

**ANGELINE CLOSE SCHEINBAUM**

[aschein@clemson.edu](mailto:aschein@clemson.edu)

(512) 788-2480

**EDUCATION**

- Ph.D., 2006 The University of Georgia, Terry College of Business, Marketing
- M.M.C, 2002 The University of Georgia, Advertising
- A.B.J, 2000 The University of Georgia, Advertising
- Study Abroad Avignon, France (Summer 2001); Madrid, Spain (Summer 1998)
- Internship United States House of Representatives, Washington D.C. (Summer 2000)

**UNIVERSITY APPOINTMENTS**

- 2019- Associate Professor of Marketing & Dan Duncan Endowed Professor of Sports Marketing  
Wilbur O. and Ann Powers College of Business, Clemson University
- 2018-2019 Associate Director for Research, Center for Sports Communication & Media  
The University of Texas at Austin
- 2014-2019 Associate Professor (with Tenure), The University of Texas at Austin  
Stan Richards School of Advertising & Public Relations
- 2011-2014 Assistant Professor, The University of Texas at Austin  
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, Department of Marketing
- 2002- 2003 Research Assistant, The University of Georgia, Department of Marketing
- 2001- 2002 Teaching Assistant, The University of Georgia, Department of Advertising & Public  
Relations

**HONORS AND AWARDS**

- 2020 Research Affiliate, Women's Leadership, Clemson
- 2020 Best Reviewer Award, Journal of Advertising Research
- 2019, 2015, 2012 Nominee, Hamilton Book Award, The University of Texas at Austin
- 2018 Doctoral Consortium Faculty Delegate, Society for Marketing Advances
- 2017 Research Affiliate, Center for Sports Communication & Media, The University of  
Texas at Austin
- 2017 Research Affiliate, Center for Women's & Gender Studies, The University of Texas at  
Austin
- 2017 Research Fellow, Direct Marketing Education Foundation
- 2017 Special Research Grant, VP Research, UT Austin
- 2016 American Marketing Association Sport & Sponsorship-Linked Marketing SIG  
Paper of the Year in Sport Marketing
- 2015 Best Reviewer Award, Journal of Consumer Marketing
- 2015 Student Enrichment Funding Award, The University of Texas at Austin

2015	Conference Co-Chair, Academy of Marketing Science Annual Conference
2015	Doctoral Consortium Arrangements Co-Chair, Academy of Marketing Science
2014	Texas Blazers Faculty Appreciation Award
2013	Grant Preparation Award, The University of Texas at Austin
2011	Student Enrichment Funds Award, The University of Texas at Austin
2011	M.W. Delozier Best Conference Paper Award, Academy of Marketing Science
2009	Research Faculty of the Year Award, Lee College of Business
2009	Research Faculty of the Year Award, UNLV Department of Marketing
2009	Regents' Teaching Academy Graduate, State of Nevada
2007	Academy of Marketing Science Junior Faculty Travel Grant
2005	INFORMS Marketing Science Doctoral Consortium Delegate, Emory University
2003, 2002	Career Services Faculty Impact Award, University of North Georgia
2000	Comer Research Award, The University of Georgia
1997-2000	Full Academic Scholarship, The University of Georgia

## RESEARCH

### SCHOLARLY RESEARCH FOCUS

- Consumer Behavior/Online Consumer Behavior
- Integrated Brand Promotion/Branding/Sponsorship
- Contexts/Industries: Sport/Social Media/E-Commerce

### SCHOLARLY RESEARCH IMPACT

Citations: 4,304

h-index: 29

i10 index: 40

### JOURNAL PUBLICATIONS (°doctoral student)

Graeber, J.° & Close Scheinbaum, A. (2022). If the cause fits, wear it: Jersey sponsorship and the role of congruence, articulation, and CSR-linked marketing. *Sport Marketing Quarterly*, 31(3), in press.

Kukar-Kinney, M., Close Scheinbaum, A. Orimoloye, O.°, Carlson, J., & He, H. (2022). A model of online shopping cart abandonment: Evidence from e-tail click-stream data. *Journal of the Academy of Marketing Science*, 50(2), 961-980.

Scheinbaum, A. Close, Krishen, A.S., & Lacey, R. (2022). The role of faraway fans on event sponsorship: Why sponsor patronage is stronger among fans who travel far to events. *Journal of Advertising Research*, 62(1), 49-61.

Olanrewaju, O.°, Scheinbaum, A. Close, Kukar-Kinney, M., Ma, T., Sung, M., & Johnson, J. (2022). Differential effects of device modalities and exposure to online reviews on online purchasing: A field study. *Journal of Advertising*, 51(4), 430-439.

Wang, B.°, Scheinbaum, A. Close, Li, S.°, & Krishen, A. (2021). How affective evaluation and tourist type impact event marketing outcomes: Field studies in experiential marketing. *Journal of Advertising*, In Press.

Hwang, H-C.°, Oh, J., & Scheinbaum, A. Close (2020). Interactive music for multisensory e-commerce: The moderating role of online consumer involvement in experiential value, cognitive value, and purchase intention. *Psychology & Marketing*, 37(8), 1031-1056.

