

TRACK 2 PROPOSAL: TCR 2025

Digital Healthcare Technology and Elderly Consumers' Well-Being

Track Co-chairs:

Nuket Serin, Bellarmine University, USA
Jayati Sinha, Florida International University, USA

Track Participants:

Murad Canbulut, De Montfort University, UK
Kaan Canayaz, Florida International University, USA
Adrienne Fayola Muldrow, East Carolina University, USA
Todd Haderlie Jr, Stetson University, USA

Track Description

The global elderly population is expanding rapidly. One in six people worldwide will be 60 years or over by 2030 (World Health Organization, 2022). One in six people in the USA was 65 years or over in 2020 (Caplan, 2023) and will make up 21% of the population by 2030 (Vespa, 2018). As people age, health problems become a significant concern (Chen et al., 2023). Many healthcare organizations have started using digital technologies to communicate health issues adeptly and assist older adults in achieving healthy aging (Grewal et al., 2020; Kumar et al., 2021; Weber et al., 2020). For instance, healthcare organizations are adopting AI-based digital humans such as virtual health assistants, virtual agents, and virtual influencers (e.g., SARAH by World Health Organization and Medibot by Pfizer) to deliver health-related information, support mental health and well-being, and improve patient care (Pfizer, 2024; Williams, 2020; World Health Organization, 2024). In addition to digital humans, patient influencers have increased among social media platforms to provide health and well-being information (Willis et al., 2023)

Although research has begun to explore the effects of various digital entities across consumption contexts (Ameen et al., 2024; Chung et al., 2024; Thunström et al., 2024; Wan et al., 2024), a gap exists in the understanding of the effect of digital entities on elderly consumers health and well-being. Given that older adults increasingly use digital technology for health information seeking (Mace et al., 2022; Sinha & Serin, 2024), more research is needed to understand the impact of types of information (health communication, health information-seeking, and preventative behaviors) provided by healthcare digital humans (vs. non-digital) on older adults health and well-being decisions (Mace et al., 2022).

Track Goals

Our track focuses on a better understanding of the effects of different types of digital humans and influencers on the health management efforts of elderly consumers. A systematic literature review for our track is underway to develop a conceptual model. Based on our conceptualization, the team will conduct multiple studies to assess what types of health and well-being information delivered by types of healthcare messengers (digital vs. non-digital humans) help enhance older adults' health management behavior and why.

We expect to have several outcomes for our research. First, we will identify underlying mechanisms and boundary conditions (e.g., subjective age, socio-demographics, cultural and political orientations, and technology-related stress). Second, we plan to partner with a community organization to test interventions that identify matching information types with healthcare messengers. Third, we hope to provide specific policy guidelines for healthcare organizations and policymakers to improve the well-being and welfare of elderly consumers.

Track Structure

Our track consists of a diverse team with previous TCR experience to bring a broad range of perspectives to this project. Our team includes junior and senior faculty members and one doctoral student from the US and the UK, with expertise in health communication, technology, and vulnerable consumer segments.

Pre-conference Plans

- *Literature Review (June – November 2024)*: Continue the literature review and develop a conceptual framework and a set of hypotheses to test. Create a shared folder with the team to access all project-related materials.
- *IRB Approval (October – November 2024)*: Submit for IRB approval and revise as needed.
- *Data Collection (tentative schedule, December 2024 – June 2025)*: Conduct multiple studies and analyze the results. Modify IRB as new questions arise based on empirical results.

During TCR Conference

- Review and discuss the results of all studies.
- Using insights generated from data, design follow-up studies.

Post-conference Plans

- Conduct a field study partnering with local community partners.
- Finalize a detailed outline of the manuscript.
- Prepare a submission-ready manuscript draft within 16-18 weeks post-conference.

References

- Ameen, N., Cheah, J. H., Ali, F., El-Manstrly, D., & Kulyciute, R. (2024). Risk, trust, and the roles of human versus virtual influencers. *Journal of Travel Research*, 63(6), 1370-1394.
- Caplan, Z. (2023). U.S. older population grew from 2010 to 2020 at fastest rate since 1880 to 1890. *United States Census Bureau*. Retrieved August 13, 2024, from <https://www.census.gov/library/stories/2023/05/2020-census-united-states-older-population-grew.html>
- Chen, C., Ding, S., & Wang, J. (2023). Digital health for aging populations. *Nature Medicine*, 29(7), 1623-1630.
- Chung, D., Wang, J., & Meng, Y. (2024). Examining the impact of virtual health influencers on young adults' willingness to engage in liver cancer prevention: Insights from parasocial relationship theory. *Social Sciences*, 13(6), 319.
- Grewal, D., Hulland, J., Kopalle, P. K., & Karahanna, E. (2020). The future of technology and marketing: A multidisciplinary perspective. *Journal of the Academy of Marketing Science*, 48, 1-8.
- Kumar, V., Ramachandran, D., & Kumar, B. (2021). Influence of new-age technologies on marketing: A research agenda. *Journal of Business Research*, 125, 864-877.
- Mace, R. A., Mattos, M. K., & Vranceanu, A. M. (2022). Older adults can use technology: Why healthcare professionals must overcome ageism in digital health. *Translational Behavioral Medicine*, 12(12), 1102-1105.
- Pfizer (2024). *Meet the new digital assistants transforming patient medical information*. Retrieved August 9, 2024, from https://www.pfizer.com/news/articles/meet_the_new_digital_assistants_transforming_patient_medical_information
- Sinha, J., & Serin, N. (2024). Online health information seeking and preventative health actions: Cross-generational online survey study. *Journal of Medical Internet Research*, 26, e48977.
- Thunström, A. O., Carlsen, H. K., Ali, L., Larson, T., Hellström, A., & Steingrimsson, S. (2024). Usability comparison among healthy participants of an anthropomorphic digital human and a text-based chatbot as a responder to questions on mental health: Randomized controlled trial. *JMIR Human Factors*, 11(1), e54581.
- Vespa, J. (2018). The U.S. joins other countries with large aging populations. *United States Census Bureau*. Retrieved August 13, 2024, <https://www.census.gov/library/stories/2018/03/graying-america.html>
- Wan, C., Lee, D., & Ng, P. (2024). The role of anthropomorphism and racial homophily of virtual influencers in encouraging low-versus high-cost pro-environmental behaviors. *Psychology & Marketing*, 41(8), 1833-1853.
- Weber, W., Reinhardt, A., & Rossmann, C. (2020). Lifestyle segmentation to explain the online health information-seeking behavior of older adults: Representative telephone survey. *Journal of Medical Internet Research*, 22(6), e15099.
- Willis, E., Friedel, K., Heisten, M., Pickett, M., & Bhowmick, A. (2023). Communicating health literacy on prescription medications on social media: In-depth interviews with "patient influencers". *Journal of Medical Internet Research*, 25, e41867.
- Williams, R. (2020). WHO enlists virtual influencer for COVID-19 prevention campaign. *Marketing Dive*. Retrieved August 9, 2024, from <https://www.marketingdive.com/news/who-enlists-virtual-influencer-for-covid-19-prevention-campaign/575493/>
- World Health Organization (2022). *Ageing and health*. Retrieved August 9, 2024, from <https://www.who.int/news-room/fact-sheets/detail/ageing-and-health>
- World Health Organization (2024). *WHO unveils a digital health promoter harnessing generative AI for public health*. Retrieved August 8, 2024, from <https://www.who.int/news/item/02-04-2024-who-unveils-a-digital-health-promoter-harnessing-generative-ai-for-public-health>

SHORT BIOS

Track Co-chairs	
Nuket Serin	Nuket Serin is an Assistant Professor of Marketing at Bellarmine University. She received her Ph.D. from Florida International University. Her research focuses on consumer well-being, technology, social media, and branding. She was a track chair for the 2023 TCR conference and a participant for the 2021 TCR conference. She was awarded a Real Triumphs Graduate and received the Outstanding Graduate Scholar Award from Florida International University. Her research has appeared in several journals, such as the <i>Journal of Advertising</i> , <i>Journal of Consumer Affairs (TCR Special Issue)</i> , <i>Journal of Medical Internet Research</i> , <i>Journal of Health Administration Education</i> , and <i>Transportation Research Part F: Traffic Psychology and Behaviour</i> .
Jayati Sinha	Jayati Sinha is an Associate Professor at FIU College of Business. Sinha’s research focuses on contextual factors in decision-making, and consumer health and wellbeing across cultures. Sinha has (co)authored numerous publications in marketing and psychology journals. She serves as a mentee for junior faculties via the Faculty Mentor Program at FIU and AMA SERVSIG. She also served/serves as a member of several board/advisory boards of non-profit organizations serving vulnerable groups in South Florida.
Track Participants	
Murad Canbulut	Dr Murad Canbulut received his Ph.D. in marketing from Izmir University of Economics in 2016 and is currently continuing his academic work at De Montfort University Leicester Castle Business School. He specialises in marketing and his research interests include consumer behaviour, social marketing, marketing ethics and marginalised consumer groups. Dr Canbulut teaches undergraduate and postgraduate courses in marketing, marketing research, consumer behaviour, ethics and sustainability. He also provides industry training on ethics, marketing strategy, communications and customer experience. As a TCR Fellow, Dr Canbulut has actively participated in the 2011, 2021, and 2023 TCR Conferences and has been involved in publishing articles related to several conference tracks, including Youth and Risk, Social Media and Mindfulness, and Educational Activism and DEI.
Kaan Canayaz	I am Kaan Canayaz, a third-year doctoral candidate in Marketing at Florida International University. Originally from Turkey, my academic journey has taken me across continents. I earned my bachelor's degree in Management from the University of Nottingham, followed by master's degrees in Global Enterprise and Entrepreneurship from the University of Southampton and Marketing from Syracuse University. As an emerging scholar, I am interested in topics with significant implications on theory, practice, and consumer welfare. My research focuses on three main domains: emerging technologies, services marketing, and consumer welfare.
Adrienne Fayola Muldrow	Adrienne F. Muldrow (Ph.D.) is an Assistant Professor at East Carolina University. Her interdisciplinary research explores how communication assists decision-making, well-being, or human behavior. She studies how communicated representations—written and visual—help promote or hinder subsequent behaviors. She explores content from real people to social media. She often employs a lens with an intersectional perception of gender, nationality, and race with a strong focus on Black women. Her research covers the topic of inclusion in realms spanning from advertising and marketing to health communication. Her research has been published in the <i>Journal of Consumer Marketing</i> , <i>Journal of Marketing Communications</i> , and the <i>Journal of Consumer Affairs</i> .
Todd Haderlie Jr.	Todd Haderlie, Ph.D. is an Assistant Professor of Marketing at Stetson University. His research focuses on the intersection of emerging technologies and consumer behavior, specifically, the integration of new technologies in marketing strategies. He investigates how innovations such as artificial intelligence, digital assets, and the metaverse are reshaping consumer interactions and market trends. This work also investigates the ethical implications of these technological advancements, examining how they influence consumer decision-making and consumers’ ethical perceptions of businesses employing the technologies. In addition to his research, he teaches digital marketing and social media marketing, where he incorporates insights from his studies to help students understand and navigate the evolving digital marketing landscape.



Date: August 13, 2024

Dear 2025 TCR Conference Chairs,

I formally confirm my commitment to working on Track 2, “**Digital Healthcare Technology and Elderly Consumers’ Well-Being,**” for the 2025 TCR Conference. I commit to fulfilling all pre- and post-conference tasks, attending all regular meetings, and contributing to the project. Additionally, I will attend the TCR 2025 conference in person, held at American University in Washington, DC, from June 12-15, 2025.

I am excited about this opportunity and look forward to furthering the project and attending the 2025 TCR conference.

Please do not hesitate to contact me if you need any further information.

Sincerely,

Nuket Serin, Ph.D.

Assistant Professor of Marketing
W. Fielding Rubel School of Business
Bellarmine University
Office: CNMH-140C
2001 Newburg Road
Louisville, KY, 40205
Office Phone: 502-272-8040
Email: nserin@bellarmine.edu

Date: August 13, 2024

Dear 2025 TCR Conference Chairs,

I formally confirm my commitment to working on Track 2, **“Digital Healthcare Technology and Elderly Consumers’ Well-Being,”** for the 2025 TCR Conference. I commit to fulfilling all pre- and post-conference tasks, attending all regular meetings, and contributing to the project. Additionally, I will attend the TCR 2025 conference in person, held at American University in Washington, DC, from June 12-15, 2025.

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Please do not hesitate to contact me if you need any further information.

Sincerely,



Dr. Jayati Sinha
Macy’s Retailing Professor
Associate Professor, Department of Marketing & Logistics
College of Business | Florida International University
11200 S.W. 8th St, Miami, FL 33199
Phone: 305-348-7573
Email: jsinha@fiu.edu



Date: August 12th, 2024

Dear 2025 TCR Conference Chairs,

I formally confirm my commitment to working on Track 2, “**Digital Healthcare Technology and Elderly Consumers’ Well-Being,**” for the 2025 TCR Conference. I commit to fulfilling all pre- and post-conference tasks, attending all regular meetings, and contributing to the project. Additionally, I will attend the TCR 2025 conference in person, held at American University in Washington, DC, from June 12-15, 2025.

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Please do not hesitate to contact me if you need any further information.

Sincerely,

A handwritten signature in blue ink, appearing to read "Murad Canbulut", is written over a horizontal line.

Dr Murad Canbulut

Lecturer in Marketing, Faculty of Business and Law, Leicester Castle Business School

De Montfort University, Leicester, UK

T: 0116 201 3877

O: Hugh Aston Building, HU 4.82

E: murad.canbulut@dmu.ac.uk

Date: August 11, 2024

Dear 2025 TCR Conference Chairs,

I formally confirm my commitment to working on Track 2, **“Digital Healthcare Technology and Elderly Consumers’ Well-Being,”** for the 2025 TCR Conference. I commit to fulfilling all pre- and post-conference tasks, attending all regular meetings, and contributing to the project. Additionally, I will attend the TCR 2025 conference in person, held at American University in Washington, DC, from June 12-15, 2025.

I am excited about this opportunity and look forward to furthering the project and attending the 2025 TCR conference.

Please do not hesitate to contact me if you need any further information.

Sincerely,



Kaan Canayaz
Ph.D. Candidate
Department of Marketing and Logistics
College of Business, Florida International University
11200 S.W. 8th Street, Ryder Building 310
Miami, FL 33199
kaancanayaz.com



August 11, 2024

Dear 2025 TCR Conference Chairs,

I formally confirm my commitment to working on Track 2, “**Digital Healthcare Technology and Elderly Consumers’ Well-Being**,” for the 2025 TCR Conference. I commit to fulfilling all pre- and post-conference tasks, attending all regular meetings, and contributing to the project. Additionally, I will attend the TCR 2025 conference in person, held at American University in Washington, DC, from June 12-15, 2025.

I am excited about this opportunity and look forward to furthering the project and attending the 2025 TCR conference.

Please do not hesitate to contact me if you need any further information. My best contact is my email at muldrowa18@ecu.edu.

Sincerely,

A handwritten signature in black ink that reads "Muldrow". The signature is stylized and includes a long horizontal flourish extending to the right.

Adrienne Muldrow, Ph.D.
Assistant Professor, School of Communication

STETSON UNIVERSITY

August 13, 2024

Dear 2025 TCR Conference Chairs,

I formally confirm my commitment to working on Track 2, “**Digital Healthcare Technology and Elderly Consumers’ Well-Being,**” for the 2025 TCR Conference. I commit to fulfilling all pre- and post-conference tasks, attending all regular meetings, and contributing to the project. Additionally, I will attend the TCR 2025 conference in person, held at American University in Washington, DC, from June 12-15, 2025.

I am excited about the opportunity to contribute my knowledge and expertise in the technology research area and look forward to furthering the project and attending the 2025 TCR conference.

Please do not hesitate to contact me if you need any further information.

Sincerely,



Todd C. Haderlie Jr.
Assistant Professor of Marketing
Stetson University
thaderlie@stetson.edu

NUKET SERIN

W. Fielding Rubel School of Business | Bellarmine University | 2001 Newburg Road | Office: CNMH 140C
Louisville, KY, 40205
Office Phone: 502-272-8040 | Email: nserin@bellarmine.edu

ACADEMIC EMPLOYMENT

Assistant Professor of Marketing W. Fielding Rubel School of Business Bellarmine University	August 2022 - Present Louisville, Kentucky
Full Time Faculty Member-Research Assistant Faculty of Business, Department of Management Information System Adana Science and Technology University	September 2013 - May 2014 Adana, Turkey

EDUCATION

Ph.D., Marketing Department of Marketing & Logistics, Florida International University	August 2017 - August 2022 Miami, Florida
MS, Marketing Muma College of Business, The University of South Florida	August 2015 - May 2017 Tampa, Florida
MS, Business Administration (with thesis) Faculty of Economics and Administrative Sciences, Cukurova University	September 2011 - January 2014 Adana, Turkey
Master of Science (Econ) in International Business Economics Faculty of Economics and Management (Erasmus Exchange Student)	February 2009 - June 2009 Warsaw, Poland
BS in Business Administration (High Honors) Faculty of Economics and Administrative Sciences, Cukurova University (Rank: 5 th /239)	September 2006 - May 2011 Adana, Turkey

AWARDS, HONORS, AND RECOGNITION

- Thomas Ponzurick Top in Conference Award, Association of Marketing Theory & Practice (AMTP) Conference (2023)
- Best Paper in the Non-Profit Marketing, Marketing Ethics & CSR Track, Association of Marketing Theory & Practice (AMTP) Conference (2023)
- Real Triumph of Summer 2022 Graduates, Florida International University (2022)
- Best Social Media and Digital Marketing Track Paper Award, Marketing Management Association Spring Conference, St. Louis, MO (2022)
- Outstanding Graduate Scholar Award, Florida International University (2021)
- Beta Gamma Sigma Academic Honor Society (2021-present)
- FIU Graduate School Dissertation Year Fellowship, \$16,600 (2021)
- Society for Marketing Advances Conference Doctoral Consortium Fellow, Orlando, Florida (2021)
- AMA - Sheth Foundation Doctoral Consortium Fellow, Indiana University (2021)
- AMA DocSIG's Student Spotlight Series (November 2020)
- BDSA Research Presentation Recognition, Florida International University (2018)
- High Honor and Honor Certificates, Cukurova University (2007-2011)

RESEARCH GRANTS

- Faculty Development Travel Grant, Bellarmine University, \$500 (2024)
- Faculty Development Travel Grant, Bellarmine University, \$375 (2024)
- Transformative Consumer Research Grants, ACR, \$2000 (2021)
- FIU Graduate Student Research Support Award, \$1200 (2021)
- FIU CIBER Doctoral Research Support, \$2,000 (2021)
- Carolan Research Institute Grant, \$5,000 (2021-2022)
- AMA HigherEd SIG Doctoral Students Grants Award, \$264 (2020)
- FIU Graduate & Professional Student Committee Travel Fund, \$650 (2020)
- Association for Consumer Research Conference Travel Stipend, \$850 (2019)
- Cukurova University, Scientific Research Projects, \$1,500 (2013)

RESEARCH INTERESTS

- Consumer Wellbeing and Technology
- Branding
- Marketing Education

DOCTORAL DISSERTATION

Title: Is Brand Activism The New Normal?

Dissertation Chair: Jayati Sinha

Committee: Kimberly Taylor, William Humphrey, William Newburry, and George Marakas

Dissertation Defense: May 26, 2022

PEER-REVIEWED RESEARCH PUBLICATION

Sinha, Jayati, Kaan Canayaz, and **Nuket Serin**, “Improving Healthcare Management Students’ Nonverbal Communication Skills: Development of a Teaching Tool”

- Accepted on May 2, 2024 at the *Journal of Health Administration Education*

Sinha, Jayati and **Nuket Serin** (2024), “Online Health Information Seeking and Preventative Health Actions: Cross-Generational Online Survey Study,” *Journal of Medical Internet Research*, 26, e48977.

Sinha, Jayati and **Nuket Serin** (2024), “Exploring the Impact of Temperature Perception and Fear of Missing out on Distracted Walking,” *Transportation Research Part F: Traffic Psychology and Behaviour*, 101, 354-374.

Sinha, Jayati, Miriam Weismann, **Nuket Serin**, and Sphurti Sewak (Summer, 2023) “Development and Implementation of Experiential Project-Based Learning for Healthcare Management Education” *Journal of Health Administration Education*, 39(4), 663-676(14).

