science
2014-2016	Vice President, Membership- North America, Academy of Marketing Science
2012-2014	Director of Doctoral Student & Jr. Faculty Initiatives, Academy of Marketing Science
2013-2014	Past President, American Marketing Association Consumer Behavior SIG
2006-2013	President, American Marketing Association Consumer Behavior SIG
2004-2006	Vice President Research, American Marketing Association Doctoral Student SIG

**SERVICE TO THE ACADEMY: EDITORIAL REVIEWING**

**EDITORIAL BOARDS**

2017-current	Editorial Review Board, <i>International Journal of Advertising</i>
2017-current	Editorial Review Board, <i>Journal of Advertising Research</i>
2017-current	Editorial Review Board, <i>Journal of Advertising</i>
2016-current	Editorial Review Board, <i>Journal of Business Research</i>
2014-current	Editorial Review Board, <i>Journal of Consumer Marketing</i>
2013-current	Editorial Review Board, <i>Journal of the Academy of Marketing Science</i> (JAMS Ad-Hoc Reviewer since 2003; Editorial Assistant 2002-2003)
2013-current	Editorial Review Board, <i>Cornell Hospitality Quarterly</i>
2013-current	Editorial Review Board, <i>Sport Marketing Quarterly</i>

**REVIEWER**

2017-current	Ad-hoc Reviewer, <i>Journal of Consumer Research</i>
2017-current	Ad-hoc Reviewer, <i>Marketing Letters</i>
2017-current	Ad-hoc Reviewer, <i>Journal of Services Marketing</i>
2015-current	Ad-hoc Reviewer, <i>Journal of Marketing</i>
2015-current	Ad-hoc Reviewer, <i>International Journal of Advertising</i>
2014-current	Ad-hoc Reviewer, <i>Journal of Advertising Research</i>
2013-current	Ad-hoc Reviewer, <i>Journal of Consumer Psychology</i>
2013-current	Ad-hoc Reviewer, <i>Journal of Interactive Marketing</i>
2012-current	Ad-hoc Reviewer, <i>Journal of Business Research</i>
2011-current	Ad-hoc Reviewer, <i>International Journal of Research in Marketing</i>
2011-current	Ad-hoc Reviewer, <i>European Journal of Marketing</i>

2007-current Ad-hoc Reviewer, *Journal of Advertising*

**SERVICE TO THE ACADEMY: ACADEMIC CONFERENCES**

**CONFERENCE CHAIR**

2015 Conference Co-Chair, Academy of Marketing Science Annual Conference

**TRACK CHAIR**

2013 Track Co-Chair, Academy of Marketing Science Annual Conference  
2012 Track Co-Chair, Academy of Marketing Science World Marketing Congress  
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

**SESSION CHAIR**

2014 Session Chair, Academy of Marketing Science Annual Conference  
2013 Session Chair, Academy of Marketing Science Annual Conference  
2009 Session Chair, American Marketing Association Summer Ed Conference  
2007 Session Chair, American Marketing Association Summer Ed Conference  
2006 Session Chair American Marketing Association Winter Ed Conference  
2005 Session Chair, American Marketing Association Summer Ed Conference

**SERVICE TO THE LOCAL COMMUNITY/ADVOCACY WORK**

2006-Present Member, Junior League International | Committee Member, Junior League of Las Vegas (2006-2011), Junior League of Austin since 2011. Active in volunteering for to those in-need in Austin. Focus: children and education

2015-Present Project Chair & College Application Coach, Breakthrough Austin | Leading team of volunteers of college application coaches of first generation college students to help foster diversity of applicants into college

2014-2015 Photographer/Communications Council. Photographed & digitally achieved community impact events in Austin including: Coats for Kids, Food in Tummies, Austin Smiles Alive, & A Christmas Affair for PR & media

2013-2014 Committee Member, Recipient Eligibility Specialist, Coats for Kids | Event giving thousands of free winter coats to children in need in central Texas

2008-2011 Committee Member-Andre Agassi Foundation. Advocate for increased investment and accountability in public schools in Las Vegas, NV, fundraising/auction committee.

2004-2006 Pro-bono Marketing Consulting. Supervised & donated original marketing plans for approximately 20 in-need clients (corporate start up or non-profit organizations) in Atlanta's surrounding communities.

### **BUSINESS EXPERIENCE**

2011- Present      Co-founder, Event Sponsorship Measurement, LLC | Specializing in economic impact of (mainly professional sport) events and event sponsor evaluation with experience measuring events & providing consumer psychology theory based managerial & government action items in: GA, TX, NV, UT, CO, TN. *Synergistic with scholarly research studies.*

### **PROFESSIONAL MEMBERSHIPS**

2003-Present      Member, *American Marketing Association* (Past President, Consumer Behavior Special Interest Group 2013-2014; President, Consumer Behavior Special Interest Group, 2006-Aug. 2013)

2004-Present      Member, *Academy of Marketing Science* (Director, Doctoral Student & Junior Faculty Initiatives 2012-2014; Vice President Membership-North America 2014-2016; Vice President Development 2016-current)

2004-2011;  
2015-Present      Member, *Association for Consumer Research*