- Scheinbaum, A. Close, Shah, P.°, Kukar-Kinney, M., & Copple, J.° (2020). Regret and nonredemption of daily deals: Individual differences and contextual elements. *Psychology & Marketing*, 37(4), 535-555.
- Scheinbaum, A. Close, Lacey, R., & Drumwright, M. (2019). Social responsibility and event-sponsor portfolio fit: Positive outcomes for events and brand sponsors. *European Journal of Marketing*, 53(2), 138-163.
- Scheinbaum, A. Close & Wang, S. (2018). Customer centricity and guanxi prevalence as social capital: A study of international business relationships. *Journal of Business and Industrial Marketing*, 33(8), 1209-1220.
- Wang, S. & Scheinbaum, A. Close (2018). Enhancing brand credibility via celebrity endorsement: Trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58 (1), 16-32.
- S. Wang, Hsu, M.K.H., Scheinbaum, A. Close, & Tsai, F.M. (2018). Brand loyalty in the cruise sector: Age cohorts, gender and travel attributes as key moderators for relationship marketing theory. *Journal of Marine Science and Technology*, 26(6), 764-776.
- 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.
- Scheinbaum, A. Close, Lacey, R., & Liang, M.C.° (2017). Communicating corporate responsibility to fit consumer perceptions: How sincerity drives event and sponsor outcomes. *Journal of Advertising Research*, 57 (4), 410-421.
- 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.
- Scheinbaum, A. Close (2016). Digital engagement: Opportunities and risks for sponsors marketing via mobile and digital platforms. *Journal of Advertising Research*, 56 (4), 341-345. (invited).
- 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 Sport & Sponsorship-Linked Marketing SIG 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. (2013). Fit Matters? 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. (Media mentions: *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 cybercources: 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.

### **RESEARCH IN THE PEER REVIEW PROCESS** (°current or past doctoral student)

Scheinbaum, A. Close, Brook Russell & Huang, J.° How Corporate Social Responsibility Perception in Event Sponsorship and Event-Sponsor Fit Drive Use: The Moderating Role of Sponsor Brand Trust.

### **RESEARCH IN PREPARATION** (°current or past doctoral student)

Scheinbaum, A. Close, Giebelhausen, Michael, Dobscha, Susan, & Steinfield, Laurel. Creating transformative marketing leaders: A transformative orientation for marketing decision-making through marketing metacognition and perspective gathering.

Scheinbaum, A. Close, Song, Young-A°, & Kang, Eun°. Understanding consumer responses to sport sponsorship: A re-inquiry and corroboration in the field.

Lacey, R., Scheinbaum, A. Close, Suh, J. & K. Gwinner. Gratitude in sport sponsorship: Evidence from the field.

Wakefield, Lane & A. Close Scheinbaum. The delivery likelihood model of word-of-mouth: A theory explaining why consumers do or do not deliver WOM.

Son, Hyunsang°, Scheinbaum, A. Close, Yoo, Seung-Chul°, Jeon, Jongwoog°, & Wilcox, Gary. How does sport sponsorship impact underage drinking?

Scheinbaum, A. Close, Brook Russell, Oriana Aragon & Huang, J.° Drivers of Word of Mouth: What Impacts Recommending a Sport During a Pandemic

Flynn, Ash Dixit, Kimberly Neuendorf, & A.C. Scheinbaum, A Framework for Understanding Academic Marketing Research Success.

Carlson, Jeffrey, M. Kukar-Kinney, H. He, & A.C. Scheinbaum, Motivations behind consumers' online shopping cart use and abandonment: A replication and extension.

### **BOOKS**

O'Guinn, T., C. Allen, Scheinbaum, A. Close & R. Semenik (2019). *Advertising and Integrated Brand Promotion*, 8th Ed. Mason OH: Cengage. ISBN 978133711021 (textbook)

Scheinbaum, A. Close (Ed). (2018). *The Dark Side of Social Media: A Consumer Psychology Perspective*. New York, NY: Routledge. ISBN 978-1138052567 (edited scholarly book)

Hoyer, W., MacInnis, D., Pieters, R. & Scheinbaum, A. Close (2018). *Mind Tap Marketing for Consumer Behavior*, 7<sup>th</sup> ed. Mason OH: Cengage. ISBN 9781305640085 (textbook digital content author)

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 9781285187815 (textbook)

Close, Angeline. G. (Ed.). (2012). *Online Consumer Behavior: Theory and Research in Social Media, Advertising, and E-tail*. New York, NY: Routledge. ISBN 9781848729698 (edited scholarly book)

Kahle, L.R. & Close, Angeline. G. (Eds.). (2011). *Consumer Behavior Knowledge for Effective Sports and Event Marketing*. New York: Routledge. ISBN 9780415873581 (edited scholarly book)

**BOOK CHAPTERS** (° denotes doctoral student co-author)

Scheinbaum, A. Close (2018). A framework for the dark side of social media. In Scheinbaum, A. Close (Ed.), *The Dark Side of Social Media: A Consumer Psychology Perspective*. New York & London: Routledge.

Scheinbaum, A. Close, Krishen, A.S., Kacheen, A.°, Ridgway, N. & Mabry, A.° (2018). Mommy blogs: sacrifices, cognitions, and emotions of working mothers. In Scheinbaum, A. Close (Ed.), *The Dark Side of Social Media: A Consumer Psychology Perspective*. New York & London: Routledge.

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.

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.