Sinha, Jayati, Miriam Weismann, **Nuket Serin**, Sphurti Sewak, and Attila Hertelendy (Spring, 2023) “Transformative Education Delivery Model and Career Readiness: A Pilot Study of a CAHME-Accredited Healthcare MBA Program,” *Journal of Health Administration Education*, 39(3), 467-488(22).

Chan, Steven S., Michelle van Solt, Ryan E. Cruz, Matthew Philp, Shalini Bahl, **Nuket Serin**, Nelson Borges Amaral, Robert Schindler, Abbey Bartosiak, Smriti Kumar, and Murat Canbulut (2022) “Social Media and Mindfulness: From the Fear of Missing Out (FOMO) to the Joy of Missing Out (JOMO)”, *Journal of Consumer Affairs (TCR Special Issue)*, 56(3), 1312-1331.

Garcia-Collart, Tessa, **Nuket Serin**, and Jayati Sinha (2019), “Healthy (In)Congruence: When Hispanic Identity and Self-Framed Messages Increase Healthier Choices,” *Journal of Advertising*, 49(1), 98-108.

Nakiboglu M. A., Burak and **Nuket Serin** (2016), “A Pilot Study That Revealed the Relationship Between Product Placement Practices and Consumer’s Purchase Intention,” *Nigde University Journal of Economics and Administrative Sciences*, 9(2), 135-51.

- Research project funded by the Cukurova University Scientific Research Projects, Turkey

NON PEER-REVIEWED RESEARCH PUBLICATION

Book Chapters

Cruz Ryan, **Nuket Serin**, Steven S. Chan, Michelle van Solt (2024), “Social Comparison, Social Media, and Consumer Well-Being. In: *Sonmez, F. (eds) Fostering Consumer Well-Being: Theory, Evidence, and Policy*. International Series on Consumer Science. Springer, Cham, pp. 233-251.

MANUSCRIPTS IN PREPARATION

Serin, Nuket, Adrienne Fayola Muldrow, Murad Canbulut, Sphurti Sewak, Todd Haderlie, Nakeisha Lewis, and Jayati Sinha, “The Ed-DEI Framework: The Emerging Role of DEI Initiatives in Advancing Higher Education Branding”

- Manuscript is preparation for submission | Planned Submission Date: Fall 2024

Dickson, Peter R., Shazad M. Mohammed, Mohammed Alzanbagi, **Nuket Serin**, Ellen Campos Sousa, and Patricia Torres, “Salespeople Co-development Motivation”

- Manuscript is finalizing for submission
- Submitting to the *Industrial Marketing Management* | Planned Submission Date: Fall 2024

Alvarado-Vargas, Marcelo J. and **Nuket Serin**, “The Explaining Factors for Issuing Multiple GSSS Bonds: An FsQCA Approach”

- Manuscript is in preparation

RESEARCH IN PROGRESS

Serin, Nuket and Jayati Sinha, “Is Brand Activism The New Normal?”

Serin, Nuket, Sphurti Sewak, and Jayati Sinha “Consumed With Sleep? The Effects of Sleep Deprivation on Consumers”

Serin, Nuket and Jayati Sinha, “Male Height and Preference for Status Products”

CONFERENCE PROCEEDINGS

Serin, Nuket and Jayati Sinha (2020), “The Height Premium: When Shorter Men Pay More” in *2020 AMA Marketing & Public Policy Conference Proceedings*, Vol. 30, ed. Mitchell Hamilton, Myla Bui, and David W. Stewart, virtual, 275-277.

Garcia-Collart, Tessa, **Nuket Serin**, and Jayati Sinha (2020), “The Role of Culture and Message Framing: Hispanic Consumers’ Response to Healthy Eating Appeals” in *American Marketing Association (AMA) Winter Academic Conference Proceedings*, Vol. 31, ed. Bryan Lukas and O.C. Ferrell, San Diego, CA: AMA, ICM 17-18.

Serin, Nuket and Jayati Sinha (2019), “How Cultural Capital Affects Socially Excluded People’s Luxury Brand Preferences Toward Subtle and Prominent Logos” in *6th International Consumer Brand Relationship Conference Proceedings*, Cancun, Mexico, 41.

Garcia-Collart, Tessa, **Nuket Serin**, and Jayati Sinha (2019), “The Role of Culture and Brands’ Health Messages: Evaluating Hispanic Consumers’ Response to Healthy Eating Appeals” in *6th International Consumer Brand Relationship Conference Proceedings*, Cancun, Mexico, 34.

CONFERENCE PRESENTATIONS (*presenter)

Serin, Nuket*, Sphurti Sewak, Murad Canbulut, Todd Haderlie*, Nakeisha Lewis, Adrienne Fayola Muldrow, and Jayati Sinha, “The Emerging Role of Higher Education Institutions in Advancing D-EI Initiatives”

- *Association of Marketing Theory and Practice (AMTP) Conference* (March 2024, Hilton Head Island, South Carolina)

Serin, Nuket*, Sphurti Sewak*, Murad Canbulut, Todd Haderlie*, Nakeisha Lewis, Adrienne Fayola Muldrow, and Jayati Sinha, “The Emerging Role of Higher Education Institutions in Advancing Diversity, Equity, and Inclusion (DEI) Initiatives”

- *Society for Marketing Advances* (November 2023, Fort Worth, TX)
- Special Sessions/Panel Proposals

Serin, Nuket*, and Jayati Sinha, “The Measurement of Brand Activism: Scale Development and Application”

- *Association of Marketing Theory and Practice Conference* (March 2023, Hilton Head Island, South Carolina)
- Won the Thomas Ponzurick Top in Conference Award
- Won the Best Paper in the Non-Profit Marketing, Marketing Ethics & CSR Track Award

Serin, Nuket*, and Jayati Sinha, “The Measurement of Brand Activism: Scale Development and Application”

- *Society for Marketing Advances* (November 2022, Charlotte, NC)

Campos Sousa, Ellen, Tessa Garcia-Collart*, and Nuket Serin, “From the Inside Out: Exploring the Effect of Mindfulness-based Interventions on Social Media Usage Urge among Vulnerable Consumer”

- *TCR-AMA 2022 Impact Festival, Impact Paper Workshop Session* (August 2022, Chicago, Illinois)

Chan, Steven S., Michelle Van Solt, Matthew Philp, Nuket Serin, Shalini Bahl, Ryan Cruz, Nelson Borges Amaral, Robert Schindler, Abbey Bartosiak, Smriti Kumar, Murad Canbulut, “From the Fear of Missing Out (FOMO) to the Joy of Missing Out (JOMO): Understanding the Effects of FOMO and Mindfulness on Social Media”

- *2022 AMA Summer Academic Conference* (August 2022, Chicago, Illinois)

Chan, Steven, Michelle Van Solt, Shalini Bahl, Matthew Philp, Ryan Cruz, Nuket Serin, Nelson Amaral, “Social Media FOMO: A Hollistic Approach to Understanding Social Media Fear of Missing Out and Its Effects on Consumer Wellbeing”

- *2022 AMA Marketing and Public Policy Conference* (June 2022, Austin, Texas)

Serin, Nuket*, and Jayati Sinha, “Is Brand Activism The New Normal: Scale Development and Application”

- *Society for Consumer Psychology* (March 2022, virtual)

van Solt, Michelle*, Steven S. Chan, Matthew Philp, Nuket Serin, Shalini Bahl, Ryan E. Cruz, Nelson Borges Amaral, Robert Schindler, Abbey Bartosiak, Smriti Kumar and Murad Canbulut, “From FOMO to JOMO: Understanding the Effects of the Fear of Missing Out and Mindfulness on Social Media”

- *2022 Marketing Management Association (MMA) Spring Conference* (March 2022, St. Louis, Missouri)
- Won the Best Social Media and Digital Marketing Track Paper Award

Chan, Steven, Michelle van Solt, Matthew Philp, Nuket Serin, Shalini Bahl, Ryan E. Cruz*, Nelson Borges Amaral, Robert Schindler, Abbey Bartosiak, Smriti Kumar, and Murad Canbulut, “A Review and Roadmap for Social Media Mindfulness: From the Fear of Missing Out (FOMO) To the Joy of Missing Out (JOMO)”

- *41st Annual Conference - Association for Marketing & Healthcare Research Conference* (March 2022, Salt Lake City, UT)

Serin, Nuket*, Sphurti Sewak*, Shailendra P. Jain, and Jayati Sinha “Consumed With Sleep? The Effects of Sleep Deprivation on Consumers’ Indulgent Choices”

- *Society for Marketing Advances Conference* (November 2021, Orlando, FL)
- Serin, Nuket*, and Jayati Sinha, “Is Brand Activism The New Normal? Scale Development and Validation”
- *CLADEA 2021 Doctoral Colloquium* (October 2021, virtual)
- Serin, Nuket*, and Jayati Sinha, “Is Brand Activism The New Normal: Scale Development and Validation”
- *2021 Association for Consumer Research Conference* (October 2021, virtual)
- Serin, Nuket*, and Jayati Sinha, “The Measurement of Brand Activism: Scale Development and Validation”
- *2021 American Marketing Association Summer Academic Conference* (August 2021, virtual)
- Chan, Steven, Michelle van Solt, Shalini Bahl, Nelson Amaral, Nuket Serin, Ryan Cruz, Matthew Philp, Robert, Schindler, et al. (2021), “Social Media & Mindfulness: A Framework for Understanding the Fear of Missing Out (FOMO) and Its Consequences in Social Media Usage,”
- Virtual Poster, *Transformative Consumer Research Conference* (June 2021, virtual)
- Serin, Nuket*, Jayati Sinha, and Shailendra P. Jain, “Consumed With Sleep? The Effects of Sleep Deprivation on Consumers’ Indulgent Choices”
- *Association of Marketing Theory and Practice Conference* (March 2021, virtual)
- Serin, Nuket*, Jayati Sinha, Ellen Sousa, and Tessa Garcia-Collart, “The Matching Effect of Product Type and Gift Option on Brand Recovery After Brand Transgression”
- *Association of Marketing Theory and Practice Conference* (March 2021, virtual)
- Serin, Nuket*, and Jayati Sinha, “Brand Activism”
- *FIU Business Doctoral Student Association (BDSA) Research Session* (February 2021, virtual)
- Serin, Nuket*, Shailendra P. Jain, and Jayati Sinha, “How Sleep Deprivation Effects Indulgent Choices”
- *2021 American Marketing Association Winter Academic Conference* (February 2021, virtual)
- Serin, Nuket* and Jayati Sinha, “The Matching Effect of Product Type and Gift Options on Brand Forgiveness After Brand Transgression”
- *Academy of Marketing Science Annual Conference* (December 2020, virtual)
- Garcia-Collart, Tessa, Nuket Serin*, and Jayati Sinha, “Healthy (In) Congruence: When Hispanic Identity and Self-Framed Messages Increase Healthier Choices”
- *Academy of Marketing Science Annual Conference* (December 2020, virtual)
- Serin, Nuket*, Jayati Sinha, Ellen Sousa, and Tessa Garcia-Collart, “The Matching Effect of Product Type and Gift Options on Brand Forgiveness After Brand Transgression”
- *International Virtual Congress CLADEA 2020* (October 2020, virtual)
- Serin, Nuket* and Jayati Sinha, “The Height Premium: When Shorter Men Pay More”
- *Association for Consumer Research Conference* (October 2020, virtual)
- Serin, Nuket* and Jayati Sinha, “The Matching Effect of Product Type and Gift Option on Brand Recovery After Brand Transgression: The Role of Construal Level”
- Working Paper, *2020 American Marketing Association Summer Academic Conference* (August 2020, virtual)
- Serin, Nuket* and Jayati Sinha, “The Height Premium: When Shorter Men Pay More”
- *Association of Marketing Theory and Practice Conference* (August 2020, virtual)
- Serin, Nuket* and Jayati Sinha, “The Height Premium: When Shorter Men Pay More”

- *Academy of International Business Conference* (July 2020, virtual)

Serin, Nuket* and Jayati Sinha, “The Height Premium: When Shorter Men Pay More”

- *2020 AMA Marketing Public Policy Conference* (May 2020, virtual)

Garcia-Collart, Tessa, Nuket Serin*, and Jayati Sinha, “The Role of Culture and Message Framing: Hispanic Consumers’ Response to Healthy Eating Appeals”

- *American Marketing Association Winter Academic Conference* (February 2020, San Diego, CA)

Serin, Nuket* and Jayati Sinha, “The Height Premium: When Shorter Men Pay More”

- *FIU UGS 2nd Annual 3MT Competition* (January 2020, Miami, FL)

Garcia-Collart, Tessa, Nuket Serin*, and Jayati Sinha, “The Role of Culture and Message Framing: Hispanic Consumers’ Response to Healthy Eating Appeals”

- *Association for Consumer Research Conference* (October 2019, Atlanta, GA)

Serin, Nuket* and Jayati Sinha, “The Matching Effect of Product Type and Gift Options on Brand Forgiveness After Brand Transgression”

- Working Paper, *Florida Marketing Camp at University of Central Florida* (September 2019, Orlando, FL)

Serin, Nuket* and Jayati Sinha, “How Cultural Capital Affects Socially Excluded People’s Luxury Brand Preferences Toward Subtle and Prominent Logos”

- *6th International Consumer Brand Relationship Conference* (May 2019, Cancun, Mexico)

Garcia-Collart, Tessa*, Nuket Serin, and Jayati Sinha, “The Role of Culture and Brands’ Health Messages: Evaluating Hispanic Consumers’ Response to Healthy Eating Appeals”

- *6th International Consumer Brand Relationship Conference* (May 2019, Cancun, Mexico)

Serin, Nuket* and Jayati Sinha, “The Effect of Social Exclusion on Luxury Brand Prominence: Consumer’s Preferences Toward Subtle and Prominent Logos”

- Working Paper, *2019 FIU Graduate Student Appreciation Week* (April 2019, Miami, FL)

Serin, Nuket* and Jayati Sinha, “Luxury Brand Prominence Effect on Social Exclusion”

- Working Paper, *American Marketing Association Winter Academic Conference* (February 2019, Austin, TX)

Serin, Nuket* and Jayati Sinha, “Luxury Brand Prominence Effect on Social Exclusion”

- *FIU BDSA Research Session* (October 2018, Miami, FL)

INVITED TALKS & CAREER WORKSHOPS AND TRAININGS

Invited Talks:

- Speaker, FIU Marketing Research Symposium Series, *Florida International University*, Department of Marketing and Logistics (March 2023)
- Speaker, FIU Business Doctoral Student Association, Job Market Panel Session, *Florida International University* (April 2022)
- Guest Lecturer, Healthcare MBA, Marketing Management Class, *Florida International University* (January 2022)
- Guest Speaker, *FIU Business Doctoral Student Association (BDSA) Research Session* (February 2021, virtual)
- Guest Speaker, Consumer Behavior Class, *Ball State University* (November 2020, virtual)
- Guest Speaker, *FIU Business Doctoral Student Association (BDSA) Research Session* – “Luxury Brand Prominence Effect on Social Exclusion” (October 2018, Miami, FL)
- Guest Speaker, Entrepreneurship Education Certificate Trainings, *Adana Science and Technology University* (2014, Adana, Turkey)

Participant:

- 2023 Transformative Consumer Research Dialogical Conference, Royal Holloway, University of London, (June 18-20, virtual attendance) | Track Chair for Track 1.8. Educational Activism and Diversity, Equity, and Inclusion (DEI) Initiatives for a Better World
- 10th AIM-AMA Sheth Foundation Doctoral Consortium (June 2022, virtual)
- Society for Marketing Advances Conference Doctoral Consortium (2021, Orlando, Florida)
- AMA - Sheth Foundation Doctoral Consortium (Indiana University, 2021)
- 2021 ACR Doctoral Symposium (October 2021, virtual)
- 2021 TCR Dialogical Conference | Track1-9: Social Media & Mindfulness (June 2021, University of Virginia, virtual)
- Graduate Writing Mentorship Program, FIU (Summer 2021, virtual)
- Business Doctoral Student Association (BDSA) Conference (October 2020, virtual)
- 2020 ACR-Sheth Foundation Doctoral Symposium (October 2020, virtual)
- Advanced Measurement and Research Design Workshop, Loyola Marymount University, Instructor: Madhu Viswanathan (June/August 2020, virtual)
- Journal of Marketing-AMA Research Development Workshop (February 2020, San Diego, CA)
- Association for Consumer Research Conference Doctoral Symposium (October 2019, Atlanta, GA)
- AMA Women in Marketing (February 2019, Austin, TX)

LEADERSHIP AND SERVICE TO THE FIELD

Service to Bellarmine University

- NetVUE Microgrant Review Committee (Fall 2023-Spring 2024)
- Faculty Technology Committee (Fall 2023-Present)
- Co-Advisor, American Marketing Association (AMA) Bellarmine Chapter (Fall 2022-present)
 - 2023 American Marketing Association (AMA) Collegiate Chapter Awards (2023), The Bellarmine University Chapter of the AMA Functional Awards - outstanding in three categories: Chapter Planning, Community and Social Impact & Internal/External Communications
 - 2024 AMA Collegiate Chapter Awards in three categories: Professional Development, Community/Social Impact, Chapter Planning
- Undergraduate Honors Thesis Reader for an Honors Student (Fall 2022-Spring 2023)
 - Student Name: Jensen M. Kitrel
 - Thesis Name: A Community U-Knighted: Developing a Community Engagement Program for Student-Athletes

Service to the Rubel School of Business/Department

- UGCC for the Rubel School of Business Committee (Fall 2023-Present)
- Major Day, Marketing Major Representative (October 19, 2023)
- Academic Advisor
- Recruiting Events
 - Meeting with Prospective Marketing Students

Service to the Academic Community

Conference Track Chair:

- 2023 Association of Marketing Theory and Practice Conference (AMTP) | Consumer Behavior and Consumer Data Track Chair (2023-Present)
- 2023 Transformative Consumer Research | Track 1.8. Educational Activism and Diversity, Equity, and Inclusion (DEI) Initiatives for a Better World | Co-chaired with Jayati Sinha (2022-2023)

Session Chair

- 2021 American Marketing Association Winter Academic Conference (February 2021, virtual)
- 2020 American Marketing Association Winter Academic Conference (February 2020, San Diego, CA)

Academic Services:

- Journal of Marketing Research Scholarly Insights Article (October 2021); “Better to Go Together or Not? Having Clarity About a Partner’s Interests Helps” | Coauthored with Sphurti Sewak

Program Committee:

- *PC Member*, Branding and Brand Management, 2022 AMS Conference (Monterey, California)
- *PC Member*, Sensory Food and Beverage Marketing Session, 2020 AMS Conference (virtual)

Leadership:

- ***Discussant***, Society for Marketing Advances (November 2022, Charlotte, NC)
 - Inclusion, Diversity, Equity, & Access (IDEA) in Marketing Symposium Session II
- ***Vice Chair of Content Management***
 - American Marketing Association (AMA) DocSIG Officer (2020 - 2022)
- ***Vice President***
 - FIU Business Doctoral Student Association (BDSA) (2021 - 2022)
- ***Board Member / Treasurer***
 - FIU Business Doctoral Student Association (BDSA) (2020 - 2021)
- ***Master of Ceremonies (MC)***, FIU Business Doctoral Student Association Research Session & End of Year Bash Spring 2022 (April 2022, Miami, FL)
- ***Moderator***, FIU Business Doctoral Student Association Research Session (February 2022, Miami, FL)
- ***Conference Ambassador***, Engaged Management Scholarship (EMS) Conference (September 2021, Miami, FL)
- ***Judge***, American Marketing Association (AMA) Collegiate (December 2020-January 2021)
 - Hugh G. Wales Outstanding Faculty Advisor Award and Outstanding Marketing Week Competition
- ***General Chair / Master of Ceremonies (MC)***, BDSA Annual Conference (October 2020, virtual)
- ***Organizer***, First Business Doctoral Student Annual Conference (October 2020, virtual)
- ***Stipend Award Program***, Academy of International Business (AIB) Conference (July 2020, virtual)
- ***Program Volunteer***, Association for Consumer Research Conference (October 2019, Atlanta, GA)
- ***Liaison***, Adana Science and Technology University (Turkey, 2013-2014)

Reviewer:

