

Track 2 Proposal: A Vision for Impactful TCR that Helps to Improve the Lives of Consumers, Strengthen Communities, and Reduce Societal Polarization

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Track 2 Promotional Paragraph

A Vision for Impactful TCR that Helps to Improve the Lives of Consumers, Strengthen Communities, and Reduce Societal Polarization

Transformative Consumer Research (TCR) has the potential to drive significant positive change by addressing critical societal challenges. Inspired by the goal of greater impact through marketing scholarship, this track will focus on developing strategies to increase the direct and positive impact of TCR research on various stakeholders (Blocker et al. 2023; Bublitz et al. 2022; Mende and Scott 2022; Scott, Mende, and Hassler 2022; Scott and Martin 2023).

Several areas of research in TCR are particularly promising for societal, policy, and consumer impact. These include, but are not limited to: inclusive financial services, improved healthcare systems and consumer health decision-making, combating mis- and disinformation, and leveraging technology for the greater good. Our goal is to build a framework by drawing upon the intersectional insights from these areas: including theoretical and contextual similarities and distinctions. Furthermore, we seek to develop solutions that can support communities and governmental agencies to reduce polarization.

In addition to exploring these individual domains, we will investigate the intersections between them to uncover new opportunities for collaboration and amplify the impact of TCR. We have completed a series of empirical studies in these areas, which provides a strong foundation for advancing theoretical understanding and generating real-world outcomes. In addition, members of the team are working with local governmental officials to find ways to reduce polarization by leveraging TCR research. This track aims to identify gaps and push the boundaries of existing work for more impact and for the benefit of both individuals and society.

Full Track Description

A Vision for Impactful TCR that Helps to Improve the Lives of Consumers, Strengthen Communities, and Reduce Societal Polarization

Impactful and transformative consumer research is essential for addressing the significant challenges faced by society today. Building on Mende and Scott's (2022) framework for creating impact at the intersection of theory, practice, policy, and consumer well-being, this track will bring together scholars working in key areas such as misinformation, financial services, healthcare, sustainability, and innovative technologies. Each of these domains offers unique opportunities to foster positive change and promote the greater good. However, our approach will go beyond isolated exploration; we will study the intersections between these content areas and dimensions to identify connections, gaps, and collaborative opportunities that can lead to greater societal impact.

1. **Financial Services:** Examining how financial decision-making and relationship marketing with financial institutions can be leveraged to improve financial well-being, particularly for vulnerable and underrepresented consumer segments.
2. **Healthcare and Consumer Health:** Exploring consumer barriers to preventative healthcare and how marketing interventions might play a role in minimizing these obstacles to improve consumer wellbeing. Furthermore, exploring how various marketing, psychological, and environmental factors impact consumer food choice and consumption, perceptions, and preferences with a focus on enhancing consumer food well-being.
3. **Innovative Technologies:** Exploring the transformative potential of innovative technologies (e.g., human enhancement technologies, service robots, wearable tracking devices, and artificial intelligence) in marketing and how such technologies can be leveraged for individual and societal well-being.
4. **Misinformation:** Exploring the role of marketing in combating misinformation and enhancing consumer trust, drawing on interdisciplinary approaches and marketing interventions.
5. **Sustainability:** Examining the impact of firm policies on consumer sustainability and how these policies may interact with prosocial consumer roles.

Our track is grounded in empirical work that has already been completed across these areas, with the goal of developing an integrative conceptual framework and future research agenda. Our goal is for the findings to help uncover solutions to reduce societal polarization. This track will emphasize the importance of collaboration between academia, industry, and policymakers to maximize the impact of TCR research. For example, one of the team members is working with several local government leaders to use scholarly research to help increase community cohesion at a time when there is substantial polarization. We will discuss how existing empirical work in these areas can be further developed to achieve greater impact, both at the individual and societal levels.

Pre-Conference Organizing Plans:

- *Regular Team Meetings.* The international team will meet at regular intervals on zoom to advance the project. Subsets of the team will also meet in person as possible at conferences taking place before TCR, such as AMA and SCP.
- *Literature Review (June – November 2024):* Conduct a thorough review and synthesis of existing literature across the track’s key content areas - financial services, healthcare, innovative technologies, and misinformation. In parallel, re-examine the empirical data already collected in these domains to identify insights related to their intersections. This two-pronged review aims to:
 - (1) Identify Gaps and Opportunities: Pinpoint areas lacking sufficient research and opportunities where intersecting themes can be explored for greater impact,
 - (2) Develop a Conceptual Framework: Create a comprehensive framework that integrates findings from both literature and existing data, highlighting how the intersections between the content areas can be leveraged for transformative outcomes, and
 - (3) Formulate Testable Propositions: Generate propositions based on the identified gaps and insights from the re-analyzed data, setting the stage for additional empirical work.
- *IRB Application (August – October 2024):* Submit materials and revise as new research questions emerge.
- *Additional data collection (tentative schedule January – June 2025):* Design and implement a series of empirical studies based on the propositions developed during the literature review.