King, J., Kahle, L. R. & Close, A. G. (2010). Introduction: The study of sports and events consumer behavior. In Kahle, L. R. & Close, A. G. (Eds.), *Consumer behavior knowledge for effective sports and event marketing* (p.35-62). 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-FULL PAPERS**

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.

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.

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.

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.

#### **REFEREED CONFERENCE PROCEEDINGS-PUBLISHED ABSTRACTS**

Scheinbaum, A. Close, Huang, J.°, & Russell, B. (2022). How Corporate Social Responsibility Perception in Event Sponsorship and Event-Sponsor Fit Drive Use: The Moderating Role of Sponsor Brand Trust. Sport Marketing Association Conference.

Scheinbaum, A.C., Giebelhausen, M, Steinfield, L. & Dobscha, S. (2022). A Model to Encourage a Transformative Orientation in Marketing: An Extended Abstract. Academy of Marketing Science Conference.

Wang, B., Li S., Atkinson, L. & Scheinbaum A.C. (2020). Competent and Warm? Examining Asian Stereotypes in Advertising. Association for Education in Journalism & Mass Communication-Advertising Division

Wang, B., Scheinbaum, A. Close, Li, S., & A. Krishen. The Moderating Roles of Time Pressure and Individualism for Retail Event Sponsorship (2020). Academy of Marketing Science Annual Conference.

Orimoloye, O., Kukar-Kinney, M., Carlson J., He., H., & Close Scheinbaum A. (2020). Motivations Behind Online Shopping Cart Use and Abandonment. Academy of Marketing Science Annual Conference.

Wakefield, L. & Scheinbaum, A. Close (2020). Word-of-Mouth that Consumers Do Not Share and Why, American Marketing Association Winter Educators' Conference.

Graeber, J., Scheinbaum, A. Close & N. Brown-Devlin (2019). "If the cause fits, wear It: The NBA jersey sponsorship program and the role of congruence and CSR-linked marketing in an emerging sport sponsorship environment," American Marketing Association Summer Educators' Conference.

Scheinbaum, A. Close (2018). "A framework and call for scholarship on the dark side of social media: An abstract," Academy of Marketing Science Annual Conference, 97-98.

- Scheinbaum, A. Close, Murshed, F., & R. Fox (2018). "Brand pillars that drive loyalty to a global brand: differentiation, esteem, and relevance," American Marketing Association Winter Educators' Conference.
- Scheinbaum, A. Close, Lacey, R. & M. Drumwright (2017). "Event social responsibility," American Academy of Advertising Global Conference.
- Scheinbaum, A. Close, Krishen, A., Lough, N. (2017). Event word of mouth: an abstract. *Creating Marketing Magic and Innovative Future Marketing Trends*, 695-696.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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*
- Close, A. G., Krishen, A. S., & Lough, N. L. (2013). Communicating lifestyle through sports marketing. Sport Management Association.
- 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
- 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*.
- Close, A. G. & Lacey, R. (2010). A macromarketing perspective of event marketing and corporate social responsibility. American Marketing Association Summer Educators' Conference.

Close, A. G. & Kukar-Kinney, M. (2009). Beyond buying: Motivations behind consumers' shopping cart use. American Marketing Association Summer Educators' Conference.

Close, A. G. & Lacey, R. (2009). Sport sponsorship and event marketing. American Marketing Association Summer Educators' Conference.

Close, A. G. & Fowler III, A. R. (2008). The single consumer during 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.

Close, A. G. & Kukar-Kinney, M. (2008). Mission aborted: Why do consumers abandon their online shopping carts? American Marketing Association Summer Educators' Conference.

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.

Lacey, R., Close, A. G. & Finney, R. Z. (2007). The impact of event marketing on brand image and purchase intentions. Society for Marketing Advances.

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.

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.

Close, A. G., Guidry Moulard, J. & Monroe, K. (2006). The marketing market. American Marketing Association Summer Educators' Conference.

Close, A. G., Zinkhan, G. M. & Finney, R. Z. (2004). Cyber identity theft: Issues for public policy. American Marketing Association Summer Educators' Conference.

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.

Close, A. G. (2002) Who's the boss: Dating in the workplace. Atlantic Marketing Association.

#### **REFEREED CONFERENCE PRESENTATIONS**

Scheinbaum, A. Close, Huang, J.°, & Russell, B. (2022). How Corporate Social Responsibility Perception in Event Sponsorship and Event-Sponsor Fit Drive Use: The Moderating Role of Sponsor Brand Trust. Sport Marketing Association Conference.

Scheinbaum, A.C., Giebelhausen, M, Steinfeld, L. & Dobscha, S. (2022). A Model to Encourage a Transformative Orientation in Marketing: An Extended Abstract. Academy of Marketing Science Conference.

Wang, B., Li S., Atkinson, L. & Scheinbaum A.C. (2020). Competent and Warm? Examining Asian Stereotypes in Advertising. Association for Education in Journalism & Mass Communication-Advertising Division

Wang, B., Scheinbaum, A. Close, Li, S., & A. Krishen. The Moderating Roles of Time Pressure and Individualism for Retail Event Sponsorship (2020). Academy of Marketing Science Annual Conference.

Orimoloye, O., Kukar-Kinney, M., Carlson J., He., H., & Close Scheinbaum A. (2020). Motivations Behind Online Shopping Cart Use and Abandonment. Academy of Marketing Science Annual Conference.