- Winter American Marketing Association (AMA) 2024 Conference HigherEd SIG Special Session (2024)
- Academy of Marketing Science (AMS) Conference (2024)
- Society for Consumer Psychology (SCP) Conference (2021)
- American Marketing Association (AMA) Summer Academic Conference (2020)
- AMA Public Policy and Marketing Conference (2020-2021)
- Academy of Marketing Science (AMS) Conference (2020, 2022)
- Academy of International Business (AIB) Conference (2020-2021)
- AMA Winter Academic Conference (2019-2021)
- International Consumer-Brand Relationship (ICBR) Conference (2019)

Other Service Roles

Committee Members:

- Course and Exams Organization Committee, Adana Science and Technology University (2013-2014)
- Web Page Design Committee, Adana Science and Technology University (2013-2014)
- Strategic Planning and Internal Audit Standards Committee, Adana Science and Technology University (2013-2014)
- Social Media Coordinator, Adana Science and Technology University (2013-2014)

MEDIA SPOTLIGHT

- 2023 Real Triumph of Summer 2022 Graduates, Florida International University (2022)
 - Website Link: <https://commencement.fiu.edu/real-triumphs-graduates/people/summer-2022/nuket-serin.html>
- Outstanding Scholar Award Winner – Graduate, Florida International University (2021)
 - FIU News, Website Link: <https://news.fiu.edu/2021/outstanding-student-life-award-winners-serve-as-a-source-of-pride-and-inspiration>
- AMA DocSIG’s Student Spotlight Series (November 2020, AMA DocSIG)
 - Website Link: <http://docsig.org/2019-2020-ama-docsig-spotlight-series/>
- The Effect of Product on Consumer’s Attitude and Purchase Intention, *Beyaz Gazete (Turkish Newspaper)*
 - Website Link: <http://beyazgazete.com/haber/2014/10/20/urun-yerlestirme-uygulamalarinin-fazlasi-tuketiciyi-korkutuyor-2406586.html>

OTHER FUNDINGS AND SCHOLARSHIPS

- 56th Virtual International Congress #CLADEA2021 Doctoral Colloquium Funding, FIU CIBER (2021)
- FIU CIBER, International Congress CLADEA Student Sponsorship (2020)
- Academy of International Business (AIB) Stipend Award (2020)
- Turkish Government Scholarship, Ph.D. in the USA (2017-2021)
- Turkish Government Scholarship, MS in the USA (2015-2017)
- Turkish Government Scholarship, Academic English Program in ESL Services, The University of Texas at Austin, (2014-2015)
- Higher Education Council of Turkey, Academic Staff Training Program, \$3,500 (2013-2014)
- Erasmus Exchange Program Scholarship, Lazarski School of Commerce and Law (February – June 2009)

TEACHING INTERESTS

- Principles of Marketing | Consumer Behavior | Brand Management | International Marketing | Marketing Research
- Digital Marketing | Social Media Marketing

TEACHING EXPERIENCE

Rubel School of Business, Bellarmine University (Rating: 1 = Strongly Disagree, 5 = Strongly Agree)

Summer 2024

- Lead Instructor for the Social Media and Marketing Module - Women of Color Entrepreneurs-Leadership Certificate Program at the Rubel School of Business (June 22, 2024)

Spring 2024

- Principles of Marketing - Evaluations of the Professor: Overall Rating 4.3 / 5.00
- Digital Marketing - Evaluations of the Professor: Overall Rating 4.3 / 5.00

Fall 2023

- Marketing Research - Evaluations of the Professor: Overall Rating 4.7 / 5.00
- Principles of Marketing (3 sections)
 - Section 1: Evaluations of the Professor: Overall Rating 4.4 / 5.00
 - Section 2: Evaluations of the Professor: Overall Rating 4.5 / 5.00
 - Section 3: Evaluations of the Professor: Overall Rating 4.7 / 5.00

Summer 2023

- Lead Instructor for the Digital Marketing Module - Women of Color Entrepreneurs-Leadership Certificate Program at the Rubel School of Business (July 22, 2023)

Spring 2023

- Digital Marketing - Evaluations of the Professor: Overall Rating 4.6 / 5.00
- Marketing Research - Evaluations of the Professor: Overall Rating 4.4 / 5.00
- Principles of Marketing (2 sections; Spring 2023)
 - Section 1: Evaluations of the Professor: Overall Rating 4.6 / 5.00
 - Section 2: Evaluations of the Professor: Overall Rating 4.5 / 5.00

Fall 2022

- Principles of Marketing (3 sections)
 - Section 1: Evaluations of the Professor: Overall Rating 4.5 / 5.00
 - Section 2: Evaluations of the Professor: Overall Rating 4.6 / 5.00
 - Section 3: Evaluations of the Professor: Overall Rating 4.4 / 5.00

College of Business, Florida International University (Rating: 1 = Poor; 5 = Excellent)

- Instructor, Introduction to Marketing – MAR 3023 (Face-to-Face/Online, Spring 2020), Overall Rating: 3.95 / 5.00
 - Course Structure: 4.10 / 5.00; Student-Instructor Interaction: 4.13 / 5.00
- Instructor, Introduction to Marketing – MAR 3023 (Hybrid Class, Fall 2018), Overall Rating: 4.56 / 5.00
 - Course Structure: 4.64 / 5.00; Student-Instructor Interaction: 4.56 / 5.00
- Teaching Assistant, International Marketing – MAR 4156 (Fall 2017, Spring 2018)

GRADUATE ASSISTANT

Florida International University, College of Business, Department of Marketing & Logistics (2017 - 2022, Miami, FL)

- Research Assistant to Dr. Jayati Sinha (Spring 2018 – August 2022)
- Research Assistant to Dr. Peter Dickson (Spring 2019)
- Research Assistant to Dr. Alexandra Rodriguez (Fall 2017, Spring 2018)

TEACHING TRAINING / DIGITAL MARKETING CERTIFICATIONS

Teaching Training

- Rhetorical Strategies for an Inclusive Syllabus, Center for the Advancement of Teaching, FIU (November 2021)
- Learning-Centered Teaching: Pedagogical Approaches to Maximize Student Learning & Success, Center for the Advancement of Teaching, FIU (July 2021)
- Virtual Study Abroad (VSA) Professional Development Workshop, FIU (November 2020)

Digital Marketing Certifications

- SEO Fundamentals Certification, SEMRUSH Academy (2021-2022)
- Google Ads Search Certification (2021-2022)
- PPC Fundamentals Certification, SEMRUSH Academy (2021-2022)

LANGUAGES AND ADDITIONAL SKILLS

- Languages: Proficiency in Turkish and English
- Statistics: SPSS | Qualtrics | Microsoft Office

COLLABORATION WITH INDUSTRIES

- Healthcare MBA Education Project, MBA Marketing Management Course, Partnering with local hospitals in Miami (e.g., **Joe DiMaggio Children's Hospital** and **West Kendall Baptist Hospital**), Florida International University (under supervision of Dr. Jayati Sinha)
- Understanding Lifestyles and Peanut Butter Consumption Among Young Adults (18-25) in Tampa, FL: A Rapid Ethnographic Research Project, for "**Peanut Butter & Co**" company, University of South Florida (2016) (under

supervision of Dr. Anand Kumar)

- Chicken Consumption Behavior and Cross-Cultural Differences of Millennial Couples: A research project for “Perdue Chicken” company, University of South Florida (2015) (under supervision of Dr. Anand Kumar)

INDUSTRY EXPERIENCE

Restaurant Manager, Elif Café (Sept. 2011- Sept. 2013, Adana, Turkey)

- Managed payroll, scheduling, inventory, and maintained clientele records
- Organized public relations and worked as a customer relationship manager

Company Representative, Adana 6. Agricultural and Plant-House Garden Fair (August 2012, Adana, Turkey)

- Promoted real-estate opportunities to potential customers

“Work and Travel” Summer International Program, Denny’s Restaurant (June 2010 – Sept. 2010, Seattle, USA)

- Worked in a restaurant as a part of a summer international student program called Work and Travel
- Gained hospitality and communication skills by understanding how to deliver a top customer service experience

Finance Intern, Alternatif Bank A.Ş. (A Bank) (August 2009, Adana, Turkey)

- Four weeks summer internship in the finance sector

Export & Import Intern, Bossa, Adana, Turkey (June 2008 – July 2008, Adana, Turkey)

- Four weeks summer internship in a textile company in the import and domestic purchase department

DOCTORAL COURSEWORK

- | | |
|--|---|
| • Marketing Research Methodology I | Dr. Paul Miniard |
| • Seminar in Consumer Behavior | Dr. Alexandra Rodriguez-Aguirre |
| • Advanced Data Analysis | Dr. Mido Chang |
| • Marketing Research Methodology II | Dr. Paul Miniard |
| • Statistical Methods in Consumer Research I | Dr. Alexandra Rodriguez-Aguirre |
| • Consumer Welfare & Well-being Seminar | Dr. Jayati Sinha |
| • Applied Regression Analysis | Dr. Mido Chang |
| • Advertising & Persuasion Seminar | Dr. Jayati Sinha |
| • Marketing Environment Seminar | Dr. Kimberly A. Taylor |
| • Statistical Methods in Consumer Research II | Dr. Alexandra Rodriguez-Aguirre |
| • Marketing Management Seminar | Dr. Peter Dickson |
| • Structural Equation Modeling | Dr. Mido Chang |
| • Marketing Seminar (with weekly guest speakers) | Drs. Juliano Laran, Carlos Torelli, Samantha Cross,
Zoey Chen, David Luna, Michael Tsiros, Maura Scott |
| • Independent Study in Marketing | Dr. Jayati Sinha |
| • Independent Study in Marketing | Dr. Jayati Sinha |
| • Independent Study in Marketing | Dr. Jayati Sinha |

REFERENCES

Dr. Jayati Sinha (Dissertation Chair)

Macy’s Retailing Professor
Associate Professor
Florida International University
College of Business
Department of Marketing & Logistics
Phone: 305-348-7573
Email: jsinha@fiu.edu

Dr. Steven S. Chan

Independent Researcher
Co-chair of Transformative Consumer Research conference
track
Principal Investigator on Social Media & Mindfulness
Research | Email: sschanyu@gmail.com

Dr. Kimberly A. Taylor (Dissertation Committee Member)
Professor
Florida International University
College of Business
Department of Marketing & Logistics
Phone: 305-348-3318 | Email: taylork@fiu.edu

Dr. William Newbury (Dissertation Committee Member)
Chair, Department of International Business
Florida International University
Ryder Eminent Scholar of Global Business
College of Business
Phone: 305-348-1103 | Email: newbury@fiu.edu

Dr. George M. Marakas (Dissertation Committee Member)
Director, FIU Business Office of Doctoral Programs
Professor of Information Systems
Florida International University
College of Business Administration
Department of Information Systems and Business Analytics
Phone: 305-348-5436
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JAYATI SINHA

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(305) 348-7573 | jsinha@fiu.edu

EMPLOYMENT

College of Business, Florida International University

- Associate Professor of Marketing & Logistics, (August 2019- present)
- Macy's Retailing Professorship (2017-present)
- Assistant Professor of Marketing & Logistics, (August 2013 - July 2019)

Eller College of Management, University of Arizona

- Assistant Professor of Marketing (August 2011- July 2013)

COMMUNITY LEADERSHIP

- Advisory Board Member, World Happiness Foundation, 2024-present
- Social Environment Workgroup Member, Miami-Dade County Age-Friendly Initiative, 2024-present
- Advisory Board Member, Healthy West Kendall, 2022-present
- Board Member, Alliance for Aging, 2018-2023 (two terms)
- COB Faculty Fellow, Program Administration and Evaluation, 2021-2022
- Organizing Member, New Face of Aging Annual Conference, 2018-present
- Member, Development & Communication Committee, Alliance for Aging, 2021-present
- Faculty Mentor, Faculty Mentor Program, FIU Office to Advance Women, Equity & Diversity, 2019-present
- SafeZone Advocate Training Facilitator, FIU Pride Center, 2023-present
- SERVSIG Mentor, Service Research Community Mentoring Program, 2023-present

EDUCATION

- Ph.D., Marketing, Tippie College of Business, University of Iowa
- M.Sc., GIS & Remote Sensing, University of British Columbia
- B.Sc., Geography & Mathematics, University of Burdwan

AWARDS & HONORS (** with doctoral students*)

- Nicholls Award for Creativity in Teaching, 2023
- Healthcare MBA Faculty Service Award, Fall 2023
- Best Paper Award (with Sphurti Sewak), Social Media and Digital Track, SMA Conference, 2023
- Tomas Ponzurick Top Paper in Conference Award (with Nuket Serin), AMTP Conference, 2023
- Best Paper Award (with Nuket Serin), Non-Profit Marketing, Marketing Ethics & CSR Track, AMTP Conference, 2023
- Best Paper Award (with Ellen Sousa & Shelly Jain), Product & Brand Track, SMA Conference, 2022
- Best Paper Award (with Tessa Garcia-Collart), MMA Conference, 2022
- Top Student Paper Award (with Sphurti Sewak*), AMTP Conference, 2022
- Best Paper Award (with Sphurti Sewak*), IDEA Track, SMA Conference, 2021
- Healthcare MBA Faculty Service Award, Spring 2021
- Dean's Innovative Teaching Grant Award, 2021
- CIBER Research Associates, 2020-present
- FIU UGS Provost Award for Outstanding Paper (with Tessa Garcia-Collart*), 2020
- FIU GSAW Best Poster Presentation Award (with Ellen Campos Sousa*), 2019
- Macy's Retailing Professorship, 2017-present
- AMA-Sheth Distinguished Faculty Fellow, 2017
- Best Teacher Award, Master's of Science in Marketing, 2016, 2017, 2018
- FIU Top Scholars Award, 2014
- AMA-Sheth Doctoral Consortium Fellow, 2009
- Haring Symposium Fellow; 2009-2010

RESEARCH GRANTS (** with doctoral students*)

- External
 - TCR Research Grants (\$2,000), 2022-23 (Role: PI)
 - TCR Research Grants (\$1,500), 2022-23 (Role: Co-PI)
 - AMA Relationship Marketing SIG Small Research Grant (with Sphurti Sewak*) (\$1000), 2022-23 (Role: Co-PI)
 - TCR Research Grants (\$1,500), 2021-23 (Role: Co-PI)
 - TCR Research Grants (with Sphurti Sewak*) (\$1,000), 2021-22 (Role: PI)

- Carolan Research Institute Grant (with Nuket Serin*) (\$5,000), 2021-23 (Role: PI)
- West Kendall Baptist Hospital Faculty Research Award (\$2,500) 2019-2021 (Role: PI)
- Internal
 - FIU, College of Business Research Award (\$14,500), 2024 (Role: PI)
 - CIBER Faculty Research Award (\$1,500), 2023 (Role: PI)
 - HCMBA Faculty Research Award (\$4,000), 2023 (Role: PI)
 - FIU, College of Business Research Award (\$3,300), 2022 (Role: PI)
 - CIBER Faculty Research Award (\$2,000), 2022 (Role: PI)
 - CIBER Doctoral Research Support (with Sphurti Sewak*) (\$2,000), 2022 (Role: PI)
 - CIBER Doctoral Research Support (with Nuket Serin*) (\$2,000), 2021 (Role: PI)
 - HCMBA Faculty Research Award (\$2,500), 2021 (Role: PI)
 - CIBER Faculty Research Award (\$3,000), 2021 (Role: PI)
 - Dean's Innovative Teaching Grant (\$5,000), 2021 (Role: PI)
 - CIBER Faculty Research Award (\$2,000), 2020 (Role: PI)
 - FIU, College of Business Research Award (\$16,000), 2019-2020 (Role: PI)
 - FIU, College of Business Research Award (\$14,000), 2018-2019 (Role: PI)
 - FIU, College of Business Research Award (\$25,000), 2017-2018 (Role: PI)
 - FIU, College of Business Research Award (\$21,000), 2016-2017 (Role: PI)
 - FIU, College of Business Research Award (\$11,500), 2015-2016 (Role: PI)
 - FIU, College of Business Research Award (\$11,500), 2014-2015 (Role: PI)
- Other
 - Graduate College Summer Research Fellowship (\$4,000), 2009-2010
 - University of Iowa, Ballard and Seashore Dissertation Award (\$22,000), 2010-2011
 - Commonwealth Scholarship (\$50,000), 1999-2001

TEACHING & PROGRAM-LEVEL ACHIEVEMENTS

- AWED Theater's Conflict in the Classroom Workshop, 2024
- CAT, Pedagogical Approaches for Maximizing Student learning & Success Workshop, 2023
- CAT, Evidence-Based Teaching Workshop: Collecting and Using Data from Students, 2023
- FIU, Affordability Counts Medallion Recipient, 2019, 2022, 2023
- APA Academic Assessment Workshop, May-June, 2022
- COB Faculty Fellow, Program Administration, and Evaluation, 2021-2022
- FIU Certified Hybrid Instructor, 2021
- FERPA Basics Certified, 2021-present
- Healthcare MBA Healthcare Marketing Programs Coordinator, 2020-present

RESEARCH INTERESTS

- Consumer to-Consumer Interaction & Choice Behavior
- Consumer Wellbeing, Public Policy & Healthcare Marketing

PUBLICATIONS (* collaboration with doctoral students)

1. **Sinha, Jayati** and Nuket Serin (2024), "Online Health Information Seeking and Preventative Health Actions: Cross-generational Mediation Study," *Journal of Medical Internet Research* (*accepted*).
2. **Sinha, Jayati** and Fang-Chi Lu (2024), "Social Media Usage and the Fear of Missing Out: Implications for Minimalistic Consumption," *European Journal of Marketing* (*accepted*).
3. **Sinha, Jayati** and Nuket Serin (2024), "Exploring the Impact of Temperature Perception and Fear of Missing Out on Distracted Walking," *Transportation Research Part F: Traffic Psych & Behaviour*, 101, 354-374.
4. Aydinli, Aylin, Fang-Chi Lu, Ernest Baskin, **Jayati Sinha**, and Shailendra P. Jain (2023), "Preference For Imperfect Produce: The Influence of Political Ideology and Openness to Experience," *Appetite*, 191, 1-12.
5. **Sinha, Jayati**, Miriam Weismann, Nuket Serin*, and Sphurti Sewak* (2023), "Development and Implementation of Experiential Project-Based Learning for Healthcare Management Education," *The Journal of Health Administration Education*, 39(4), 663-676.
6. **Sinha, Jayati**, Miriam Weismann, Nuket Serin*, Sphurti Sewak*, and Attila Hertelendy (2023), "Transformative Education Delivery Model and Career Readiness: A Pilot Study of a CAHME Accredited Healthcare MBA Program," *The Journal of Health Administration Education*, 39(3), 467-488.
7. Fang-Chi Lu and **Jayati Sinha** (2023), "Understanding Retail Exclusion and Promoting an Inclusive Customer Experience at Transforming Service Encounters," *Journal of Consumer Affairs*. April, 1-41.
8. Bayuk, Julia, Hyunjung Crystal Lee, Jooyoung Park, Serkan Saka*, Debabrata Talukdar, **Jayati Sinha** (2022), "Mindfully Aware and Open: Mitigating Subjective and Objective Financial Vulnerability via Mindfulness," *Journal of Consumer Affairs*, **forthcoming**.