During and after the TCR Conference:

- Review the data and results from the studies.
- In light of the results and insights generated from the data, we will design follow up studies to further investigate the identified intersections and gaps, developing a future research agenda.
- Finalize a detailed outline for manuscripts resulting and develop a plan for additional data collection. The team plans to have a submission-ready draft of our manuscript within 16 weeks after the conference.

References:

- Blocker, Chris, Jonathan Z. Zhang, Ronald Paul Hill, Caroline Roux, Canan Corus, Martina Hutton, Joshua Dorsey, and Elizabeth Minton, (2023), "Rethinking scarcity and poverty: Building bridges for shared insight and impact," *Journal of Consumer Psychology* 33 (3), 489-509.
- Bublitz, Melissa G., Laura A. Peracchio, Brennan Davis, Jennifer E. Escalas, Jonathan Hansen, Elizabeth G. Miller, Beth Vallen, and Tiffany B. White. "Stronger together: Developing research partnerships with social impact organizations," *Journal of Consumer Affairs* 56, no. 3 (2022): 1028-1045.
- Scott, Maura L. and Kelly D. Martin (2023), "And Still We Rise: Inclusive Impact through Rigorous Research to Improve the Well-Being of Individuals, Society, and the Environment," *Journal of Public Policy & Marketing*, 42(4) 297-302.
- Scott, Maura L., Corinne M. K. Hassler, Kelly D. Martin (2022), "Here Comes the Sun: Present and Future Impact in Marketing and Public Policy Research," *Journal of Public Policy & Marketing*, 41 (1), 1-9.
- Scott, Maura L. and Martin Mende, (2022) "Impact for Good: A Journey toward Impact through Marketing Scholarship," *European Journal of Marketing*, 56 (9), 2573-2585.

Statement of Participation

All members of our track entitled, “A Vision for Impactful TCR that Helps to Improve the Lives of Consumers, Strengthen Communities, and Reduce Societal Polarization,” commit to participating in the project and attending the 2025 TCR conference at American University.

Thank you very much for considering our proposal!

Sincerely,

Maura Scott

Marina Cozac

Martin Mende

Lane Peterson Fronczek

Janina Garbas

Corinne M. K. Hassler

Nicole Hess

Adriana Madzharov

Valentina O. Ubal

Track Biographies

Maura Scott (track co-chair)



Maura L. Scott is Professor of Marketing and the Edward M. Carson Chair in Services Marketing at the W. P. Carey School of Business, at Arizona State University.

Her research interests include consumer behavior, consumer and societal well-being, public policy, and services marketing. Her research examines how to help improve consumers' financial, health, and food decisions, particularly among underrepresented, marginalized, and vulnerable populations.

She serves as Associate/Area Editor for the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, and *Journal of the Academy of Marketing Science*. Maura previously served as joint Editor in Chief of the *Journal of Public Policy & Marketing*.

Maura serves on the Board of Directors of the American Marketing Association and is a Past President of the American Marketing Association's Academic Council. She has also served on the Board of Directors for the Association for Consumer Research (ACR).

Her research is published in leading scholarly journals including the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, and *Journal of Public Policy & Marketing*, among others.

Maura won the Society for Consumer Psychology's 2024 Distinguished Scientific Contribution Award. She has won the Thomas C. Kinnear Best Paper Award (*JPP&M*), the Weitz-Winer-O'Dell Award (*JMR*), the AMA-EBSCO-RRBM Award for Responsible Research. She was a Finalist for the Paul E. Green Award (*JMR*) and an Honorable Mention for the Robert Ferber Award (*JCR*). She serves as an Academic Fellow of the Marketing Science Institute.

She enjoys teaching and mentoring, and she has been actively involved in the PhD Project for many years. She has also won awards for serving as a mentor, including the Tenure Project Impact Award for supporting junior faculty, the Williams-Qualls-Spratlen Award for Excellence in Multi-Cultural Mentoring, and the AMA DocSIG Mathew Joseph Award for mentoring doctoral students. She has taught undergraduate consumer behavior, marketing management, marketing principles, and marketing strategy, and doctoral seminars in consumer behavior theory and consumer behavior research methods.