Wakefield, L.S. & Scheinbaum, A. Close. "Word-of-mouth that consumers do not share and why," American Marketing Association Winter Educators' Conference, Feb 2020, San Diego CA.

Scheinbaum, A. Close, Son, H., Jeon, W., Wilcox, G. & Yoo, S. "Exposing underage consumers to alcohol sport sponsorship: The role of arousal on brand attitude and beverage choice," Academy of Marketing Science, May 2019, Vancouver B.C., Canada.

Lane Wakefield & Scheinbaum, A. Close, "Obligatory consumption and electronic word-of-mouth regarding hedonic and utilitarian products," American Marketing Association, Feb. 2019, Austin, TX.

Scheinbaum, A. Close, "The dark side of social media," Academy of Marketing Science, May 2018, New Orleans LA.

Scheinbaum, A. Close, Murshed, F., & R. Fox. "Brand pillars that drive loyalty to a global brand: differentiation, esteem, and relevance," American Marketing Association, Feb. 2018, New Orleans LA.

Scheinbaum, A. Close, Lacey, R. & M. Drumwright. "Event social responsibility," American Academy of Advertising Global Conference, Tokyo, Japan.

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.

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.

Scheinbaum, A. Close, Krishen, A. S., & Lough, N. L. "Event word-of-mouth," Academy of Marketing Science, May 2016, Orlando, FL.

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.

Mitchell, N., Close, A. G., Li, D. "Purse parties: The social implications of fake luxury parties," Academy of Marketing Science, May 2015, Denver, CO.

Wang, S., Close, A. G., Ngamsiriudom, W. "Celebrity endorsement in the airline sector," Academy of Marketing Science, May 2015, Denver, CO.

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.

- Close, A. G. & Lacey, R. "The role of social responsibility on event sponsor effectiveness," American Marketing Association, August 2014, San Francisco, CA.
- 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.
- Close, A. G. & Murshed, F. "More than taste matters in brand loyalty," American Marketing Association, February 2014, Orlando FL.
- Close, A. G., Krishen, A. S., & Lough, N. L. "Communicating lifestyle through sports marketing," Sport Management Association, October 2013, Albuquerque, NM.
- 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.
- 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.
- 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*
- 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.
- 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.
- 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.
- 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.
- 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.
- Close, A. G. & Kukar-Kinney, M. (2009, August) "Beyond buying: Motivations behind consumers' shopping cart use," American Marketing Association Summer Educators' Conference, Chicago, IL.
- Close, A. G. & Lacey, R. (2009, August) "Sport sponsorship and event marketing," American Marketing Association Summer Educators' Conference, Chicago, IL.

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.

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.

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.

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.

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.

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.

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.

Close, A. G. & Zinkhan, G. M. (2006, October) "Consumer experiences and market resistance," Association for Consumer Research, Orlando, FL.

Close, A. G., Guidry Moulard, J. & Monroe, K. (2006, August) "The marketing market," American Marketing Association Summer Educators' Conference, Chicago, IL.

Close, A. G. (2006, August) "Technology and sales research: Current trends/new avenues," American Marketing Association Summer Educators' Conference, Chicago, IL.

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.

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.

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 Educator's Conference, Boston, MA.

Close, A. G. (2003, October) "Romance and the Internet: The e-mergence of e-dating," Association for Consumer Research, Toronto, ON, Canada.

Zinkhan, G. M., Prenshaw, P. & Close, A. G. (2003, October) "Sex-typing of leisure activities," Association for Consumer Research, Toronto, ON, Canada.

Close, A. G. (2003, May) "E-dating," The Academy of Marketing Science Doctoral Symposium, Washington, D.C.

Close, A. G. (2002, September) "Who's the boss: Dating in the workplace," Atlantic Marketing Association Annual Conference, Savannah, GA.

### **INVITED TALKS OR TELEVISED RESEARCH INTERVIEWS**

Scheinbaum, A. Close, with panel on job market topics. American Marketing Association. August 2022, Chicago, IL.

Scheinbaum, A. Close, Brook Russell & Huang, J.° How Corporate Social Responsibility Perception in Event Sponsorship and Event-Sponsor Fit Drive Use: The Moderating Role of Sponsor Brand Trust. Clemson University Marketing Department Research Brownbag Series. April 2021, Clemson SC.

Scheinbaum, A. Close, "The WOM delivery model and why consumers don't share" The University of Georgia Grady College Spring Research Series. Feb. 2020, Athens, GA.

J. Ford, L. Pitt, C. Campbell, K. Plangger & A. Close Scheinbaum, "Advertising scholarship from the view of editors and reviewers," American Marketing Association, Feb. 2020, San Diego, CA.

Scheinbaum, A. Close (2020, Jan), "Exposing underage consumers to alcohol sport sponsorship: The role of arousal on brand attitude and beverage choice," Clemson University Intercollegiate Research Symposium. Clemson, SC.

D. Haytko &, A. Close Scheinbaum, "Positioning yourself professionally and personally," Society for Marketing Advances- Doctoral Consortium, Oct. 2019, New Orleans, LA.

D. Haytko, C. Curan-Kelly, A. Balzas, A. Close Scheinbaum, "What color is your academic parachute? Defining your career," American Marketing Association, Feb. 2019, Austin, TX.