9. **Sinha, Jayati**, and Fang-Chi Lu (2022), “Effects of plan specificity and eveningness–morningness orientation on health goal pursuit,” *Psychology & Marketing*, 29 (4), 838-852.
10. Garcia-Collart*, Tessa, Nuket Serin*, and **Jayati Sinha**, (2020), “Healthy (In)Congruence: When Hispanic Identity and Self-Framed Messages Increase Healthier Choices,” *Journal of Advertising*, Forthcoming.
11. **Sinha, Jayati**, and Fang-Chi Lu (2019), “Ignored or Rejected Shoppers: Retail Exclusion Effects on Construal Levels and Consumer Responses to Compensation,” *Journal of Consumer Research*, 46 (4), 791-807.
12. **Lu, Fang-Chi**, and Jayati Sinha (2019), “Dichotomous Thinking and Ethical Consumerism: Overcoming the Negative Effects of Self-Interest Bias through Third-Person Narrative Persuasion” *Journal of Advertising*, 48 (3), 271-283.
13. **Sinha, Jayati**, and Rajesh Bagchi (2019), “Role of Ambient Temperature in Influencing Willingness to Pay in Auctions and Negotiations,” *Journal of Marketing*, 83 (4), 121-138.
14. **Sinha, Jayati**, and Naresh Kumar (2019), “Mortality and Air Pollution Effects of Air Quality Interventions in Delhi and Beijing,” *Frontiers in Environmental Science*, 7 (February), 1-15.
15. Fang-Chi Lu and **Jayati Sinha** (2017), “Speaking to the Heart: Social Exclusion and Reliance on Feelings versus Reasons in Persuasion,” *Journal of Consumer Psychology*, 27 (4), 409-421.
16. **Sinha, Jayati** (2016), “We are Where We Eat: How Consumption Contexts Induce (un)Healthful Eating for Stigmatized Overweight Consumers,” *Journal of Consumer Psychology*, 26 (2), 289-297.
17. **Sinha, Jayati** and Fang-Chi Lu (2016), “I” Value Justice, but “We” Value Relationships: Self- Construal Effects on Post-Transgression Consumer Forgiveness,” *Journal of Consumer Psychology*, 26 (2), 265-274.
18. **Sinha, Jayati** and DJ Nayakankuppam (2014), “The Canny Social Judge: Predicting others' attitudes from sparse information,” 53, *Journal of Experimental Social Psychology*, 145-155.
19. **Sinha, Jayati** and DJ Nayakakuppam (2013), “Knowledge Does Not Necessarily Make the Heart Grow Fonder: The Moderating Role of Knowledge on Accessibility Experiences,” 23 (1), *Journal of Consumer Psychology*.
20. Banerjee, Pronobesh, Promothesh Chatterjee, and **Jayati Sinha** (2012), “Is It Light or Dark? Recalling Moral Behavior Changes Perception of Brightness,” 23, *Psychological Science*.
21. Cole, Catherine A., DJ Nayakankuppam and **Jayati Sinha** (2011), “Family Life Cycle,” Consumer Behavior, *Encyclopedia of Marketing*, Vol 3, Wiley International.

CONFERENCE PRESENTATIONS (* collaboration with doctoral students)

1. Sinha, Jayati, and Nuket Serin, Happy Education, World Happiness Fest, 2024
2. Serin, Nuket, Sphurti Sewak, Murad Canbulut, Todd Haderlie*, Nakeisha Lewis, Adrienne Fayola Muldrow, and Jayati Sinha, “The Emerging Role of Higher Education Institutions in Advancing D-EI Initiatives” AMTP Conference, 2024
3. Serin, Nuket, Sphurti Sewak, Murad Canbulut, Todd Haderlie*, Nakeisha Lewis, Adrienne Fayola Muldrow, and Jayati Sinha, “The Emerging Role Of Higher Education Institutions In Advancing Diversity, Equity And Inclusion (DEI) Initiatives,” SMA Conference Panel, 2023
4. Sewak, Sphurti*, William F. Humphrey Jr., and Jayati Sinha (2023), “When Brands Roast on Social Media: Effect of Roasting on Brand Preference,” SMA, Forth Worth , TX.
5. Sinha, Jayati, Ellen Sousa, and Sphurti Sewak, ABC Model of Happy Business, World Happiness Fest, 2023
6. Track Co-Chair (Track 1.8: Educational Activism and DEI Initiatives for a Better World), TCR Dialogical Conference, 2023
7. Serin, Nuket, and Jayati Sinha, “The Measurement of Brand Activism: Scale Development and Application,” AMTP Conference, 2023
8. Serin, Nuket, and Jayati Sinha, “The Measurement of Brand Activism: Scale Development and Application,” SMA Conference, 2022
9. Sewak, Sphurti, and Jayati Sinha, "Exploring Brand Inclusivity Through Advertisements Featuring Disabled Models," TCR-AMA Impact Conference, 2022
10. Sousa, Ellen, Luciana Freire, Jayati Sinha, and Severina Faustino Duarte, "Social Change via Relational Engagement: Redeeming Women's Powe," TCR-AMA Impact Conference, 2022
11. Sousa, Ellen Campos, Jayati Sinha, and Shailendra Jain (2022), “How Mindful is Your Brand?” Society for Marketing Advances Conference, Charlotte, NC.
12. Serin, Nuket and Jayati Sinha (2022), “The Measurement of Brand Activism: Scale Development and Validation,” Society for Marketing Advances Conference, Charlotte, NC.
13. Sewak, Sphurti* and Jayati Sinha (2022), “Exploring Brand Inclusivity through Advertisements Featuring Disabled Models,” TCR-AMA Impact Festival, Chicago, IL.
14. Serin, Nuket*, and Jayati Sinha, “Is Brand Activism The New Normal?” (2022), TCR-AMA Impact Festival, Chicago, IL.
15. Sousa, Ellen Campos, Luciana Freire, Jayati Sinha, and Severina Faustino Duarte, “Social Change via Relational Engagement: Redeeming Women's Power” (2022), TCR-AMA Impact Festival, Chicago, IL.
16. Sewak, Sphurti* and Jayati Sinha (2022), “An Investigation of Portrayal of Disability in Brand Ads,” AMA Summer Conference, Chicago, IL.
17. Sewak, Sphurti*, William F. Humphrey Jr., and Jayati Sinha (2022), “Roasting versus Boasting: Evaluating the Underlying Mechanisms that Impact the Persuasiveness of Brand's Roasting and Boasting Twitter Posts,” Association of Marketing Theory and Practice Conference, Sandestin, FL.

18. Sewak, Sphurti* and Jayati Sinha (2022), "An Examination of Portrayal of Disability in Brand Ads," Association of Marketing Theory and Practice Conference, Sandestin, FL.
19. Sewak, Sphurti*, Jayati Sinha, and Kimberly Taylor (2022), "Cities during the Pandemic: The Need for Inclusion and Diversity," AMA Marketing and Public Policy Conference, Austin, TX.
20. Sewak, Sphurti* and Jayati Sinha (2022), "Brand Ads Featuring Disabled Models: A Welcome Change?" Marketing Management Association Conference, St Louis, MO.
21. Garcia-Collart, Tessa, and Jayati Sinha (2022), "Emoji Marketing: Strengthening the Consumer-Brand Relationship and its Downstream Effects," Marketing Management Association Conference, St Louis, MO.
22. Garcia-Collart, Tessa and Jayati Sinha (2022), "Speak up! Brand Responsiveness Matters: Consumer Reactions to Brand Communications during the Early Stages of a Crisis" Marketing Management Association Conference, St Louis, MO.
23. Garcia-Collart, Tessa and Jayati Sinha (2022), "Speak up! Brand Responsiveness Matters: Consumer Reactions to Brand Communications during the Early Stages of a Crisis" AMA Winter Conference, Virtual.
24. Sewak, Sphurti*, William F. Humphrey Jr., and Jayati Sinha (2022), "Roasting versus Boasting: Evaluating the Underlying Mechanisms that Impact the Persuasiveness of Brand's Roasting and Boasting Twitter Posts," AMA Winter Conference, Virtual.
25. Serin, Nuket*, and Jayati Sinha (2022), "Is Brand Activism The New Normal: Scale Development and Application" Society for Consumer Psychology, Virtual.
26. Sewak, Sphurti*, William F. Humphrey Jr., and Jayati Sinha (2022), "Roasting versus Boasting: Evaluating the Underlying Mechanisms that Impact the Persuasiveness of Brand's Roasting and Boasting Twitter Posts," Society for Consumer Psychology, Virtual.
27. Garcia-Collart, Tessa, and Jayati Sinha (2022), "Emoji Marketing: Strengthening the Consumer-Brand Relationship and its Downstream Effects" Society for Consumer Psychology, Virtual.
28. Sousa, Ellen Campos and Jayati Sinha (2021), "Mindful Brand: Managerial Application of the Mindful Brand Scale (MBS)," ACCI Conference, Virtual.
29. Sousa, Ellen Campos and Jayati Sinha (2021), "Mindful Brand," AMA Winter Academic Conference, Virtual.
30. Sewak, Sphurti* and Jayati Sinha (2021), "Brand Inclusivity: The New Sustainability?" Society for Marketing Advances Conference, Orlando, FL.
31. Serin, Nuket*, Sphurti Sewak*, Shailendra P. Jain, and Jayati Sinha (2021), "Consumed With Sleep? The Effects of Sleep Deprivation on Consumers' Indulgent Choices," Society for Marketing Advances Conference, Orlando, FL.
32. Serin, Nuket*, and Jayati Sinha (2021), "Is Brand Activism the New Normal? Scale Development and Validation," CLADEA 2021 Doctoral Colloquium, Virtual.
33. Serin, Nuket*, and Jayati Sinha (2021), "Is Brand Activism the New Normal: Scale Development and Validation," Association for Consumer Research Conference, Virtual.
34. Serin, Nuket*, and Jayati Sinha (2021), "The Measurement of Brand Activism: Scale Development and Validation," AMA Summer Academic Conference, Virtual.
35. Serin, Nuket*, Jayati Sinha, and Shailendra P. Jain (2021), "Consumed With Sleep? The Effects of Sleep Deprivation on Consumers' Indulgent Choices," Association of Marketing Theory and Practice Conference, Virtual.
36. Serin, Nuket*, Jayati Sinha, Ellen Sousa, and Tessa Garcia-Collart (2021), "The Matching Effect of Product Type and Gift Option on Brand Recovery after Brand Transgression," Association of Marketing Theory and Practice Conference, Virtual.
37. Serin, Nuket*, and Jayati Sinha (2021), "Brand Activism," FIU Business Doctoral Student Association Research Session, Virtual.
38. Serin, Nuket*, Shailendra P. Jain, and Jayati Sinha (2021), "How Sleep Deprivation Effects Indulgent Choices," AMA Winter Academic Conference, Virtual.
39. Serin, Nuket, Jayati Sinha, Ellen Campos Sousa, and Tessa Garcia-Collart (2020), "The Matching Effect of Product Type and Gift Options on Brand Forgiveness after Brand Transgression," CLADEA Annual Assembly, Virtual.
40. Sousa, Ellen Campos, Jayati Sinha, and Luciana Freire (2020), "Mindfulness in Consumer Behavior: Its Benefits on Waiting Time Contexts" AMA Winter Academic Conference, San Diego, CA.
41. Garcia-Collart, Tessa, Nuket Serin, and Jayati Sinha (2020), "The Role of Culture and Message Framing: Hispanic Consumers' Response to Healthy Eating Appeals," AMA Winter Academic Conference, San Diego, CA.
42. Sousa, Eleen. And Jayati Sinha (2020), "Mindfulness in Consumer Behavior: Its Benefits on Waiting Time Contexts," AMA Winter Academic Conference, San Diego, CA.
43. Serin, Nuket* and Jayati Sinha (2020), "The Height Premium: When Shorter Men Pay More," FIU UGS 2nd Annual 3MT Competition, Miami, FL.
44. Serin, Nuket* and Jayati Sinha (2020), "The Matching Effect of Product Type and Gift Options on Brand Forgiveness After Brand Transgression" Academy of Marketing Science Annual Conference, Virtual.
45. Garcia-Collart, Tessa, Nuket Serin, and Jayati Sinha (2020), "Healthy (In) Congruence: When Hispanic Identity and Self-Framed Messages Increase Healthier Choices," Academy of Marketing Science Annual Conference, Virtual.
46. Serin, Nuket* and Jayati Sinha (2020), "The Matching Effect of Product Type and Gift Options on Brand Forgiveness After Brand Transgression" AMA Summer Academic Conference, Virtual.
47. Serin, Nuket and Jayati Sinha (2020), "The Height Premium: When Shorter Men Pay More," Association for Consumer Research Conference, Virtual.
48. Sousa, Ellen and Jayati Sinha (2020), "Mindful Brand: Development and Validation of a Mindful Brand Scale (MBS)," Association for Consumer Research Conference, Virtual.
49. Sinha, Jayati and Fang-Chi Lu (2020), "When Does Planning Help? The Benefits of Concrete Health Plans Depend on Consumer Chronotype," Marketing and Public Policy Conference, Virtual.

50. Serin, Nuket and Jayati Sinha (2020), "The Height Premium: When Shorter Men Pay More," Marketing and Public Policy Conference, Virtual.
51. Serin, Nuket and Jayati Sinha (2020), "The Height Premium: When Shorter Men Pay More," Association of Marketing Theory and Practice Conference, San Destin, FL.
52. Serin, Nuket and Jayati Sinha (2020), "The Height Premium: When Shorter Men Pay More," Academy of International Business Conference, Virtual.
53. Sinha, Jayati and Fang-Chi Lu (2020), "When Does Planning Help? The Benefits of Concrete Health Plans Depend on Consumer Chronotype," Academy of Marketing Science Annual Conference, Virtual.
54. Serin, Nuket and Jayati Sinha (2020), "The Matching Effect of Product Type and Gift Options on Brand Forgiveness After Brand Transgression" Academy of Marketing Science Annual Conference, Virtual.
55. Garcia-Collart, Tessa, Nuket Serin, and Jayati Sinha (2019), "The Role of Culture and Message Framing: Hispanic Consumers' Response to Healthy Eating Appeals," Association for Consumer Research Conference, Atlanta, GA.
56. Garcia-Collart, Tessa, and Jayati Sinha (2019), "Emoji Marketing," FIU Business Doctoral Student Association Research Session, Miami, FL.
57. Garcia-Collart, Tessa, and Jayati Sinha (2019), "Emoji Marketing," AMA Winter Academic Conference, Austin, TX.
58. Garcia-Collart, Tessa, Nuket Serin, and Jayati Sinha (2019), "Healthy (In)Congruence: When Hispanic Identity and Self-Framed Messages Increase Healthier Choices," Association for Consumer Research Conference, Atlanta, GA.
59. Serin, Nuket and Jayati Sinha (2019), "The Matching Effect of Product Type and Gift Options on Brand Forgiveness After Brand Transgression," Florida Marketing Camp, Orlando, FL.
60. Sousa, Ellen Campos and Jayati Sinha (2019), "The Effect of Mindfulness Intervention on Service Satisfaction During Waiting Time," Florida Marketing Camp, Orlando, FL.
61. Serin, Nuket and Jayati Sinha (2019), "How Cultural Capital Affects Socially Excluded People's Luxury Brand Preferences Toward Subtle and Prominent Logos," 6th International Consumer Brand Relationship Conference, Cancun, Mexico.
62. Garcia-Collart, Tessa, Nuket Serin, and Jayati Sinha (2019), "The Role of Culture and Brands' Health Messages: Evaluating Hispanic Consumers' Response to Healthy Eating Appeals," 6th International Consumer Brand Relationship Conference, Cancun, Mexico.
63. Serin, Nuket and Jayati Sinha (2019), "The Effect of Social Exclusion on Luxury Brand Prominence: Consumer's Preferences Toward Subtle and Prominent Logos," FIU Graduate Student Appreciation Week, Miami, FL.
64. Serin, Nuket and Jayati Sinha (2019), "Luxury Brand Prominence Effect on Social Exclusion," American Marketing Association Winter Academic Conference, Austin, TX.
65. Lu, Fang-Chi and Jayati Sinha (2018), "When Benefitting Self and Others Are in Conflict: The Role of Dichotomous Thinking in Morally Questionable Consumptions," Marketing and Public Policy Conference, Columbus, Ohio.
66. Serin, Nuket and Jayati Sinha (2018), "Luxury Brand Prominence Effect on Social Exclusion," FIU Business Doctoral Student Association Research Session, Miami, FL.
67. Garcia-Collart, Tessa, and Jayati Sinha (2017), "When Health Advertising Messages to Matching Information-Processing Styles of Hispanic Consumers Backfire," Winter AMA Conference, Orlando, FL.
68. Garcia-Collart, Tessa, Nuket Serin, and Jayati Sinha (2017), "Healthy (In)Congruence: When Hispanic Identity and Self-Framed Messages Increase Healthier Choices," University of Tennessee Symposium, Knoxville, TN.
69. Garcia-Collart, Tessa, Nuket Serin, and Jayati Sinha (2017), "Healthy (In)Congruence: When Hispanic Identity and Self-Framed Messages Increase Healthier Choices," McKnight Mid-Year Research Conference, Tampa, FL.
70. Tanenbaum, Jaclyn, Jayati Sinha and Wendy Guess (2017), "Me, Myself & I: When the New Me Kisses the Old Me Goodbye," Winter AMA Conference, Orlando, FL.
71. Fang-Chi Lu and Sinha, Jayati (2016), "Social Exclusion and Reliance on Feelings versus Reasons in Persuasion," Society for Consumer Psychology Annual Conference, St. Pete Beach, FL.
72. Sinha, Jayati (2015), "Product Evaluation as a Self-Protecting Consumption Mechanism of Stigmatized Overweight/Obese Consumers," Marketing and Public Policy Conference, Washington D.C.
73. Sinha, Jayati and Naresh Kumar (2014), "Nutrition Transition and Obesity in Developing Countries: Some Experiences from Delhi and its Neighboring Areas," Marketing and Public Policy Conference, Boston, MA.
74. Sinha, Jayati and Narayan Janakiraman, (2013), "Staff-Choice at North Face and Best-Seller Lists at Macy's: The Role of Recommendation Type Based on Store Type - A Study of Perceived Uniqueness and Introjection," Society for Consumer Psychology Annual Conference, San Antonio, TX.
75. Sinha, Jayati, Fang-Chi Lu and Narayan Janakiraman (2012), "When Favorite Brands Fail: The Role of Brand Relationship and Self-Constraint in Willingness to Forgive a Brand," Association for Consumer Research Annual Conference, Vancouver, Canada.
76. Sinha, Jayati, Gary Russell and Dhananjay Nayakankuppam (2011), "You May Have Influenced My Next Purchase: Social Influence on Food Purchase Behavior," INFORMS Marketing Science Conference, Houston, TX.
77. Sinha, Jayati and Dhananjay Nayakankuppam (2010), "The Social Clairvoyant: Prediction of Others' Attitudes from Sparse Information," Haring Symposium, Bloomington, IN.
78. Sinha, Jayati and Dhananjay Nayakankuppam (2010), "On Knowing More, But Liking it Less: The Moderating Role of Knowledge on Accessibility Experiences in Consumer Choice Decisions," Society for Consumer Psychology Annual Conference, St. Pete Beach, FL.
79. Sinha, Jayati, Dhananjay Nayakankuppam and Joseph R. Priester (2009), "The Influence of Strongly Held Attitudes on Consideration Set Size," Society for Judgment and Decision Making Annual Conference, Boston, MA.

80. Sinha, Jayati, Dhananjay Nayakankuppam and Joseph R. Priester (2009), "The Influence of Attitude Strength on Consideration Set Size: Strong Liking Results in Smaller Consideration Sets," Association for Consumer Research Annual Conference, Pittsburgh, PA.
81. Sinha, Jayati, Dhananjay Nayakankuppam and Joseph R. Priester (2009), "The Influence of Attitude Strength on Consideration Set Size: Strong Liking Results in Smaller Consideration Sets," Society for Consumer Psychology Annual Conference, San Diego, CA.
82. Sinha, Jayati and Dhananjay Nayakankuppam (2008), "Contagious Likes and Dislikes: Neighborhood Effects in Attitudes and Preferences," Association for Consumer Research Annual Conference, San Francisco, CA.
83. Sinha, Jayati and Dhananjay Nayakankuppam (2008), "Group Influences in the Ether –Neighborhood Effects in Attitudes and Preferences," Society for Judgment and Decision Making Annual Conference, New Orleans, LA.

INVITED TALKS

- Workshop: Addressing Unconscious Bias in Recruiting Interns, Memorial Health System, 2023.
- Becoming Creative: How to Come Up with Big Ideas for Awesome Research, PhD Project, 2020.
- Faculty Voices: First Person Accounts from Recently Promoted Faculty, UFF-FIU Tenure & Promotion Workshop, 2020.
- Nudging Health: Few Nudges to Change Health Behavior, South Florida Healthcare Executives Forum, 2019.
- Emoji Marketing, The Coca-Cola Company Headquarters 2019.
- The Nuts & Bolts of PhD, PhD Project, 2019.
- Understanding the Job Market, BDSA, 2019.
- Navigating the Review Process, PhD Project, 2018.
- How to Conduct Rigorous Research, PhD Project, 2017.
- Ego-Depletion and Consumption, Guest Lecture, FIU, 2017.
- Loneliness and Impulsive Consumption, University of Miami, 2013.
- Relationship Deficits and Impulsivity, University of Georgia, 2012.
- Loneliness and Impulsivity, Lisle & Roslyn Payne UA/ASU Research Consortium, 2012.
- Relationship Deficits and Impulsivity, University of Central Florida, 2012.
- Contagious Likes and Dislikes, University of Arizona, 2010. Florida International University, (2014, 2015)
- University of Miami, (2013)
- University of Georgia, (2012)
- Arizona State University (2012)
- University of Arizona (2010)

TEACHING EXPERIENCE

College of Business, Florida International University

Graduate Level (Ratings on a scale of 1-5)

- Healthcare MBA Program: Marketing Management, (core, 2013-present, Online & Hybrid) (Ratings: 4.8/5)
- M.Sc. (Marketing) Program: Consumer Behavior, (core, 2016-present, Online & Hybrid) (Ratings: 4.9/5)
- Ph.D. Seminar: Consumer Wellbeing and Welfare, (2016-present) (Ratings: 5/5)
- Ph.D. Seminar: Advertising and Persuasion, (2018-present) (Ratings: 5/5)

Undergraduate Level (Ratings on a scale of 1-5)

- Marketing Management, (2013, core) (Ratings: 4.7/5)
- Consumer Behavior, (2014-2015, core) (Ratings: 4.8/5)

Eller College of Management, University of Arizona

Undergraduate Level (Ratings on a scale of 1-5)

- Buyer Behavior, (2011-2013) (core, Ratings: 4.3/5)

SUPERVISION OF DOCTORAL PAPER/DISSERTATION

Dissertation Chair

- Sphurti Sewak (Summer 2023; first placement: Illion State University)
- Nuket Serin (Summer 2022; first placement: Bellarmine University)
- Ellen Sousa (Summer 2021; first placement: Gardner-Webb University)
- Tessa Garcia-Collart (Spring 2020; first placement: University of Missouri-St-Louis)

Dissertation Committee Member:

- Alexandre Prati (expected graduation Summer 2024)
- Audrey Burke (expected graduation Summer 2024)
- Elaine Hodge (expected graduation Summer 2024)
- Michael Guglielmo (expected graduation Summer 2024)
- Angel Cobb (expected graduation Summer 2024)

- Mariano Herrera (Summer 2023)
- Oscar Hecht (Summer 2023)
- Patrick Dulcio (Summer 2023)
- Humberto Noguera (Summer 2023)
- Luis Armelio Gonzalez (Summer 2022)
- Nushine Hosseini (Summer 2022)
- Sabina Ramdas (Summer 2022)
- Selena Seabrooks (Summer 2022)
- Fatagoma Silue (Summer 2022)
- Ahmed Alradadi (Summer 2020)
- Jaclyn Tanenbaum (September 2019)

SERVICE

Service to the Field

- Mentor, AMA SERVSIG (2023-present)
- Track Co-Chair, TCR Track 1: Educational Activism and DEI Initiatives for a Better World (2023)
- Editorial Board Member, *Journal of Public Policy & Marketing* (2020-present)
- Editorial Board Member, *American Business Review* (2019-present)
- Editorial Board Member, *Journal of Consumer Marketing* (2014-present)
- Track Co-Chair, SMA: Public Policy, Non-Profit, & Healthcare Marketing (2022)
- Track Co-Chair, TCR Track 1: Transforming through Mindfulness (2021)
- Program Committee Member, Academy of Marketing Science 44th Annual Conference (2020)
- Ad-hoc Reviewer: *Journal of Consumer Research* (2008 - present)
- Reviewer: *Journal of Consumer Psychology* (2014 - present)
- Reviewer: *Basic and Applied Social Psychology* (2017-present)
- Reviewer: *Journal of Marketing and Public Policy* (2015 - present)
- Reviewer: *Journal of Retailing* (2011-present)
- Reviewer: *International Journal of Research in Marketing* (2022-present)
- Organizing Committee Member, New Face of Aging Annual Conference, Miami, FL (2018-present)
- Award Evaluator, AMA-EBSCO Responsible Research Award (2020)
- The PhD Project, Marketing Student Mentoring (2017-present)
- Society for Consumer Psychology Conference Reviewer (2008-present)
- Association for Consumer Research Conference Reviewer (2008-present)
- American Marketing Association Conference Reviewer (2013-2016)
- Panelist: The Nuts & Bolts of PhD, , PhD Project (2019)
- Panelist: Navigating Review Process, PhD Project (2018)
- Judge: Eli Jones Promising Young Scholar Research Excellence Award, PhD Project (2018)
- Faculty Mentor: Mock Interviews, PhD Project (2018)
- AMA-Sheth Doctoral Consortium Faculty (2017)
- Panelist: Conducting Rigorous Research, PhD Project (2017)
- Organizer, Lisle & Roslyn Payne UA/ASU Research Consortium (2013)
- AMA-Sheth Doctoral Consortium Faculty Fellow (2017)
- Member, Association for Consumer Research (2008-present)
- Member, Society for Consumer Psychology (2007-present)
- Member, American Marketing Association (2010-present)
- Faculty Member Invitee, Summer AMA DocSig Networking Event (2012)
- AMA-Sheth Doctoral Consortium Fellow (2009)
- Haring Symposium Fellow (2009, 2010)

Service to the Department, College & University

Florida International University

University Level

- FIU COACHE Steering Committee, Committee Member (2024-2025)
- University Sabbatical Committee, Chair (2023-2024)
- University Sabbatical Committee, COB representative, Committee Member (2022-2023)
- University Graduate Council, COB representative, Committee Member (2022-2024)
- FIU Faculty Mentor Program, Mentor (2019-present)

- UFF-FIU Tenure & Promotion Workshop, Panel Member (2020)
- University Sabbatical Committee, COB Alternate Committee Member (2020-2022)

College Level

- College of Business Promotion & Tenure Committee, Committee Member (2019-2024)
- HCMBA Technology Committee, Committee Member (2023-present)
- HCMBA Healthcare Marketing Programs Coordinator (2020-present)
- Banner Marshal, Graduate Commencement Ceremony (Fall-2016, Fall-2017, Fall-2018, Spring 2024)
- Global Sales Competition, Faculty Judge (2018)
- Healthcare MBA Advisory Council Meeting, Attendees (2017-present)
- Healthcare MBA Curriculum Revision, Faculty Member (2015-2016)
- FIU, CAHME Accreditation, Faculty Member (2015-2016)
- Chapman Graduate Case Competition Judge (2015)
- Healthcare MBA, Healthcare MBA Global Travel Program (India, 2015)

Department Level

- Department Tenure-Track Search and Screen, Committee Member (2017, 2018, 2020, 2022, 2024)
- Department Third Year Review Committee, Committee Member (2021, 2022, 2023, 2024)
- Department Non-Tenure-Track Promotion (NTTP) Committee, Chair (2021-2023)
- Department Ph.D. Program, Committee Member (2016-2021)
- Masters of Science in Marketing Student Mentoring (2017-2019)
- Department Graduate Faculty Committee, Committee Member (2017, 2020)
- Department Dissertation Advisor Status Committee, Committee Member (2017-present)
- FIU, Masters of Science in Marketing Orientation (2017)

University of Arizona

- Subject Pool & Research Workshop Series, Committee Member, 2011-13.
- Doctoral Program, Committee Member (2011-13).
- Recruiting Committee Member (2011-13).

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
 American Marketing Association (AMA)
 Academy of Marketing Science (AMS)
 Society for Consumer Psychology (SCP)
 Society for Marketing Advances (SMA)

MURAD CANBULUT, Ph.D.

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murad.canbulut@dmu.ac.uk & murad.canbulut@gmail.com

EDUCATION

Izmir University of Economics (Turkey) *2010 - 2016*
Ph.D. Business Administration (with a major in Marketing)

Izmir University of Economics (Turkey) *2008 - 2010*
M.B.A (without thesis)

Celal Bayar University (Turkey) *2004 - 2008*
B.A, Business Administration

RESEARCH INTERESTS

Consumer Behavior, Social Marketing, Sustainability, Business Ethics, Vulnerable Consumers, Disability Research, Qualitative Techniques

DISSERTATION

Title: Labeling people as "disabled": A production of modern society and the role of marketing

Advisor: Assoc. Prof. Dr. Deniz Atik

Defense and Graduation Date: February, 2016

WORKING PAPERS

Serin, N., S. Sewak, T. Haderlie, M. Canbulut, N. Lewis, A. F. Muldrow, J. Sinha. The Emerging Role of Higher Education Institutions in Advancing Diversity, Equity and Inclusion (DEI) Initiatives, to be submitted to *AMS Review*.

RESEARCH PUBLISHED

ARTICLES

Mason, M.J, J. F. Tanner, M. Piacentini, D. Freeman, T. Anastasia, W. Batat, W. Boland, M. Canbulut, J. Drenten, A. Hamby, P. Rangan, Z. Yang (2011), Youth and risky consumption: Moving toward a transformative approach, *Journal of Research for Consumers*, 19, 1-8.

Mason, M.J, J. F. Tanner, M. Piacentini, D. Freeman, T. Anastasia, W. Batat, W. Boland, M. Canbulut, J. Drenten, A. Hamby, P. Rangan, Z. Yang (2013), Advancing a participatory approach for youth risk behavior: Foundations, distinctions, and research directions, *Journal of Business Research*, 66 (8), 1235-1241.

Chan, S. S., M. Van Solt, R. E Cruz, M. Philp, S. Bahl, N. Serin, N. B. Amaral, R. Schindler, A. Bartosiak, S. Kumar, M. Canbulut (2022), Social media and mindfulness: From the fear of missing out (FOMO) to the joy of missing out (JOMO), *Journal of Consumer Affairs*, 56 (3), 1312-1331.

Zor, U., A. Esen, M. Canbulut, N. Karaca, G. Karakaya, İ. Türker (2024). A systems approach to understanding the interconnected factors affecting rural development: A case study from Türkiye, *World Development Perspectives*, 34, 1-12.

BOOK CHAPTERS

Canbulut, M. ve D. Atik (2016), "Modern Toplumda Etiketlenme: Engelli Bireyler ve Pazarlama (Labeling in Modern Society: People with Disabilities and Marketing)" *TUPADEM Tüketici Yazıları V*, 150-162.

Canbulut, M. (2019), "Eğitim Sektörüne Genel Bir Bakış (An Overview of the Education Sector)", in *Yükseköğretimde Tutundurma ve Strateji* ed. A. Ercan Gegez. Altınbaş Üniversitesi Yayınları.

Canbulut, M. (2022), "Sosyal Girişimcilik (Social Entrepreneurship)", in *Dijital Girişimcilik, Yenilikçilik ve Ar-Ge Çalışmaları* ed. K. Kürşat Demiryürek, Ali Kahramanoğlu ve Nur İlkay Abacı. Efe Akademi Yayınları.

PROJECTS CONDUCTED

Canbulut, M. (2022-2023), The Place of People with Disabilities in Higher Education: Barrier-Free Master's Program for the Visually Impaired Individuals, Altınbas University.

CONFERENCE PAPERS

Canbulut, M. And D. Atik (2015), Consumer Vulnerability: What can Marketing do to Improve Individuals' Well-Being Labeled as Disabled?, *Annual Macromarketing Conference*, 54. 25-28 June 2015.

Canbulut, M. And D. Atik (2016), Is it Possible to Improve The Quality of Life of "Labeled As Disabled (LAD)" People Through Marketing? *21st Marketing Congress*.

Canbulut, M. (2017), Understanding Labeled as Disabled (Lad) Through Interviews: Experiences of an Able-Bodied Researcher, *2017 Manchester Ethnography Symposium*, 29 August-1 September 2017.

Canbulut, M. And R. Bayer (2017), "İdeal Benlikten İdeal Çiftlere ve İdeal Ailelere: Türkiye'de Aile ve Zengin Çocuklar Instagram Hesaplarının Karşılaştırmalı Analizi", *22nd Marketing Conference*, 28-30 September 2017.

Canbulut, M. And A. Esen (2018), "To engage or not to engage: The case of a failed attempt to establish a social innovation lab", Social Enterprise World Forum Academic Symposium 2018: Advancing Social Enterprise Research, Teaching and Engagement, 10-11 September 2018.

Canbulut, M. (2018), "Who defines the norms? Is marketing the new norm setter?", 9th Lancaster Disability Studies Conference, 11-13 September 2018.

Canbulut, M. (2019), Tüketiciler Her Zaman Özgür Müdür? Foucault'nun Büyük Kapatılması ve Tüketici Özgürlüğü Arasındaki İlişki, PPAD Pazarlama Kongresi, 1-4 May 2019.

Canbulut, M. (2019), Social Entrepreneurship Projects for Multiple Vulnerable Individuals: The Case of Turkey, ISIRC2019, 2-4 September 2019.

Canbulut, M. (2021), Social Media & Mindfulness: From the Fear of Missing Out (FOMO) Towards the Joy of Missing Out (JOMO), Transformative Consumer Research Conference 2021, 28-29 June 2021.

Serin, N., S. Sewak, T. Haderlie, M. Canbulut, N. Lewis, A. F. Muldrow, J. Sinha. The Emerging Role of Higher Education Institutions in Advancing Diversity, Equity and Inclusion (DEI) Initiatives, Society for Marketing Advances (SMA 2023), November 8-11, 2023.

TEACHING INTERESTS

Principles of Marketing, Marketing Strategy, Social Responsibility and Professional Ethics, Consumer Behavior, Strategic Brand Management, Integrated Marketing Communication, Sustainability Management, Consumer Culture Analysis.

TEACHING EXPERIENCE

Undergraduate Program, Altinbas University (Turkey)

- Principles of Marketing
- Marketing Strategy
- Consumer Behavior
- Social Responsibility and Professional Ethics
- Strategic Brand Management

Graduate Program, Altinbas University (Turkey)

- Consumer Behavior
- Marketing Management
- Sustainability Management
- Consumer Culture Analysis
- Integrated Marketing Communication (IMC)

AWARDS AND HONORS

- TCR Conference Travel Grant -Waco- Texas/USA (Baylor University and ACR) (2011)
- Scientific and Technological Research Council of Turkey (TÜBİTAK) Post Doc Research Grant (2016).

PROFESSIONAL SERVICE

- Alternative Research Techniques in Marketing (PAAYS 2018) Member of the Conference Organizing Committee (Altinbas University), 7-9 December 2018.
- Markets, Globalizations and Development Review (MGDR), Associate Editor, 2016-2019.
- The European Marketing Academy (EMAC) Referee (2018-present)
- Scientific and Technological Research Council of Turkey (TÜBİTAK) Post-Doc Research Grant Program, External Advisor (2019).
- Scientific and Technological Research Council of Turkey (TÜBİTAK) University Students Grant Program, External Advisor (2020).
- Scientific and Technological Research Council of Turkey (TÜBİTAK) University Students Grant Program, External Advisor (2021).
- Turkish Airlines Aviation Academy-Marketing Certificate Program (Marketing Strategy), Instructor, 2020.
- Turkish Airlines Aviation Academy-Customer Experience Certificate Program (Customer Relations Management), Instructor, 2021.
- Turkish Airlines Aviation Academy-Marketing Communication Certificate Program (Marketing Communication and Consumer Behavior), Instructor, 2021.

ADMINISTRATIVE ROLES

- | | |
|---|-----------|
| • Department Chair-Business Administration | 2018-2021 |
| • Chair-Graduate School Programs | 2018-2021 |
| • ERAMUS and Exchange Programs Departmental Coordinator | 2017-2024 |
| • Disability Committee Faculty Representative | 2019-2024 |
| • Curriculum Committee Faculty Representative | 2021-2024 |
| • Sustainability Committee Faculty Representative | 2023-2024 |
-

ASSOCIATIONS AND OTHER ACTIVITIES

- Transformative Consumer Research (TCR)
- Macromarketing Society
- Association for Consumer Research (ACR)

- Pazarlama ve Pazarlama Arařtırmaları Derneđi (PPAD) Marketing and Marketing Research Association
- Trkiye Arařtırmacılar Derneđi (TAD) Turkish Researchers' Association

Kaan Canayaz

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EDUCATION

- **Ph.D. Marketing**, 2025 (expected)
College of Business, Florida International University, Miami, FL
- **M.S. Marketing**, 2021
Martin J. Whitman School of Management, Syracuse University, Syracuse, NY
- **M.S. Global Enterprise & Entrepreneurship**, 2017
University of Southampton, Southampton, United Kingdom
- **B.Sc. Management**, 2016
University of Nottingham, Nottingham, United Kingdom

RESEARCH INTERESTS

Blockchain, Non-Fungible Tokens, Cryptocurrency, AI, Services Marketing, Social Media, Consumer Welfare

DOCTORAL DISSERTATION

Title: Beyond Code and Pixels: Consumer Motivations and Valuation Dynamics in the Context of Non-Fungible Tokens

Advisor: Jae Hoon Lee

Committee: Ha Ta, Linnéa Chapman, Manjul Gupta

- Essay 1: Emotional Attachment to Non-Fungible Tokens: The Role of Rarity (in preparation for submission to the Journal of Consumer Psychology)
- Essay 2: Redefining Luxury Perceptions With NFT Bundling: How NFTs Can Elevate (Or Dilute) the Image of Luxury Brands (targeting the Journal of Marketing Research)

PEER-REVIEWED PUBLICATION

- Sinha, J., Canayaz, K., & Serin, N. (in press). Improving Healthcare Management Students' Nonverbal Communication Skills: Development of a Teaching Tool. *Journal of Health Administration Education*.

OTHER MANUSCRIPTS IN PREPARATION

*Denotes First Author

1. **What is the Right Pick Up Option for You? Consumer Preferences for Buying Online and Picking Up In-Store** with Ha Ta and Ji Qi. Manuscript in preparation to be submitted to *Transportation Journal*.
2. **When Using Robots in Service Backfires: Human vs. Robot Service Failure on Negative WOM** with Shivam Agarwal, Todd Haderlie, and Jae Hoon Lee. Manuscript in preparation to be submitted to *Journal of the Academy of Marketing Science*.
3. **The Role of Social Class on Service Recovery Expectations*** with Todd Haderlie, Shivam Agarwal, and Jae Hoon Lee. Manuscript in preparation to be submitted to *Journal of Services Marketing*.

RESEARCH IN PROGRESS

*Denotes Solo Authorship

1. **Like Comment Repost Repeat: Social Media Addiction and Consumer Well-Being in an Increasingly Connected Marketplace** with Joshua Dorsey and Linnéa Chapman.
2. **Can NFTs Help Brands Fight Counterfeits? The Role of Brand Trust*** with Baris Karacan.
3. **The Effect of Social Class on the Perceptions of Donation Recipient** with Jae Hoon Lee.
4. **The Effect of Bundling on Incongruent Product Purchase: Case of Liberals vs. Conservatives***.

CONFERENCE PRESENTATIONS

*Denotes Presenter

1. Dorsey, Joshua*, Linnéa Chapman, and Kaan Canayaz (2024). “Like Comment Repost Repeat: Social Media Addiction and Consumer Well-Being in an Increasingly Connected Marketplace” in *AMA Marketing and Public Policy Conference*, American Marketing Association.
2. Canayaz, Kaan*, and Jae Hoon Lee (2024). “Emotional Attachment to NFTs: Structured Abstract” in *Academy of Marketing Science*.
3. Agarwal, Shivam*, Todd Haderlie*, Kaan Canayaz*, and Jae Hoon Lee (2024). “How Does Service Failure Agent (Human Versus Robot) Affect Negative WoM” in *Academy of Marketing Science*.