A. Stephen, L. Grewal, J. Inman, D. Hoffman & Scheinbaum, A. Close, The future is omni-social: How consumer behavior researchers can address emergent trends in digital, mobile, and social media marketing. American Marketing Association, Feb. 2019, Austin, TX.

D. Haytko &, A. Close Scheinbaum, "Positioning yourself professionally and personally," Society for Marketing Advances- Doctoral Consortium, Oct. 2018, W. Palm Beach, FL.

Scheinbaum, A. Close (2019, April), "Exposing underage consumers to alcohol sport sponsorship: The role of arousal on brand attitude and beverage choice," The University of Texas at Austin, Center for Sports Communication & Media Research Brownbag Series. Austin, TX.

Scheinbaum, A. Close (2018, August), "The Dark Side of Social Media and Consumer Privacy", KTBC-Fox News, Austin, TX.

Scheinbaum, A. Close (2018, April), "Facebook Congressional Hearings", Spectrum News- Capital Tonight, Austin, TX.

Scheinbaum, A. Close (2018, April), "The Dark Side of Social Media", Social Distillery- Social Media Marketing Agency, Austin, TX.

Scheinbaum, A. Close (2018, Feb), “Graphic Snapchat Images”, KXAN- NBC, Austin, TX.

Scheinbaum, A. Close and K.R. Pounders (2018, Feb), “Let Them Eat Chips: Dozens of Women Eat Snack in Public Protest”, KXAN-NBC, Austin, TX.

Scheinbaum, A. Close (2017, Nov), “A Look Into The Dark Side of Social Media”, KVUE- ABC, Austin, TX.

Scheinbaum, A. Close (2017, November) “The Dark Side of Social Media”, Media Ethics Initiative, Austin, TX.

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/INDUSTRY COLLABORATIONS**

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

**United States Tennis Association (USTA)** (2021-). “Perceptions of tennis league play and pandemic impact.” (working paper)

**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*, 2017)

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

**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; *European Journal of Marketing*, 2019)

**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 (Presented at Winter AMA 2017, working paper)

**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)

#### **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 (2014-2015) Student Enrichment Funds Award. “Event Sponsorship Studies” Role: PI- \$5,700 (*Journal of Advertising Research*, 2017)

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

## OPINION EDITORIALS

### **SOCIAL MEDIA & CONSUMER PRIVACY**

**Angeline Close Scheinbaum** and Kristen Sussman (2018), “There is a Dark Side of Social Media, and It Is Data Privacy and ‘Second-Order Consent,’” *Texas Perspectives*, April 26.

Republished as:

**Angeline Close Scheinbaum** and Kristen Sussman (2018), “Facebook’s Hidden Flaws Include Data Privacy and ‘Second Order Consent’,” *McAllen Monitor*, April 11.

**Angeline Close Scheinbaum** and Kristen Sussman (2018), “The Dark Side of Social Media is Data Privacy,” *Austin American-Statesman*, April 10.

**Angeline Close Scheinbaum** and Kristen Sussman (2018), “Law Should Protect Consumers’ Social Media Profiles,” *Waco Tribune-Herald*, April 10.

**Angeline Close Scheinbaum** and Kristen Sussman (2018), “Only Laws and Regulations Will Keep Facebook In Line,” *Houston Chronicle*, April 10.

**Angeline Close Scheinbaum** and Kristen Sussman (2018), “There is a Dark Side of Social Media, and It Is Data Privacy and ‘Second-Order Consent,’” *Star-Telegram*, April 9.

### **SOCIAL MEDIA & CONSUMER INFLUENCE**

Robert Quigley and **Angeline Close Scheinbaum** (2017), “Social Media’s Dark Side Tainted Our Democratic Institutions: Here is How to Fix That,” *Texas Perspectives*, Nov. 27.

Republished as:

Robert Quigley and **Angeline Close Scheinbaum** (2017), “Social Media’s Dark Side Tainted Our Democratic Institutions: Here’s How to Fix It,” *Psychology Today*, Nov. 06.

Robert Quigley and **Angeline Close Scheinbaum** (2017), “Social Media’s Dark Side and Its Taint on Politics,” *McAllen Monitor*, Nov. 20.

Robert Quigley and **Angeline Close Scheinbaum** (2017), “Social Media’s Dark Side Tainted Democratic Institutions,” *Abilene Reporter News*, Nov. 11.

Robert Quigley and **Angeline Close Scheinbaum** (2017), “Social Media Impacted the Psychology of Political Division,” *Texas Monthly*, Nov. 7.

Robert Quigley and **Angeline Close Scheinbaum** (2017), “How to Fix Social Media’s Dark Side,” *San Antonio Express News*, Nov. 7.

Robert Quigley and **Angeline Close Scheinbaum** (2017), “Public is Key to Killing Out the Real ‘Fake News’,” *Waco Tribune Herald*, Nov. 7.

#### **SOCIAL MEDIA & CONSUMER PSYCHOLOGY**

**Angeline Close Scheinbaum** & Gary Wilcox (2017), “We All Need to Be Aware of The Dark Side of Social Media,” *Texas Perspectives*, June 1.

Republished as:

**Angeline Close Scheinbaum** & Gary Wilcox (2017), “We All Need to Be Aware of Digital Drama, The Dark Side of Social Media,” *Star-Telegram*, May 30.