4. Agarwal, Shivam*, Todd Haderlie*, Kaan Canayaz*, and Jae Hoon Lee (2024). “Effect of Service Failure Agent (Human versus Robot) on Negative WOM” in *AMA Winter Educators’ Proceedings*, American Marketing Association.
5. Canayaz, Kaan* (2023). “Beyond Materiality: Unveiling the Emotional Attachments to Non-Fungible Tokens as Digital Possessions” in *Society for Marketing Advances*.
6. Agarwal, Shivam*, Todd Haderlie, Jae Hoon Lee, and Kaan Canayaz (2023). “How Service Failure Agent (Human versus Robot) Influences Consumers’ Negative WOM” in *Marketing Management Association*.
7. Canayaz, Kaan*, and Baris Karacan (2023). “Can NFTs Help Brands Fight Counterfeits? The Role of Brand Trust” in *Association of Marketing Theory and Practice*.
8. Agarwal, Shivam*, Todd Haderlie, Kaan Canayaz, and Jae Hoon Lee (2023). “Consumers’ Engagement in NWOM Post Service Failures: Robotic versus Human Failure Agent” in *Association of Marketing Theory and Practice*.
9. Agarwal, Shivam*, Todd Haderlie*, Kaan Canayaz, and Jae Hoon Lee (2023). “When Using Robots in Service Backfires: Human versus Robot Service Failure on Negative WOM” in *Society for Marketing Advances*, ed. Lucy Matthews.
10. Canayaz, Kaan*, Shivam Agarwal, Todd Haderlie, and Jae Hoon Lee (2023). “Service Recovery Expectations as a Function of Social Class” in *Advances in Consumer Research*, Vol. 50, ed. Haipeng (Allan) Chen, Giana Eckhardt, and Rebecca Hamilton, Duluth, MN: Association for Consumer Research.
11. Haderlie, Todd, Shivam Agarwal, Kaan Canayaz*, and Jae Hoon Lee (2023). “The Impact of Cultural Orientation on Consumer Responses to Service Failure as a Function of Humans Versus Robots” in *Advances in Consumer Research*, Vol. 50, ed. Haipeng (Allan) Chen, Giana Eckhardt, and Rebecca Hamilton, Duluth, MN: Association for Consumer Research.
12. Haderlie, Todd*, Jae Hoon Lee, Kaan Canayaz*, and Shivam Agarwal (2022). “How Social Class Affects Service Recovery Expectations in Response to Service Failure” in *AMA Summer Educators’ Proceedings*, Vol. 33, ed. Andrea Godfrey, Ravi Mehta, and Cinthia Saturnino, American Marketing Association.
13. Canayaz, Kaan*, Shivam Agarwal, and Jae Hoon Lee (2022). “The Effect of Bundling on Incongruent Product Purchase: Case of Liberals vs. Conservatives” in *Association of Marketing Theory and Practice*.
14. Canayaz, Kaan, Shivam Agarwal*, and Jae Hoon Lee (2022). “Service Recovery Expectations from a Social Class Perspective” in *Association of Marketing Theory and Practice*.

ACADEMIC HONORS AND AWARDS

1. Doctoral Consortium Fellow at Academy of Marketing Science, 2024
2. Best Paper in Track Award at Society for Marketing Advances, 2023
 - Received \$500 award from Society for Marketing Advances
3. The Centers for International Business Education and Research (CIBER) Grant
 - Received \$1500 in 2023 for “Beyond Code and Pixels: Emotional Attachment to NFTs in Developed Markets”
 - Received \$1000 in 2022 for “‘Smart’ Way to Reduce Loneliness: Role of Culture”
 - Received \$2000 in 2021 for “The Impact of Cultural Orientations on Consumer Responses to Service Failure/Recovery as a Function of Humans versus Robots” with Jaehoon Lee, Shivam Agarwal, and Todd Haderlie
4. Graduate & Professional Student Committee, 2022
 - Received \$332 travel grant
5. Received Phi Beta Delta Honorary Society Membership at Syracuse University, 2021
6. Received Beta Gamma Sigma Membership at Syracuse University, 2021
7. Top Performer of the Program at University of Southampton, 2017
 - Received £100 award from the Southampton Business School

JMR SCHOLARLY INSIGHTS PROGRAM

“JMR Scholarly Insights is a blog series that involves doctoral students developing questions and interviewing the authors of recent JMR articles to highlight the uniqueness and contribution of each article and provide interesting and insightful discussions.”

1. Ubal, Valentina, and Kaan Canayaz (2023). “Limited-Time Offers Are a Marketing Mainstay – But Online Consumers Aren’t Interested” in *JMR Scholarly Insights*. Available at: <https://www.ama.org/2023/11/08/limited-time-offers-are-a-marketing-mainstay-but-online-consumers-arent-interested/>
2. Canayaz, Kaan, and Narek Grigorian (2022). “Feeding Two Birds with One Scone: How Loneliness Enhances Product Reuse and Reduces Waste” in *JMR Scholarly Insights*. Available at: <https://www.ama.org/2022/05/23/feeding-two-birds-with-one-scone-how-loneliness-enhances-product-reuse-and-reduces-waste/>

ACADEMIC SERVICES

Reviewer

Journal of Behavioral Decision Making, Journal of Health Administration Education, Society for Marketing Advances, Academy of Marketing Science, Association of Marketing Theory & Practice

Session Chair

Association of Marketing Theory & Practice

Volunteer

Society for Marketing Advances, Engaged Management Scholarship

TEACHING INTERESTS

Digital Marketing, Social Media Marketing, Marketing Analytics, Principles of Marketing

COURSES TAUGHT

Introduction to Marketing (Spring 2024), Social Media Marketing (Summer 2024)

ACADEMIC WORK EXPERIENCE

1. **Graduate Assistant**, 2021-Present
College of Business, Florida International University, Miami, FL
2. **Graduate Research Assistant**, 2020-2021
Martin J. Whitman School of Management, Syracuse University, Syracuse, NY

INDUSTRY EXPERIENCE

1. **Business Services Intern**, 2020
National Grid, United States
2. **Marketing Assistant**, 2018-2019
Ilk Dost Yapi Denetim Ltd. Sti., Turkey
3. **Equity Analyst Intern**, 2017
Wood & Co., United Kingdom
4. **Sales & Marketing Intern**, 2015
Kardemir Iron & Steel Industry, Turkey

SKILLS

- **Software and Programming:** Advanced user of Excel, PowerPoint, Photoshop. Introductory knowledge of R, Python, Mango CRM. Basic knowledge of Bloomberg Terminal.
- **Certificates:** HubSpot In-Bound Marketing Certification, Google Ads Certification, Google Analytics Certification, Getting Started with Python (QZ9MEYTPV59T), Python Data Structures (2CSX47M5MMBL), Using Python to Access Web Data (8NQ96T7PVAC9).

REFERENCES

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BMI Professorship & Assistant Professor
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Adrienne F. Muldrow, Ph.D.

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School of Communication
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Greenville, NC 27858
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muldrowa18@ecu.edu

EDUCATION

- Ph.D. in Communication** **2018**
Washington State University, Pullman, WA
Dissertation title: Masculinity in advertising: A content analysis of male body images in mass media.
Committee: Dr. Stacey Hust (Chair), Dr. Bruce Pinkleton, and Dr. Jessica Willoughby
- Master of Business Administration** **2000**
University of South Carolina, Columbia, SC
- Bachelor of Science in Business Administration, magna cum laude** **1998**
University of South Carolina, Columbia, SC
Double Major: Marketing and Finance

INSTITUTIONS

- Assistant Professor** School of Communication, East Carolina University (August 2018-Present)
- Adjunct Instructor** University of Arkansas-Little Rock (August 2017-May 2018)
- Graduate Instructor** Washington State University (August 2012-May 2018)

SELECTED SCHOLARLY AWARDS

1. Best Paper 2023 Award, *International Journal of Advertising* 2024
2. Finalist, Best Paper, *Journal of Current Issues & Research in Advertising* 2020
3. 2019 Kopenhaver Center Fellow, AEJMC 2019
4. Barrow Minority Doctoral Student Scholarship, AEJMC (Sole Recipient) 2016

RESEARCH

AREAS OF SPECIALIZATION

Primary Research Areas: *Health Communication, Race and Communication*

My interdisciplinary research explores how written and visual communication assist decision-making, well-being, or human behavior. Specifically, I study how media representations—written and visual—help promote or hinder subsequent initiatives or behaviors. I explore content from 1) social media, 2) digital media, 3) traditional media, 4) commercialized media (i.e., advertising, branded apps), and 5) real people. I often employ a lens with an intersectional perception of gender, nationality, and race with a strong focus on Black women. My research covers the topics of diversity, equity, and inclusion in realms spanning from advertising to health communication.

Research Methodologies

Quantitative: experimental, survey, content analysis

PUBLICATIONS IN REFEREED JOURNALS

1. **Muldrow, A.**, & Shearman, S. (in press). How political identification and individual differences influence Black Lives Matter message reactions. *Howard Journal of Communications*. DOI: 10.1080/10646175.2024.2306823
2. Tran, T., Gugenishvili, I.[†], & **Muldrow, A.** (2024). Enhancing brand equity in branded apps: A hedonic and utilitarian motivation's perspective. *Journal of Marketing Communications*, 30(3), 318-343. DOI: 10.1080/13527266.2022.2113909
3. Eisend, M., **Muldrow, A.**, & Rosengren, S. (2023). Diversity and inclusion in advertising research. *International Journal of Advertising*, 42(1), 52-59. DOI: 10.1080/02650487.2022.2122252
***Best Paper 2023 award for the *International Journal of Advertising*.**
4. Shearman, S., Morin, A., & **Muldrow, A.** (2023). Campus integration and campus climate at a predominantly White institution in the South. *Howard Journal of Communications*, 34(1), 92-111. DOI: 10.1080/10646175.2022.2098082
5. Ekpo, A. E., Drenten, J., Albinsson, P. A., Anong, S., Appau, S., Chatterjee, L., Dadzie, C. A., Echelbarger, M., **Muldrow, A.**, Ross, S. M., & Santana, S. (2022). The platformed money ecosystem: Digital financial platforms, datafication, and reimagining financial well-being. *Journal of Consumer Affairs*, 56(3), 1062-1078.
***Throughout 2022, according to the American Council on Consumer Interests, this paper was ranked within the top 10% of all downloaded papers.**

6. **Muldrow, A.**, Joo, J.[†], Lee, Y-J., & Price Schultz, C. (2022). Sharing pro-marijuana messaging on social media: The moderating role of legislation. *Journal of American College Health*, 70(8), 2318-2326.[†]
7. Kang, J-A., Schultz, P., Hubbard, G., Hwang, J., **Muldrow, A.**, Barber, B.[†], & Lochner, C.[†] (2021). News framing of e-cigarettes: A cross-national study of the US, UK, and Korea. *Communication Studies*, 72(5), 937-956. DOI: 10.1080/10510974.2021.1975142
8. Raper, M. J., McDonald, S. M., Johnston, C., Isler, C., Newton, E., Kuehn, D., Collier, D., Broskey, N, **Muldrow, A.**, & May, L. E. (2021). The influence of exercise during pregnancy on racial/ethnic health disparities and birth outcomes. *BMC Pregnancy and Childbirth*, 21(1), 1-9. DOI: 10.1186/s12884-021-03717-5
9. Tran, T., **Muldrow, A.**, and Ho, B. (accepted, 2020). Understanding drivers of brand love—the role of personalized ads on social media. *Journal of Consumer Marketing*. DOI: 10.1108/JCM-07-2019-3304
10. Lee, Y-J., Kim, J., & **Muldrow, A. F.** (2020). The role of interdependent self-construal in increasing donation behavioral intention: Underlying processing mechanism of impression motives. *Journal of Current Issues and Research in Advertising*, 41(1), 104-118. DOI: <https://doi.org/10.1080/10641734.2019.1627257>
***Nominated for the Paper of the Year Award for the Journal of Current Issues and Research in Advertising.**
11. Batat, W., Peters, P., Chan, S., Moscato, E., Chugani, S., Castro, I., & **Muldrow, A.** (2019). The experiential pleasure of food: A savoring journey to food well-being. *Journal of Business Research*, 100, 392-399. DOI: 10.1016/j.jbusres.2018.12.024
12. Cameron, N., **Muldrow, A.**, & Stefani, W.* (2018). The weight of things: Understanding African American women’s perceptions of health, body image, and attractiveness. *Qualitative Health Research*, 28(8), 1242-1254. DOI: 10.1177/1049732317753588
13. Bailey, R., & **Muldrow, A.** (2018). Healthy food identification: Food cues and claims affect speeded and thoughtful evaluations of food. *Health Communication*, 1-12. DOI: 10.1080/10410236.2018.1434734
14. Willoughby, J. F., & **Muldrow, A.** (2016). SMS for sexual health: A comparison of service types and recommendations for sexual health text message service providers. *Health Education Journal*, 76(2), 231-243. DOI: 10.1177/0017896916661373
15. Austin, E. W., **Muldrow, A.**, & Austin, B. (2016). Examining how media literacy and personality factors predict skepticism toward alcohol advertising. *Journal of Health Communication*, 21(5), 600-609.
***Paper was previously nominated for the Top Three Paper Award for the Communication Theory & Methodology division.**

[†]student authors appeared in this paper.

*authors contributed equally to this manuscript.

PUBLISHED ABSTRACTS

1. Bailey, R. L., Liu, J., Wang, T., **Muldrow, A.**, & Kaiser, C. K. (2016). Energy density differentially alters emotional responses to health halo and non-health halo foods. In *Society for Psychophysiological Research. Psychophysiology*, 53, S1.
2. **Muldrow, A.**, & Bailey, R. L. (2015). Appetitive activation in the presence or absence of food: Physiological responses toward healthy and unhealthy food advertising. In *Society for Psychophysiological Research. Psychophysiology*, 52, S1.

MANUSCRIPTS UNDER REVIEW

1. Tran, T., **Muldrow, A.**, & Wen, C. (n.d.). Making Customers More Loyal: The Role of Value Cocreation in Branded Apps. (Sent to *Journal of Consumer Marketing*).
2. Pun, I., Shearman, S., Richards, K., **Muldrow, A.**, Powell, S. B., & Pun, I. K. (n.d.). Menstrual stigma, early menstrual conversation experiences and young males' and females' attitudes towards menstruation. (Sent to *Health Communication*).

INVITED BOOK CHAPTERS

1. **Muldrow, A.**, & Cunningham, S. K. (approved). Communicating what is silent: Black women navigating mental health. In D. Kim & J-A Kang (Eds.), *Mental health communication for underserved populations*. Lexington Books: Idaho Falls, ID.
2. Chatterjee, L., Albinsson, P., Bradbury, D., & **Muldrow, A.** (in press). Cryptocurrency communities: An overview of collaborative currency systems. In Albinsson, P. Yasanthi Perera, B., & Lawson, S. J. (Eds.). Edward Elgar Publishing Ltd. *Understanding collaborative consumption*. (Book chapter).
3. **Muldrow, A.**, & Grigsby, J. (2019). Food storytelling, pleasure and wellbeing: Narratives from food cultural experiences. In P. Peters & W. Batat (Eds.), *Food and experiential marketing: Pleasure, wellbeing and consumption*. Routledge: New York.

BOOK REVIEW

1. **Muldrow, A.** (2019). The social fact. [Review of the book *The social fact: News and knowledge in a networked world*, by J. Wihbey]. *Journal of Broadcasting & Electronic Media*. 63(4), 743-744. DOI: 10.1080/08838151.2019.1673122

MANUSCRIPTS IN PROGRESS

1. **Muldrow, A.**, & Lee, Y-J. (n.d.). White versus Black college students' processing of athletic spokespersons in advertising for the improvement of well-being. (In preparation for the *Journal of Advertising*).
2. **Muldrow, A.**, Shearman, S. (n.d.). Perceived skepticism toward COVID-19 vaccination messages: Analysis of the factors that impact information processing. (In preparation for the *Journal of Health Communication*).
3. Serin, N., **Muldrow, A.**, Canbulut, M., Sewak, S., Thaderl, I., Lewis, N., & Sinha, J. The emerging role of higher education institutions in advancing diversity, equity, and inclusion (DEI) initiatives.
4. **Muldrow, A.**, Farr, D., & Johnston, C. (n.d.). Gendered connections: Factors underlying eating healthy behaviors in a sample of first-year college students—A comparison of males versus females. (In preparation for the *Journal of Adolescent Health*).

SELECT RESEARCH IN PROGRESS

1. **Muldrow, A.**, & Murray, N. Instagram physiology: A study of how inclusive versus non-inclusive body types influence food desires. (Physiological data in process for two studies).
2. **Muldrow, A.**, Ross, S., Albinsson, P., Santana, S., Chatterjee, L., & Dadzie, C. Policy and change: The role of public policy in securing economic security and financial well-being. (Data for study two is being analyzed).
3. Nagpal, T. S., **Muldrow, A.**, Babatunde, O., deVente, J., Allman-Tucker, B. R., Tinius, R., Barone Gibbs, B., Das, B. M., May, L. Perspectives of non-Hispanic Black women residing in a rural community on barriers and facilitators to physical activity and nutrition in women of childbearing age. (Sent to *Rural and Remote Health*).

SELECTED REFEREED CONFERENCE PAPERS

1. Tran, T., **Muldrow, A.**, & Dadzie, C. (2024, May). *Making Customers More Loyal: The Role of Value Cocreation in Branded Apps*. Paper to be presented at the Association of Marketing Theory and Practice, Hilton Head, SC.
2. Serin, N., Sinha, J., Lewis, N., Sewak, S., Canbulut, M., **Muldrow, A.**, & Thaderl, I. (2023, November). Educational Activism and Diversity, Equity, and Inclusion (DEI) Initiatives. Participant at the Transformative Consumer Research (Dialogical) Conference, London, ENG.

3. **Muldrow, A.**, Ross, S., Albinsson, P., Santana, S., Chatterjee, L., & Dadzie, C. (2023, June). *Investment or Heartache? Advancing a Marketing & Public Policy Research Agenda on Cryptocurrency*. Poster presented at the 2023 Marketing and Public Policy Conference, Arlington, VA.
4. **Muldrow, A.**, Shearman, S., & Pun, I. (2023, May). *Perceived Skepticism Toward the COVID-19 Vaccination Messages: Analysis of the Factors that Impact Information Processing*. Poster to be presented at the 73rd Annual International Communication Association Conference, Toronto, CAN.
5. Dadzie, C., **Muldrow, A.**, Ross, S., Santana, S., & Chatterjee, L. (2022, December). *Inclusivity in the Crypto Marketplace*. Poster to be presented at the 2022 International Conference on Crypto-Marketing, New York, NY.
6. **Muldrow, A.** & Shearman, S. (2022, May). *Agreement With and Endorsement for BLM Tweets: Testing the Impact of Political Identification and Individual Differences Variables*. Poster will be presented at the 72nd Annual International Communication Association Conference, Paris, FR.
7. Tran, T., Gugenishvili, I., & **Muldrow, A.** (2020, November). *Enhancing Brand Equity Through Task-Service Fit in Branded Apps: A Service-Dominant Logic Perspective*. Paper presented at the Society for Marketing Advances Conference, Virtual Conference.
8. **Muldrow, A.** (2020, May). *The Male and Female Thin Ideal in Instagram Advertising and Menu Choice: How do Models Influence Eating Behaviors, Exercise Intentions, and Physiological Responses*. Poster presented at the 70th Annual International Communication Association Conference, Gold Coast, AUS.
9. Kang, J-A., Schultz, P., Hubbard, G., Hwang, J., Barber, B., Lochner, C., & **Muldrow, A.** (2020, May). *A Cross-National Study of E-cigarette News Coverage*. Paper accepted at the 70th Annual International Communication Association Conference, Gold Coast, AUS.
10. **Muldrow, A.** (2019, August). *Advertised Stereotypical and Masculine Images of Black and White Men: Where Are We Now?* Paper presented at the 102nd Annual Association for Education in Journalism and Mass Communication Conference, Toronto, CAN.
11. **Muldrow, A.** (2019, August). *GIFT Competition-World Summit Activity for Agenda Setting and Framing*. Poster presented at the 102nd Annual Association for Education in Journalism and Mass Communication Conference, Toronto, CAN.
12. Joireman, J., & **Muldrow, A.** (2019, August). *A Depletion Model of Obesity and Type 2 Diabetes: The Role of Trait Self-Control, Stress, and Ego Depletion*. Poster presented at Society Boutique Conference: The Psychology of Consumer Addiction and Maladaptive Consumption, Seattle, WA.
13. **Muldrow, A.** (2019, March). *Males in Advertising: A Content Analysis of Objectified Male Images*. Paper presented at the American Academy of Advertising Conference, Dallas, TX.