#### **EVENT MARKETING & E-COMMERCE**

**Angeline Close Scheinbaum** (2015), “Close: Future of Black Friday is a Hybrid: Call it ‘Black Weekend’,” *Austin American-Statesman*, Nov. 26.

Republished as:

**Angeline Close Scheinbaum** (2015), “The Future of Black Friday is a Hybrid: Call it ‘Black Weekend’,” *Texas Perspectives*, Nov. 30.

#### **EVENT MARKETING & CONSUMER PSYCHOLOGY**

**Angeline Close Scheinbaum** (2015), “Angeline Close Scheinbaum: The Psychology of Valentine’s Day,” *Dallas Morning News*, Feb. 14.

Republished as:

**Angeline Close Scheinbaum** (2015), “What Consumers Need to Remember About Valentine’s Day,” *Texas Perspectives*, Feb. 12.

#### **RESEARCH IMPACT- MEDIA FEATURING RESEARCH**

##### Television:

*ABC- KVUE, NBC- KXAN, CBS-KHOU, NBC, Time Warner Cable, Fox News, My Fox Houston, Fox 7 Austin, Spectrum News, Capital Tonight*

##### Newspaper:

*New York Times, Washington Post, New York Post, USA Today, Los Angeles Times, Chicago Tribune, USA Today College, Las Vegas Review Journal, St. Petersburg Times, Pittsburgh Tribune-Review, Dallas Morning News, The Monitor, The Enterprise: Utah’s Business Journal, The Straits Times, Waco Tribune-Herald, Austin American-Statesman, Houston Chronicle, Tulsa World, Fort Worth Star Telegram, Stamford Advocate, Seattle Times, San Francisco Chronicle, Eminentra, El Periódico de México, The Economic Times*

##### Magazine:

*Psychology Today, U.S. News & World Report, TIME, Exhibitor Magazine, New Scientist, Entrepreneur Magazine, The Atlantic, The Marketer, Money Magazine, The Christian Science Monitor, ELLE Australia, Forbes, Teen Vogue*

Radio:

*National Public Radio- Marketplace, Knowledge@Wharton, Digital Marketing Today*

Digital Media: *Think Progress, Money Talks News, Utah Sports Commission, Refinery29, Cision News, Wopular, OZY, Global News Wire, Golden Gate Xpress, Independent Online, Bankrate.com, Texas Monthly, The Good Men Project, Inquisitr, MySanAntonio.com, Your Tango, Indian Times, World Advertising Research Center (WARC), Investor Place, Yahoo Finance, Quartz*

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

## **TEACHING**

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

#### **I. Doctoral Level:**

**\*Research Methods II** (Doctoral; Seminar)

Spring 2019

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

Summer 2012, Spring 2018, Fall 2018, Fall 2019, Spring 2019, Spring 2020

#### **II. Graduate (Masters) Level:**

**\*Consumer Behavior** (Graduate)

Fall 2018

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

Spring 2015, Spring 2017

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

Fall 2010

#### **III. Undergraduate Level (Capstone):**

**\*Integrated Communication Campaigns** (Capstone Undergraduate; Web-based, Project Course)

Summer 2015, Summer 2017, Spring 2019

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

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

#### **IV. Undergraduate Level (Upper-Level):**

**^Sports Marketing** (Upper-level Undergraduate)

Spring 2021, Fall 2021

**^Services Marketing** (Upper-level Undergraduate)

Fall 2019, Spring 2020, Fall 2020

**\*Integrated Communications Management** (Upper-level Undergraduate; Writing-Flag; Case Course)

Fall 2011, Spring 2012, Fall 2012, Spring 2012, Fall 2013, Spring 2014, Fall 2014, Fall 2015, Fall 2016,

Fall 2017, Fall 2018

**\*Advertising Problems** (Upper-level Undergraduate, Individual Instruction)

Fall 2012

**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\*\*

***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

#### **V. Undergraduate Level (Lower-Level):**

***\*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, Spring 2018

***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\*\*

#### **TEXTBOOK 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**

New Faculty Teaching Conference, Summer 2019

Eyes on Teaching, Fall 2018

Cengage MindTap Trainings, Fall 2017, Fall 2018

Eyes on Teaching, Fall 2017

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, State of Nevada, Fall 2007

#### **CLEMSON UNIVERSITY MENTORING**

1. Jiyun (Joyce) Huang, Statistics (July 2020- ) (Doctoral Student-Advisor/Committee Member)
2. Addison Frazier, Graphic Communications (2021-22) (Masters Student-Committee Member)
3. Spencer Peltz, Communication (2021-22) (Undergraduate Thesis Committee Member)
4. Bailey Bottini, Marketing (Aug. 2019-June 2020) (Masters Student-Advisor)

#### **DOCTORAL STUDENT MENTORING**

##### **DISSERTATION COMMITTEE CHAIR**

1. Justin Graeber, Spring 2020, "An Examination of the NBA Jersey Sponsorship Program: The Role of Congruence, Articulation, and CSR in Attitudes, Consumer Behavior, and Activation Strategy," Co-chair with Dr. Isabella Cunningham; Placement: Sports Marketing Industry

#### **DISSERTATION PRACTICUM ADVISOR**

2. Justin Graeber, Social Sponsorship Fit (2019, 2020)
3. Emily Chadraba, Social Media Influencer Marketing (2018)
4. Pratik Shah, Satire and Fake News (2018)
5. Cinthia Jiminez, Grotesque Imagery in Advertising (2019)