14. **Muldrow, A.**, Joo, J., Lee, Y-J., & Price Schultz, C. (2018). *Perceived Social Norms about Pro-Marijuana Messages on Social Media and College Students' Viral Intentions*. Paper at 68th Annual International Communication Association, Prague, Czech Republic.
15. **Muldrow, A.**, & Lee, Y-J. (2017, August). *College Students' Processing of Non-Celebrity Male Athletic Spokespersons in Health PSAs: The Mediation Role of Status*. Paper presented at the 100th Annual Association for Education in Journalism and Mass Communication Conference, Chicago, IL.
16. Batat, W., Peters, P., Chan, S., Moscato, E., Chugani, S., Castro, I., & **Muldrow, A.** (2017, June). Participant at the Transformative Consumer Research (Dialogical) Conference, Ithaca, NY.
17. **Muldrow, A.**, Cameron, N., & Stefani, W. (2017, May). *The Weight of Things: Understanding African American Women's Perceptions of Health, Body Image and Attractiveness*. Paper presented at the 67th Annual International Communication Association, San Diego, CA.
18. **Muldrow, A.** & Bailey, R. (2016, June). *Healthy Food Identification: Food Cues, Health Claims and Health Halos*. Paper presented at the 66th Annual International Communication Association, Fukuoka, Japan.
19. Austin, E. W., **Muldrow, A.**, & Kallman, D. (2016, June). *Exploring the Associations Across Adolescence of Perceived Desirability for Alcohol Advertising and Skepticism About Advertising*. Paper presented at the 66th Annual International Communication Association, Fukuoka, Japan.
20. Bailey, R. L., Wang, T., Liu, J., **Muldrow, A.** & Kaiser, C. (2016, June). *A Study on Food Decision Making*. Poster presented at the 66th Annual International Communication Association, Fukuoka, Japan.
21. **Muldrow, A.** (2016, June). *Social Media, Social Networking, and the Public: The Efficacy of Regulatory Agencies on Twitter*. Poster presented at the Marketing and Public Policy Conference, San Luis Obispo, CA.
22. **Muldrow, A.** & Bailey, R. L. (2016, March). *Healthy Food Categorization: The Interactive Effect of Food Cues, Health Claims, and Health Halos*. Poster presented at the GPSA Research Exposition, Pullman, WA.
23. **Muldrow, A.**, Cameron, N., & Stefani, W. (2016, March). *African American Women's Perception of Health and Body Image: A Culture-Centered Approach*. Poster presented at the GPSA Research Exposition, Pullman, WA.
24. Willoughby, J. & **Muldrow, A.** (2016, February). *Sexual Health Text Message Services: A Discussion of Service Types and the Benefits of Personalization*. Paper presented at the Center for Media + Health 3rd Annual Symposium.
<http://rampages.us/mediahealthsymposium/>

25. Austin, E. W., & **Muldrow, A.** (2014, August). *How Media Literacy and Personality Predict Skepticism Toward Alcohol Advertising*. Paper presented at the 97th Annual Association for Education in Journalism and Mass Communication Conference, Montreal, Canada.
***Top Three Paper Award for the Communication Theory & Methodology division.**
26. Austin, E. W., **Muldrow, A.**, & Yang, C. (2012). *Media Literacy and its Impact on Reducing the Desirability of Alcohol Advertisements with Minors*. Poster presented at the Marketing and Public Policy Conference, Atlanta, GA.

INVITED PRESENTATIONS

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| 1. Panelist, Creating Connections as a Mentee
<i>East Carolina University</i> | 2023 |
| 2. Keynote Speaker, Incorporating Diversity and Inclusion into your Yearbook
<i>The Eastern North Carolina High School Media Workshop</i> | 2022 |
| 3. Panelist, The Unvaccinated: Is There Any Hope of Reaching Them?
<i>Southern States Communication Convention</i> | 2022 |
| 4. Panelist, Roundtable: Health Multimorbidity and Poverty
<i>Transformative Consumer Research Conference</i> | 2015 |
| 5. Panelist, Diverse Scholars Campus Visitation Program
<i>The Graduate School at Washington State University</i> | 2015 |

TEACHING

3:3 load

Teaching Interests: Race and Communication, Public Speaking, Public Relations Principles, Public Relations Writing, Public Relations Campaigns, Media Effects, Gender and Communication, Intercultural Communication

COURSES TAUGHT

Instructor of Record-East Carolina University-Greenville, NC

Summer 2024	Race, Ethnicity and Media (COMM 3700)
Summer 2024	Public Speaking (COMM 2410)
Spring 2024	Media Effects (COMM 6110)
Spring 2024	Race, Ethnicity and Media (COMM 3700)
Spring 2024	Public Relations Principles (COMM 2120)
Fall 2023	Race, Ethnicity and Media (COMM 3700)
Fall 2023	Public Relations Principles (COMM 2120)
Fall 2023	Media Effects (COMM 3172)

Summer 2023	Race, Ethnicity and Media (COMM 3700)
Summer 2023	Public Speaking (COMM 2410)
Spring 2023	Media Effects (COMM 6110)
Spring 2023	Race, Ethnicity and Media (COMM 3700)
Spring 2023	Public Relations Principles (COMM 2120)
Fall 2022	Race, Ethnicity and Media (COMM 3700)
Fall 2022	Public Relations Principles (COMM 2120)
Fall 2022	Media Effects (COMM 3172)
Summer 2022	Race, Ethnicity and Media (COMM 3700)
Spring 2022	Public Relations Principles (COMM 2120)
Spring 2022	Public Relations and Corporate Communication (COMM 3104)
Fall 2021	Public Relations Theory (COMM 2120)
Fall 2021	Media Effects (COMM 3172)
Fall 2021	Special Topics (COMM 3063)
Summer 2021	Special Topics (COMM 3063)
Spring 2021	Public Relations Principles (COMM 2120)
Spring 2021	Media Effects (COMM 3172)
Spring 2021	Public Speaking (COMM 2410)
Fall 2020	Public Relations Theory (COMM 3120)
Fall 2020	Media Effects (COMM 3172)
Fall 2020	Public Speaking (COMM 2410)
Summer 2020	Public Relations and Corporate Communication (COMM 2104)
Spring 2020	Media Effects (COMM 3172)
Spring 2020	Public Relations and Corporate Communication (COMM 2104) (2 sections)
Fall 2019	Public Relations and Corporate Communication (COMM 2104) (2 sections)
Fall 2019	Media Effects (COMM 3172)
Summer 2019	Public Speaking (COMM 2410)
Spring 2019	Media Effects (COMM 3172)
Spring 2019	Public Relations and Corporate Communication (COMM 2104) (2 sections)
Fall 2018	Media Effects (COMM 3172) (2 sections)

Adjunct-University of Arkansas-Little Rock, AR*

Spring 2018	Online Principles of Marketing (MKTG 3350)
Fall 2017	Online Social Media (MKTG 3352)

Instructor of Record-Washington State University-Pullman, WA

Fall 2017	College Majors and Career Exploration (UNIV 100)
Spring 2017	Online Academic Internship Experience (UNIV 398)
Spring 2017	College Majors and Career Exploration (UNIV 100)
Fall 2016	College Majors and Career Exploration (UNIV 100)
Spring 2015	International Business (IBUS 380)
Fall 2014	International Business (IBUS 380)
Summer 2014	International Business (IBUS 380)
Spring 2014	International Business (IBUS 380)
Summer 2013	Consumer Behavior (MKTG 407)
Summer 2012	Principles of Marketing (MKTG 360)

Teaching Assistant-Washington State University-Pullman, WA

Fall 2017	Online Academic Internship Experience (UNIV 398)	4 students
Fall 2016	Online Academic Internship Experience (UNIV 398)	5 students
Spring 2016	Online Academic Internship Experience (UNIV 398)	8 students
Fall 2015	Online Academic Internship Experience (UNIV 398)	5 students
Spring 2013	International Business (IBUS 380)	60 students
Spring 2012	Consumer Behavior (MKTG 407)	35 students
Fall 2011	Online Principles of Marketing (MKTG 360)	20 students
Fall 2011	Principles of Marketing (MKTG 360)	360 students

Invited Guest Lecturer-Washington State University-Pullman, WA

Summer 2016	Principles of Persuasion (COMSOC 301)	6 students
Summer 2016	Media Planning (COMSTRAT 382)	6 students
Spring 2016	"Negotiating Your Personal Value" (COMSTRAT 310)	17 students
Fall 2014	Principles of Marketing (MKTG 360)	200 students

*No formal evaluation scores were collected for adjunct instructors.

STUDENT COMMENTS ABOUT INSTRUCTION

- *"In my opinion what really makes Ms. Muldrow special though is her attitude. She is by far the most engaging, fun, bubbly, kind, and interesting professor I have had in my time here at Washington State University [excerpt from a fourth-year student]."*
- *"Ms. Muldrow has developed a class that promotes diverse thinking, critical thinking, work management, time scheduling, and cultural intelligence. All the chances to achieve a high grade are given, but with challenges to promote critical thinking along every assignment and lecture."*

GRADUATE MENTORSHIP

- Working on research with my research assistant, Tete Narh-Mensah Spring 2023
- Worked on a literature review with my research assistant, Insha Pun. Spring 2022
- Worked on information for a literature review with a research assistant, Madison Coalson. Spring 2021
- Worked on information for a literature review with a research assistant, Brenna Barber. Summer 2020
- Supervised teaching assistant Brenna Barber. Spring 2020
- Supervised teaching assistant Brenna Barber and served as an informal co-adviser to the same student as co-authors of a manuscript entitled, "A Cross-National Study of E-cigarette News Coverage." Fall 2020
- Supervised research assistant Taylor Williams, a student who assisted me Fall 2019

- with data collection for an African American sample on a research project.
- Supervised research assistant Tyler Goller-Scott, for the data collection on stereotypical male images in contemporary male-targeted magazines. Spring 2019
- Supervised research assistants Tyler Goller-Scott and Davon Williams for the data collection on a project about sole-man advertised images in contemporary male-targeted magazines. Summer 2019

PROFESSIONAL EXPERIENCE

ACADEMIC RESEARCH EXPERIENCE

Academic Success and Career Center (University Advising) August 2015–May 2018

Graduate Assistantship, Washington State University, Pullman, WA

- Co-supervise and manage student internships, including internships for communication students.
- Teach a series of seminars, including topics of digital and social media.

Research Assistant for the AFRI Grant (USDA Grant) May 2017—August 2017

Supervisors: Dr. Erica Austin, Michelle Kistler

Washington State University, Pullman, WA

- Assisted with grant funding by investigating a Spanish language cultural adaptation of a family-based, media literacy approach to improving the nutrition in youth and families.

Communication, Emotion and Cognition Lab August 2015 – April 2017

Graduate Associate, Washington State University, Pullman, WA

- Conducts cognition research in the lab

Research Assistant for the ABMRF Grant May 2016

Supervisor: Dr. Erica Austin, Washington State University, Pullman, WA

- Assisted with grant funding by investigating how new digital media technologies may influence norms-based behavior for the succession of drinking and furthering academic success.

Research Assistant for the FoodMania Project (USDA Grant) May 2016

Supervisors: Dr. Erica Austin, Jill Shultz, and Mary Kathleen Deem.

Washington State University, Pullman, WA

- Assisted with a survey for the FoodMania program, a media literacy and nutrition intervention aimed at teaching families to critically analyze food marketing messages.

WORK EXPERIENCE

Bellco Credit Union, Denver, CO

Associate, Personal Banker

August 2000 – July 2011

- Taught persuasive communication classes to banking staff and management.
- Used persuasion communication to sell a variety of auto, home, and retirement products.

Small Business Administration, Columbia, SC August 1998 – April 2000

Consulting Graduate Assistantship

- Assisted numerous small business owners and industries with establishing and implementing integrated creative strategies and public relations campaigns.
- Taught a series of public seminars addressing advertising strategy, including competitive analysis, promotion, marketing strategy, branding, and integrated media strategy.

General Motors, Detroit, MI June 1997-August 1997

Advertising Analytics Intern, Vehicle Sales, Service, and Marketing Division

- Performed advertising analytics to discover consumer insights and to determine which promotions were the most successful within each General Motors brand portfolio (Chevrolet, GMC, and Buick).

Newman, Saylor, & Gregory Advertising Agency, Columbia, SC February 1997-April 1997

Public Relations Intern

- Assisted with the branding initiative between two prominent hospitals.

SERVICE

PROFESSIONAL SERVICE

1. Board Member, <i>Journal of Current Issues and Research in Advertising</i>	2019-Present
2. Reviewer, <i>Mass Communication and Society</i>	2023
3. Reviewer, <i>Journal of American College Health</i>	2023
4. Reviewer, <i>Journal of Advertising</i>	2023
5. Reviewer, <i>North Carolina Medical Journal</i>	2023
6. Reviewer, <i>Journal of Information, Communication, and Ethics in Society</i>	2022
7. Reviewer, <i>Journalism & Mass Communication Quarterly</i>	2021
8. Reviewer, <i>Journal of Health Communication</i>	2020
9. Reviewer, <i>European Journal of Marketing</i>	2020
10. Reviewer, <i>Appetite</i>	2020
11. Reviewer, <i>Howard Journal of Communications</i>	2019

- 12. Reviewer, *International Journal of Advertising* 2019
- 13. Reviewer, International Communication Association 2016-2017, 2019
Race and Ethnicity in Communication Division (2021)
Public Relations Division (2019)
Children, Adolescents and the Media Division (2016, 2017, 2019)
Health Communication Division (2016, 2019)
Race and Ethnicity in Communication Division (2016)
- 14. Reviewer, Association for Education in Journalism and Mass Communication 2018

Leadership in Professional Organizations

- 1. Member, Public Relations Division Diversity, Equity, & Inclusion Committee 2023
Association for Education in Journalism and Mass Communication
- 2. Member, Public Relations Division Graduate Student Committee 2018
Association for Education in Journalism and Mass Communication
- 3. Co-leader of Marketing Challenge Case Competition 1997
American Marketing Association

UNIVERSITY SERVICE

- 1. Moderator, Black Student Success Summit, East Carolina University 2023
- 2. Member, Ad hoc Diversity, Equity, and Inclusion Subcommittee for 2022-Present
Campus Climate, Culture, and Communication
- 3. Judge, Research & Creative Achievement Week, East Carolina University 2019-2020
- 4. Reviewer, Honors College Scholarship Applications, East Carolina University 2019
- 5. Member, Jean Mills Symposium Planning Committee, East Carolina University 2019
- 6. Session Lead, Dr. William R. Riley Research Exposition, University Research 2015
Conference, Washington State University
- 7. Member, Martin Luther King Week Planning Committee, Washington State 2014-2015
University

COLLEGE SERVICE

College of Fine Arts & Communication

- 1. Member, College of Fine Arts & Communication Strategic Alignment Committee 2023

2. Member, A.B.I.D.E. [Access, Belonging, Inclusion, Diversity, and Equity] (Educational) Committee, East Carolina University 2020-Present

DEPARTMENTAL SERVICE

East Carolina University

1. Area Coordinator, Public Relations Concentration Committee 2023
2. Secretary, Diversity, Equity, and Inclusion Committee 2022-Present
3. Member, School of Communication Tenure-Track Faculty Search Committee 2022
4. Member, School of Communication Chair Search Committee 2022
5. Secretary, Media Studies Committee 2020-Present
6. Chair, Race and Communication Proposal Committee 2020
7. Member, Diversity Committee 2020-2021
8. Member, Global Studies Committee 2020
9. Member, Public Relations Committee 2019-Present
10. Member, Media Studies Committee 2018-2020
11. Member, School of Communication Research Committee 2018-Present
12. Member, Publicity Committee 2018-2020

HONORS AND NOMINATIONS

1. *Recipient*, Honored Instructor Award, East Carolina University 2022
2. *Nominee*, East Carolina University Alumni Association Outstanding Teaching Awards and Robert L. Jones Teaching Award 2022
3. 2019 Kopenhagen Center Fellow, Association in Education and Mass Communication 2019
3. Selected for a G.I.F.T. (Great Idea for Teaching) at a Competitive, Peer-Reviewed Session, Association for Education in Journalism & Mass Communication 2019
3. BB&T Faculty Leadership Fellow, East Carolina University 2019
4. Selected as a 2019 Faculty Academy Mentee, East Carolina University 2019

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| 5. Most Valuable Professor (MVP), East Carolina University Athletics, East Carolina University | 2018 |
| 6. <i>Nominee</i> , Graduate Instructor of the Year Award, Washington State University | 2015 |
| 7. Doctoral Fellowship, Washington State University | 2011 |
| 8. Rod and Janet Church Scholarship, Washington State University | 2011 |
| 9. George P. Turner (<i>Employee of the Year Award</i>), Bellco Credit Union | 2004 |
| 10. Co-Leader of the American Marketing Associations' Marketing Challenge | 1997 |
| 11. <i>Nominee</i> , Woman of the Year Award, University of South Carolina | 1997 |

PROFESSIONAL DEVELOPMENT

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| 1. Attended "Can Higher Ed Be More Culturally Relevant & Responsive?" by the East Carolina University Office of Equity and Diversity. | 2023 |
| 2. Attended "Digital Equity and the Opportunities for Higher Education" by the American Association of Colleges & Universities. | 2022 |
| 3. Attended "Diverse-Targeted Recruitment, Outreach, and Retention Strategies" by the East Carolina University Office for Equity and Diversity. | 2022 |
| 4. Attended "How Bias Impacts Belonging" by the East Carolina University Office of Equity & Diversity. | 2022 |
| 5. Attended "Race in the PR Classroom" by the Public Relations Division of the Association for Education in Journalism & Mass Communication | 2022 |
| 6. Attended "Belonging: The Science of Creating Connections and Bridging Divides" by W. W. Norton & Company. | 2022 |
| 7. Attended "Centering Equity and Diversity in Postsecondary Education" by the East Carolina University Office of Equity & Diversity. | 2021 |
| 8. Attended "Disrupting Bias: Using Emotional Intelligence to Uncover Bias" by the East Carolina University Office of Equity & Diversity. | 2020 |
| 9. Attended "Principles for Constructing Intercultural Dialogue in Class" by the East Carolina University Office of Faculty Excellence. | 2020 |
| 10. Attended "The Intersection of PR, Diversity and Inclusion: Implications for our Field, from Academia to the Profession" by various academics. | 2019 |
| 11. Grant Writing for Journalism and Mass Communication (<i>August 7, 2019</i>) | 2019 |

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| 12. iMotions Multimodal Training (<i>February 19 and 20, 2019</i>) | 2019 |
| 13. Training for R and NVivo research tools | 2018 |
| 14. OHRP Research Community Forum (<i>September 25 and 26, 2018</i>) | 2018 |
| 15. Training for Teaching: 1) Writing Across the Curriculum, 2) Multiple Means of Representation, 3) Assessment Options to Enhance Learning | 2018 |
| 16. Empower Young Women to Shatter Their Glass Ceilings
Alexia Vernon, Influencer Academy
<i>Career Services Online Conference (August 9, 2016)</i> | 2016 |
| 17. Flipped Classroom: Lessons Learned
<i>WSU Global Campus (March 8, 2016)</i> | 2016 |
| 18. Engaging Students in Active Learning
<i>WSU Global Learning (January 20, 2016)</i> | 2016 |
| 19. Engaging Students and Helping Teams Rock in the Classroom
Addressing Challenges and Developing Classroom Policies
<i>WSU Teaching Academy and the Graduate School (January 16, 2016)</i> | 2016 |
| 20. Big Data Workshop- Edward R. Murrow College of Communication-
Italic Homaloid, PhD.
<i>Addresses how to conduct and analyze social media projects with big data (November 13, 2015)</i> | 2016 |
| 21. First-Generation Pedagogy Workshop-Dr. Gregory Eiselein
<i>Addresses the importance of pedagogies that raise awareness of the educational needs faced by first-generation college students WSU Global Campus (April 8, 2015).</i> | 2015 |
| 22. WSU Teaching Workshop-Liberating Structures
<i>Class on How to Unlock the Potential of Every Student in the Classroom</i> | 2014 |
| 23. Early Career Development Workshop, Washington University in St. Louis | 2014 |
| 24. Graduate Teaching Workshop-Teaching Large Classes
<i>WSU Teaching Academy (January 19, 2013)</i> | 2013 |
| 25. Graduate Teaching Workshop
<i>WSU Teaching Academy (January 14, 2012)</i> | 2012 |

AWARDED GRANTS AND STIPENDS

Transformative Consumer Research Grant Grant received \$2,000. Awarding Agency: the Association for Consumer	2022
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Research and the American Marketing Association. Role: Co-investigator

Diversity and Inclusion Research and Scholarship Program: An Internal Grant 2021
Grant received \$10,000. Awarding Agency: Office of Equity and Diversity
Role: Co-investigator

BB&T Faculty Leadership Fellows Program. Stipend received \$1,800. 2019
Awarding Agency: East Carolina University

PROFESSIONAL AFFILIATIONS

Association for Education in Journalism and Mass Communication 2014-Present

International Communication Association 2017-2019
2021-2022

Association for Consumer Research 2022

TODD C. HADERLIE JR.