#### **DISSERTATION COMMITTEE MEMBER**

6. Jiyun (Joyce) Huang, Clemson University- Statistics
7. Yeseul Kim, The University of South Florida- Marketing
8. Pratik Shah, The University of Texas at Austin-Advertising
9. Patrick Jamar, The University of Texas at Austin-Advertising
10. Hyunsang Son, Summer 2021, “Structurally Mine Your Business”; The University of Texas at Austin-Advertising; Placement: University of New Mexico (Marketing)
11. Sujin Kim, Spring 2020, “Digital Engagement and Ad Avoidance: The Role of Basic Psychological Needs in Augmenting Skippable Ad Effect”; Placement: Louisiana State University
12. Ryoo, Yuhosua, Fall 2019, “Are You a Good Person, or Just Being Good? Social Norms Moderate Consistency and Licensing Effects in Social Media”; Placement: Southern Illinois University
13. Tae Rang Choi, Spring 2019, “A Voice-Activated Artificial Intelligence Assistant Adoptions and Consumer Perceptions: Exploratory Research”; Placement: Texas Christian University
14. Dan (Kitty) Li, Spring 2018, “The Effect of Psychological Ownership on Consumer Well-Being”; Placement: Widener University (Marketing)
15. Angie Morris, Spring 2017 “Fashion, Social Media, and Identity Expression: An Intersectional Approach to Understanding the Fashion Consumption Patterns of Black Middle-Class Women”; Placement: Industry (USA)
16. Eun Kang, Spring 2016, “Green CSR Communication in the Service Industry: Strategy Development for Hotels Informative and Persuasive Green Messages”; Placement: Kutztown University (Marketing)
17. Young-A Song, Spring 2016, “Rebuilding Brand Trust: The Role of Brand Apology and Implicit Beliefs”; Placement: Korea Broadcast Advertising Corporation
18. Dong Hoo Kim, Summer 2014, “Time Will Construe Me: The Fit Effect of Culture, Temporal Distance, and Construal Level”; Placement: University of North Carolina, Chapel Hill
19. Natalie Mitchell, Summer 2014, “The Impact of Luxury Brand Placements on Consumer Culture”, Placement: Tulane University (Marketing)
20. Seung Chul Yoo, Summer 2012, “Consumer Psychology in a Virtual Store: The Impact of Automatic Priming” and Assimilation/Contrast,”; Placement: Loyola University, Chicago
21. MiHuyn Kang, Summer 2012, The Facilitating Role of Review Ratings on Online Consumer Review Processing,”; Placement: Eastern Connecticut State University

#### **MASTERS STUDENT MENTORING**

##### **THESIS ADVISOR**

5. Rachel Heo, “The role of identity and self-reflection in museum selfies: Netnographic insights from Instagram,” Fall 2019; Placement- Applying for PhD programs
6. HyunJoo Lim, “Consumer Digital Engagement in Social Media as a Predictor of Brand Value,” Co-chair, Spring 2018; Placement- PhD program, Stan Richards School of Advertising & PR
7. Joshua Veazey, “Can Smart TVs Be Social Actors?,” Spring 2016; Placement-Industry (USA)

8. Mark Parent, “The Impact of Incongruent vs. Congruent Food Brand Pairings”, Spring 2016; Placement-Industry (USA)
9. Hwanjong Cho, “Effects of event-sponsor fit on consumers’ attitude toward corporate sponsors and intention to purchase sponsored products in different levels of sponsorship advertising: A team vs. a league,” Spring 2016; Placement- PhD program (marketing), University of Houston
10. Aissa Widle, “Sensory Marketing and Events”, Co-chair, Summer 2015; Placement-Industry (USA)
11. 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 & PR
12. Elizabeth Harp, “Online Branded Content in Marketing,” Professional Report, Fall 2012; Placement- MSIS Program, School of Information, The University of Texas at Austin

#### **THESIS COMMITTEE MEMBER**

8. Addison Frazier, Clemson University, Graphic Communications, 2021-2022
9. Hayoung (Sally) Lim, “Catharsis Affordance of Social Media in a Brand Crisis,” Spring 2018; Placement- PhD program, Stan Richards School of Advertising & PR
10. Hsing-Chi (Angel) Hwang, “Playing With Music While Shopping Online: The Effects of Interactive Music on Consumer Engagement and Behavioral Intention,” Spring 2018; Placement- Cornell University Doctoral Program
11. Buduo Wang, “Competent and Warm: Examining Asian Stereotypes in Advertising,” Spring 2018; Placement- PhD program, Stan Richards School of Advertising & PR
12. WooJin Kim, “The Roles of Hypocrisy Induction and Self-Construal Theory to Stop Illegal Downloading,” Spring 2018; Placement- Industry (S. Korea)
13. Justin Graeber, “Nothing but Net: Examining the Introduction of Advertising Sponsors on NBA Jerseys,” Spring 2017; Placement- PhD program, Stan Richards School of Advertising & PR
14. Sai Wang, “The Effect of Online Consumer Reviews on Online Purchase Intent: The Role of Message and Source Characteristics,” Spring 2014; Placement-Industry (China)
15. 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)
16. 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
17. 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. Spencer Peltz, Clemson University, Undergraduate Thesis Committee, 2021-2022
2. Karina Rao, The University of Texas at Austin, Plan II Honors Advisor, Spring 2015
3. Kylee Pendree, “Corporate Social Responsibility via Guate Boots”, Bridging Disciplines Program Advisor: Innovation, Creativity, and Entrepreneurship, Spring 2014
4. Emily Weissenstein, “Corporate Events & Sponsorship,” Bridging Disciplines Program Advisor: Innovation, Creativity, and Entrepreneurship, Spring 2013
5. Kaitlyn Telge, “Event Marketing,” Bridging Disciplines Program Advisor: Innovation, Creativity, and Entrepreneurship, Spring 2012

## **SERVICE**

#### **SERVICE TO THE UNIVERSITY**

*Clemson U.*

5/2020-current	Faculty Senate Representative
5/2020-current	Faculty Senate Research Committee
6/2020-current	Faculty Senate Advisory Committee
6/2020-6/2021	Clemson University Working Group on Diversity and Inclusion

***U. of Texas***

2018-2019	Information Technology Committee (Chair)
2015-2018	Recreational Sports Committee (Chair)
2016-2018	Information Technology Committee (Vice Chair)
Nov-Dec 2015	Provost Search Interviews Faculty Representative
2016-2017	Recreational Sports Committee (Vice Chair)
Feb 2015	Presidential Search Interviews Faculty Representative
2013-2015	Faculty Council (Faculty Senate) Representative
2014-2015	Athletics Ticketing Committee
2013-2015	Transportation Committee

**SERVICE TO THE COLLEGE**

***U. of Texas***

2018-2019	Diversity and Equity Committee
Spring 2018	Classroom Technology Futures Working Group
2016-2017	Global Engagement Committee
2016-2017	Executive Education Steering Committee (Chair, Research Sub-Committee)
2015-2016	Faculty Research Committee
May 2018	Commencement Marshall
Dec 2017	Commencement Marshall
Dec 2016	Commencement Marshall
May 2015	Commencement Marshall
Dec 2015	Commencement Marshall

**SERVICE TO THE DEPARTMENT**

***Clemson U.***

8 2022-current	Recruiting Committee-Assistant Professor
8 2022-current	Recruiting Committee-Lecturer
5-8 2021	Recruiting Committee-Clinical (Co-Chair w Annette Tower)
2020-current	Faculty Advisory Committee, Department of Marketing (Chair)

***U. of Texas***

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
2011- 2019	Super Bowl Ad Judge Participant

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

7.2018-6.2020	Director of Social Media- Academy of Marketing Science
7.2016-6.2018	Vice President, Development- Academy of Marketing Science
7.2014-6.2016	Vice President, Membership- North America, Academy of Marketing Science
7.2012-6.2014	Director of Doctoral Student & Jr. Faculty Initiatives, Academy of Marketing Science

2006-2013 Chair, American Marketing Association Consumer Behavior SIG  
2004-2006 Vice Chair of Research, American Marketing Association Doctoral Student SIG

**SERVICE TO THE FIELD: COMMITTEE SERVICE**

2022-2023 American Academy of Advertising, Global & Multicultural Committee  
2021-2022 American Academy of Advertising, Global & Multicultural Committee

**SERVICE TO THE FIELD: EDITORIAL REVIEWING**

**EDITORIAL BOARDS**

2017-current Editorial Review Board, *Journal of Advertising* (Ad-Hoc since 2007)  
2017-current Editorial Review Board, *Journal of Advertising Research* (Ad-Hoc since 2014)  
2016-current Editorial Review Board, *Journal of Business Research* (Ad-Hoc since 2012)  
2014-current Editorial Review Board, *Journal of Consumer Marketing*  
2013-current Editorial Review Board, *Journal of the Academy of Marketing Science*  
(Ad-Hoc since 2003; Editorial Assistant 2002-2003)  
2013-current Editorial Review Board, *Sport Marketing Quarterly*  
2013-2017 Editorial Review Board, *Cornell Hospitality Quarterly*  
2017-2018 Editorial Review Board, *International Journal of Advertising* (Ad-Hoc since 2015)

**REVIEWER**

2018-current Ad-hoc Reviewer, *Journal of Retailing*  
2017-current Ad-hoc Reviewer, *Journal of Consumer Research*  
2017-current Ad-hoc Reviewer, *Marketing Letters*  
2017-current Ad-hoc Reviewer, *Journal of Services Marketing*  
2015-current Ad-hoc Reviewer, *Journal of Marketing*  
2013-current Ad-hoc Reviewer, *Journal of Consumer Psychology*  
2013-current Ad-hoc Reviewer, *Journal of Interactive Marketing*  
2011-current Ad-hoc Reviewer, *International Journal of Research in Marketing*  
2011-current Ad-hoc Reviewer, *European Journal of Marketing*

**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/VOLUNTEER WORK**

- 2006-Present Member, Junior League International | Committee Member, Junior League of Las Vegas (2006-2011), Junior League of Austin (2011-2019), Sustaining Member of The Junior League of Anderson, S.C. (2020-present)
- 2015-2016 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.

**PROFESSIONAL MEMBERSHIPS**

- 2003-Present *American Marketing Association*
- 2004-Present *Academy of Marketing Science*
- 2004-2011;  
2015-Present *Association for Consumer Research*
- 2014-2015;  
2019-Present *Sport Marketing Association*
- 2021-Present *American Academy of Advertising*