Assistant Professor of Marketing

College of Business | Stetson University | 421 N Woodland Blvd | DeLand, Florida 32720

Mobile: (801) 691-9960 | Email: thaderlie@stetson.edu

ACADEMIC APPOINTMENTS

Assistant Professor of Marketing	2024 – Present
Department of Marketing	DeLand, FL, USA
Stetson University	

EDUCATION

Ph.D. in Business Administration	2019 – 2024
Major: Marketing	Miami, FL, USA
Florida International University	
Bachelor of Science in Accounting	August 2013 – 2017
Woodbury School of Business	Orem, UT, USA
Utah Valley University	

ACADEMIC HONORS, AWARDS, AND GRANTS

- AMA Best in Track Paper Award (2024 Branding Track)
- AMA-Sheth Doctoral Consortium Fellow (2023)
 - BI Norwegian Business School, Oslo, Norway
- Society for Marketing Advances Doctoral Consortium Fellow (2023)
 - Dallas, Texas
- Marketing Management Association – Doctoral Consortium Fellow (2023)
 - Orlando, Florida
- Decision Sciences Institute Doctoral Consortium Fellow (2022)
 - Houston, Texas
- Excellence Award for Outstanding Graduate Teaching Nominee and Finalist (2023)
 - Florida International University
- University Graduate School Dissertation Year Funding Fellowship Award (2023-2024)
 - Florida International University, \$18,400
- University Graduate School Dissertation Evidence Acquisition Fellowship Award Finalist (2023)
 - Florida International University
- Graduate & Professional Student Committee Travel Award (2023)

- Florida International University, \$600
- Transformative Consumer Research Doctoral Funding Award & Conference Travel Grant (2023)
 - The Association for Consumer Research - Transformative Consumer Research Conference, University of London, UK, \$780
 - Accepted to Conference Track 1.8 “Educational Activism and Diversity, Equity, and Inclusion (DEI) Initiatives for a Better World”
- Graduate & Professional Student Committee Travel Award (2022)
 - Florida International University, \$650
- CIBER Research Award (2022)
 - Florida International University, \$2,000

MANUSCRIPTS ACCEPTED AND UNDER REVIEW

Lee, Jaehoon, Haderlie, Todd C., Miyazaki, Anthony D., & Lee, Yuri (2024). “Social class and conspicuous brand logo in gift choice.” *Journal of Consumer Behaviour*.

Tsalikis, John, Todd Haderlie, and Sphurti Sewak (2023) “Evaluating Consumer Perceptions of Businesses Pre- and Post-Midterm Elections Using Business Ethics Index (BEI),” *Business Ethics and Leadership*. [https://doi.org/10.21272/bel.7\(1\).96-104.2023](https://doi.org/10.21272/bel.7(1).96-104.2023)

Haderlie, Todd, Sphurti Sewak, and Shivam Agarwal. “Harnessing the Metaverse for Philanthropy: Unleashing Opportunities and Overcoming Challenges” Book Chapter in *Metaverse in Marketing* (forthcoming)

Dickson, Peter R., Sphurti Sewak, and Todd Haderlie. "Changing Consumer Attitudes Toward Reckless Driving Controls,” under first-round review at *Marketing Letters*

Haderlie Jr., Todd C., Sphurti Sewak, Shivam Agarwal, and Jaehoon Lee, “An Investigation of Student's use of ChatGPT in Marketing classes,” under first-round review at the *Journal of Advancement in Marketing Education*

Lee, Jaehoon, Shivam Agarwal, Todd C. Haderlie Jr., and Kaan Canayaz “When Using Robots in Service Backfires: Human versus Robot Service Failure on Negative WOM,” under first-round review at *Journal of Service Research*

RESEARCH INTERESTS

- Exploring how the convergence of marketing and technology, specifically artificial intelligence, NFTs, cryptocurrency, and blockchain, affects consumer behavior, market trends, and decision-making processes.

- Investigating the impact of threatening situations on consumer ethics and decision-making processes.

MANUSCRIPTS IN PROGRESS

Jenkins, Michael, Umair Usman, Todd Haderlie, and Aaron Garvey, “The Impact of Generative Artificial Intelligence Created Products on Brand Social Embeddedness”

- Target Journal: *Journal of Marketing*

Haderlie Jr., Todd C. and Jaehoon Lee, “When Consumers Decrease Ethical Behavior: Resource Scarcity and Ethical Behavior”

- Status: Three studies completed, preparing the manuscript for journal submission
- Target Journal: *Journal of Business Ethics*

Lee, Jaehoon, Todd C. Haderlie Jr., Kaan Canayaz, and Shivam Agarwal. “How Social Class Affects Service Recovery Expectations in Response to Service Failure”

- Status: studies completed, manuscript preparation for submission
- Target Journal: *Journal of Service Research*

Haderlie Jr., Todd C. and Jaehoon Lee, “The Effect of Cryptocurrency on Consumer Buying Behavior and Purchase Decisions”

- Status: Data collection and manuscript preparation
- Target Journal: *Journal of Marketing Research*

CONFERENCE PRESENTATIONS

Jenkins, Michael, Umair Usman, **Todd Haderlie**, “The Impact of Generative Artificial Intelligence Created Products on Brand Social Embeddedness.”

- *Summer American Marketing Association Conference (August 2024)*

Serin, Nuket, Adrienne Fayola Muldrow, Murad Canbulut, Sphurti Sewak, **Todd Haderlie**, Nakeisha Lewis, and Jayati Sinha, “The Emerging Role of Higher Education Institutions in Advancing D-EI Initiatives.”

- *Association of Marketing Theory & Practice Conference (March 2024, Hilton Head, South Carolina)*

Agarwal, Shivam, Sphurti Sewak, **Todd Haderlie**, and Jaehoon Lee, “Investigating the Impact of ChatGPT on Students Enrolled in Fully Asynchronous Online Marketing Classes.”

- *American Marketing Association Winter Conference (February 2024, St. Pete Beach, Florida)*

Haderlie, Todd, Sphurti Sewak, Shivam Agarwal, and Jaehoon Lee, “Investigating the Impact of ChatGPT on Students.”

- *Society for Marketing Advances (November 2023, Dallas Fort Worth, Texas)*

Agarwal, Shivam, **Todd C. Haderlie Jr.**, Kaan Canayaz, and Jaehoon Lee, “When Using Robots in Service Backfires: Human versus Robot Service Failure on Negative WOM”

- *Association of Marketing Theory and Practice (March 2023)*

Lee, Jaehoon, **Todd C. Haderlie Jr.**, Kaan Canayaz, and Shivam Agarwal. “When Using Robots in Service Backfires: Human versus Robot Service Failure on Negative WOM”

- *Society for Marketing Advances (November 2022)*

Lee, Jaehoon, **Todd C. Haderlie Jr.**, Kaan Canayaz, and Shivam Agarwal. “How Social Class Affects Service Recovery Expectations in Response to Service Failure”

- *Association for Consumer Research Conference (October 2022)*

Lee, Jaehoon, **Todd C. Haderlie Jr.**, Kaan Canayaz, and Shivam Agarwal. “When Using Robots in Service Backfires: Human versus Robot Service Failure on Negative WOM”

- *Association for Consumer Research Conference (October 2022)*

Lee, Jaehoon, **Todd C. Haderlie Jr.**, Kaan Canayaz, and Shivam Agarwal. “How Social Class Affects Service Recovery Expectations in Response to Service Failure”

- *Summer American Marketing Association Conference (August 2022)*

Haderlie Jr., Todd C. and Jaehoon Lee, “Resource Scarcity: The Effect on Ethical Behavior”

- *Association of Marketing Theory & Practice (March 2022)*

Haderlie Jr., Todd C. and Jaehoon Lee, “The Effect of Resource Scarcity on Consumer Ethical Behavior”

- *Society for Consumer Psychology (March 2022)*

Haderlie Jr., Todd C. and Jaehoon Lee, “When Consumers Decrease Ethical Behavior: Resource Scarcity and Ethical Behavior”

- *Society for Marketing Advances Conference (November 2021)*

Haderlie Jr., Todd C. and Jaehoon Lee, “Resource Scarcity Decreases Ethical Behavior”

- *Association for Consumer Research Conference (November 2021)*

Haderlie Jr., Todd C. and Jaehoon Lee, “When Consumers Decrease Ethical Behavior: Resource Scarcity and Ethical Behavior”

- *Summer American Marketing Association Conference (August 2021)*

Haderlie, Todd, Sphurti Sewak, and Malihe Tavallaeei, “Changing Consumer Attitudes Toward Reckless Driving Controls”

- *American Marketing Association Marketing & Public Policy Conference (June 2021)*

INVITED TALKS

Invited Talks:

- Guest Speaker, Digital Marketing Class, Rubel School of Business, Bellarmine University (March 2023)

LEADERSHIP AND SERVICE POSITIONS

Track Chair:

- Track Chair for Association of Marketing Theory & Practice Conference, Marketing & Technology Track (to be held in March 2024, Hilton Head, SC)

Session Chair:

- Competitive Paper Session Chair, Association of Marketing Theory & Practice Conference (2024)
- Competitive Paper Session Chair, Association of Marketing Theory & Practice Conference (2023)

Volunteer and Reviewer:

- Peer Reviewer for International Journal of Communication (IJoC) (2022-2023)
- Session chair for Association of Marketing Theory & Practice (2023)
- Peer Reviewer for Association of Collegiate Marketing Educators (2023)
- Peer Reviewer for Association of Marketing Theory & Practice Conference (2023)
- Student Volunteer, Society of Marketing Advances (November 2022, Charlotte, NC)
- Peer Reviewer for Society of Marketing Advances Conference (2022)
- Peer Reviewer for Winter American Marketing Association Conference (2022)
- Peer Reviewer for Summer American Marketing Association Conference (2022)
- Peer Reviewer for the Association of Marketing Theory and Practice Conference (2022)
- Peer Reviewer for Society of Marketing Advances Conference (2021)
- Peer Reviewer for Summer American Marketing Association Conference (2021)
- Peer Reviewer for AMA Marketing and Public Policy Conference (2021)

Community Engagement Leader: Empowering Diverse Young Adults

- Led and empowered a diverse group of 30-35 young adults from vulnerable populations.
- Organized and led semi-weekly meetings and activities to foster inclusivity, personal growth, and a sense of belonging.

TEACHING INTERESTS

As a marketing educator, I am particularly intrigued by the impact of technology on marketing practices. The rapidly evolving landscape of social media, AI, and blockchain presents exciting opportunities for innovation and growth in the field of marketing. I am excited to share my insights and knowledge on these topics with my students.

My teaching interests include marketing analytics, marketing research, consumer behavior, digital and social media marketing, strategic marketing, and branding. These areas offer valuable insights into the intricate workings of the marketing industry and provide students with the skills and knowledge required to succeed in their careers. I enjoy teaching classes of all sizes and encourage my students to come to me with questions, concerns, or extra support if necessary. I pride myself in being accessible and approachable as a professor.

CLASSES TAUGHT

College of Business, Florida International University (Rating: 1 = Poor; 5 = Excellent)

- Instructor, **Intro to Marketing Principles** (Hybrid Class, Spring 2022), Class Size: 49
 - Overall Rating: 4.64 / 5.00
- Instructor, **Digital Marketing** (Online Class, Fall 2022), Class Size: 49
 - Overall Rating: 4.42 / 5.00
- Instructor, **Digital Marketing** (Online Class, Spring 2023), Class Size: 44
 - Overall Rating: 4.6

TEACHING TRAINING AND CERTIFICATIONS

Teaching Training

- Florida International University Center for the Advancement of Teaching Workshop (Fall 2021, Spring 2022)
 - Certificate in University Teaching & Learning
- Digital Marketing Certifications
 - HubSpot Content Marketing Certification (December 2022)
 - HubSpot Social Media Marketing Certification (November 2022)
 - HubSpot Inbound Certification (September 2022)
 - HubSpot SEO Certification (August 2022)
 - HubSpot Digital Advertising Marketing Certification (August 2022)
 - HubSpot Email Marketing Certification (August 2022)
 - Google Ads certification (August 2022)
 - SEMRUSH PPC Fundamentals (October 2021)
 - SEMRUSH SEO Fundamentals (September 2021)

GRADUATE ASSISTANT WORK

College of Business, Florida International University, Department of Marketing & Logistics (2019 – Present)

- Research Assistant to Dr. Jaehoon Lee (Fall 2019 – Present)
- Research Assistant to Dr. Sebastian Dastugue (Fall 2019 – Fall 2021)
- Research Assistant to Dr. William F. Humphrey (Fall 2019, Spring 2020)

DOCTORAL COURSEWORK (CUMULATIVE GPA: 3.92)

- | | |
|---------------------------------------|-------------------------|
| • Fundamentals of Behavioral Research | Dr. Hock-Peng Sin |
| • Marketing Theory | Dr. John Tsalikis |
| • Multivariate Statistics | Dr. Mido Chang |
| • Advertising and Persuasion | Dr. Jayati Sinha |
| • Marketing Management | Dr. Peter R. Dickson |
| • Advanced-Data Analysis | Dr. Haiying Long |
| • Special Topics in Marketing | Dr. Alexandra Rodriguez |
| • Seminar on Consumer Behavior | Dr. Jaehoon Lee |
| • Marketing Environment | Dr. Kimberly A. Taylor |
| • Motivation and Emotion | Dr. Alexandra Rodriguez |
| • Consumer Welfare | Dr. Jayati Sinha |

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- American Marketing Association (AMA)
- Transformative Consumer Research (TCR)
- Society for Marketing Advances (SMA)
- Academy of Marketing Science (AMS)
- Academy of Marketing Theory & Practice (AMTP)
- Decision Sciences Institute (DSI)
- Florida International University Business Doctoral Students Association (BDSA)

LANGUAGES AND ADDITIONAL SKILLS

- Languages: Proficient in English and Spanish
- Statistics: SPSS | AMOS | NVivo | Qualtrics | Microsoft Excel | Microsoft Access

PREVIOUS POSITIONS HELD / INDUSTRY EXPERIENCE

Financial Information Systems and Global Controls Analyst, Nu Skin Enterprises, Provo, UT, USA (2017-2019)

- Evaluated financial risks and internal control procedures across departments based on a comprehensive understanding of business processes to gain Public Company Risk/Control compliance.

- Successfully managed interdepartmental projects and strategies while fostering trust and collaboration among cross-functional teams.

Accounting Information Systems and Financials Internal Auditor, Nu Skin Enterprises, Provo, UT, USA (2017)

- Performed IT Sarbanes Oxley Audit walk-throughs and testing procedures, communicated findings to the control owners, and performed audit follow-up to ensure implementation of the recommendations.
- Effectively trained and supervised interns, providing regular feedback and guidance to ensure the successful completion of their assignments.

Financial Controls, Audit, and Sarbanes Oxley (SOX) Analyst, Progressive Leasing (Aaron's Electronics), Draper, UT, USA (2015-2017)

- Demonstrated proficiency in overseeing and executing audit functions, such as coordinating and attending audit meetings, contributing to scoping discussions, creating audit work documents, designing, and implementing testing, and thoroughly reviewing and completing work papers.
- Successfully identified and composed audit findings for review by the VP of Internal Audit, effectively debriefing key partners at the VP level and above, and the board of directors, while conducting remediation testing aligned with issue action plans.
- Delivered exceptional support, mentorship, and feedback to team members throughout the audit process, facilitating the onboarding and ongoing development of new team members.

REFERENCES

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APPENDIX: Research Abstracts

Haderlie Jr., Todd C. and Jaehoon Lee, “When Consumers Decrease Ethical Behavior: Resource Scarcity and Ethical Behavior”

Scarcity is a pervasive concept in society, and even situations of relative abundance can lead to consumers experiencing signals of limited resources. Research shows that scarcity can lead to narrowed attention, saving money, higher calorie consumption, stress, and decreased life satisfaction. During the pandemic situation, scarcity led to some excessive purchases and self-focused behaviors, which may result in abandoning prosocial consumption and prioritizing resource acquisition over corporate social responsibility standards. This research examined how scarcity affects ethical consumption intentions and found that participants exposed to reminders of resource scarcity responded less positively to ethical consumption, suggesting unethical consumption intentions. This study adds to the literature by showing that scarcity is associated with less ethical consumption intentions, potentially due to a self-focused orientation. The study provides insights into the consequences of scarcity and its impact on ethical consumption behavior.

Tsalikis, John, Todd Haderlie, and Sphurti Sewak (2023) “Evaluating Consumer Perceptions of Businesses Pre- and Post-Midterm Elections Using Business Ethics Index (BEI)”

This research examines the effect of biannual political power shifts on consumer perceptions of business ethics in the United States. Two sample datasets were collected through telephone interviews, one before the November 2018 mid-term elections (N=1,003) and the other after the elections (N=1,009). Surprisingly, the study found that political power shifts did not have an immediate impact on consumer perceptions of business ethics. The results suggest that consumer perceptions of business ethics may be relatively stable despite changes in political power. This highlights the importance of businesses maintaining ethical practices and behavior, regardless of the regulatory environment, to build trust and maintain consumer loyalty in the long run. The research sheds light on the complex relationship between political power shifts and consumer attitudes toward business ethics and provides a starting point for future investigations into this topic.

Lee, Jaehoon, Todd Haderlie, Anthony Miyazaki, Yuri Lee “Social class and conspicuous brand logo in gift choice”

While conspicuous consumption may be more prevalent for consumers identified as lower (vs. higher) social class, little is known about when and why they prefer conspicuousness in their consumption activities. Drawing from the conceptual perspectives of class-based norms and self-protection, we demonstrate the differential effects of social class on preferences for conspicuous logos and the possible explanations underlying the effects. To this end, we employ gift-giving contexts and identify gift recipients (self-recipient vs. other-recipient) as an important boundary condition. Across three studies, lower- (vs. higher-) social-class consumers exhibit stronger preferences for conspicuous logos, particularly when choosing a gift for others. This effect occurs because lower- (vs. higher-) social-class consumers have a stronger desire to fit in with others and gain social status. These findings shed light on when and why lower social-class consumers prefer conspicuous logos.

Dickson, Peter R., Sphurti Sewak, and Todd Haderlie. "Changing Consumer Attitudes Toward Reckless Driving Controls"

The effect of consumer moral beliefs such as libertarianism on attitudes toward regulation of their behavior is an important and relevant question, heightened by the fact that attitudes toward authority and its right to regulate and enforce public health behavior appear to be in flux. We apply the theory of reasoned action, where personal positive and negative outcome expectations and moral norms separately determine attitudes toward various reckless driving controls, present and proposed. Several experiments are undertaken to test the integrity of our measures and our hypotheses. Three of the four dimensions of "libertarianism" we empirically identified explained 20-25% of overall attitudes to forty reckless driving control concepts. This was a far greater influence than self-reported reckless driving behavior. Future research that differentiates between product self-control and controls through "big brother" awareness of reckless behavior is discussed.

Lee, Jaehoon, Shivam Agarwal, Todd C. Haderlie Jr., and Kaan Canayaz "When Using Robots in Service Backfires: Human versus Robot Service Failure on Negative WOM."

As the services sector increasingly relies on robotic agents, it is important to understand how consumers respond to service failures caused by robots compared to humans. Through five studies conducted across various service domains, the research explores the consumers' likelihood of engaging in negative word-of-mouth (NWOM) behavior based on the type of service agent involved. The results reveal that consumers are more inclined to spread NWOM when the service failure is caused by a robotic agent rather than a human agent. The study identifies consumers' perception of robots and their actions as more stable and unchangeable in the future as the underlying mechanism for this effect. Interestingly, the level of human-likeness of service robots did not significantly influence consumers' NWOM. These findings have important implications for service researchers and practitioners in understanding the impact of robotic agents on consumer behavior and developing effective strategies to mitigate negative responses. The results suggest the need to prioritize human-agent interactions in service settings and highlight the importance of managing consumer expectations regarding the capabilities of robotic agents.

Haderlie Jr., Todd C. and Jaehoon Lee, "Exploring the Connection between Cryptocurrency Adoption and Consumer Uncertainty"

Cryptocurrency is often seen as an innovative but speculative technology, and its adoption remains limited. Individuals and communities in stable countries have been hesitant to embrace it. However, because people naturally seek to minimize uncertainty and eliminate threats, we explore whether consumers will be more inclined to adopt or reject cryptocurrencies when they perceive greater uncertainty. This study is one of the first to examine the factors that influence the adoption of cryptocurrencies, with a focus on how uncertainty - such as the uncertainty created by the current global economic situation - has impacted and may continue to impact consumers' willingness to adopt cryptocurrencies.