Her industry background includes marketing roles at 3M, Dial Corporation, and Motorola.

Marina Cozac (track co-chair)



Marina Cozac is an Assistant Professor of Marketing and Business Law in the Villanova School of Business at Villanova University. Marina earned her Ph.D. in Marketing from Florida State University and her B.S. in Mathematics and Statistics from University of Nebraska-Lincoln, where she also played on the Division 1 tennis team.

Marina's research is focused on food consumption, preferences, and perceptions, consumer health and well-being, news consumption, misinformation, technology, and Transformative Consumer Research. Marina has presented her work at multiple conferences including the Winter AMA, Association for Consumer Research, Marketing and Public Policy, and the Southeast Marketing Symposium. Her research is published in the *Journal of Marketing Research*, *Journal of Public Policy & Marketing*, *Journal of Business Research*, and *Journal of Consumer Affairs*.

Marina won the Marketing Science Institute & *Journal of Public Policy & Marketing* Research Competition Grant in 2023. Marina has been an active member of the TCR community, participating as a Track 2 member in the 2023 TCR conference, Track 1 member in 2021, and serving on the social program planning committee for the 2019 TCR conference. She won Association for Consumer Research Transformative Consumer Research Grants for her work in interventions against misinformation in 2021 and her research on food consumption behavior in 2020.

Marina currently teaches Digital Marketing, and has taught multiple undergraduate courses, including Consumer Behavior and Marketing Research.

Martin Mende



Martin Mende is Professor of Marketing, and J. Willard and Alice S. Marriott Foundation Professor in Services Leadership at Arizona State University.

His research appears in the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Psychology*, *Journal of Service Research*, *Journal of Public Policy & Marketing*, *Journal of Retailing*, *Journal of Interactive Marketing*, *Marketing Letters*, and *Journal of Business Research*.

Martin serves as Associate Editor for the *Journal of Marketing Research (JMR)*, *Journal of Marketing (JM)*, *Journal of the Academy of Marketing Science (JAMS)*, *Journal of Consumer Psychology (JCP)*, *Journal of Service Research (JSR)*, *Journal of Public Policy & Marketing (JPPM)*, and the *Journal of Retailing (JR)*. He also serves on the ERB for *Journal of Consumer Research (JCR)* and as Developmental Editor for the *Journal of Marketing*.

Martin serves as the Chair of the Transformative Consumer Research Advisory Committee, reporting to ACR's board. Martin's research was recognized as a Finalist for the Paul E. Green Award (*JMR*), a Winner of the Weitz-Winer-O'Dell Award (*JMR*), and winner of the *Journal of Service Research* Best Article Award. He was recognized as the 2017 AMA Marketing and Society Special Interest Group (MASSIG) Emerging Scholar, as well as the 2017 AMA SERVSIG Emerging Scholar. At FSU, Martin has won college-wide and university-wide teaching awards.

Lane Peterson Fronczek



Lane Peterson Fronczek is an Assistant Professor of Marketing at California Polytechnic State University. She received her Ph.D. in Business Administration and Master of Science in Marketing from Florida State University.

Lane's research is focused on food consumption, consumer health and well-being, consumer technologies, and Transformative Consumer Research. Her recent research focuses on the effectiveness and downstream health and well-being-related consequences of consumer self-quantification (i.e., self-monitoring via activity trackers and other wearable devices). Her other recent work has examined the effects of social context and various marketing factors on food consumption. Lane's research has been published in leading journals like *Journal of the Academy of Marketing Science* and *Journal of Service Research*. She currently serves on the Editorial Review Board for *Journal of Business Research* and frequently serves as a reviewer for *Journal of Public Policy & Marketing* and *Journal of Retailing*.

Lane currently teaches BUS 346 – Introduction to Marketing, and has taught multiple undergraduate courses in the past including Consumer Behavior and Marketing Research and led a PhD seminar in Consumer Behavior.

Prior to joining academia she worked as a Marketing Coordinator for an Accounting Firm in Miami, Florida where she served as a graphic designer and assisted with re-branding the firm's tangibles and website.

Janina Garbas



Janina Garbas is an Assistant Professor in the European Marketing Department at ESCP Business School in Paris, France. She holds a doctoral degree in Business Administration from the University of Passau, Germany, and later served as a postdoctoral researcher at RWTH Aachen University, Germany.

Janina's research and teaching interests lie at the intersection of consumer behavior, marketing, and technology. She focuses particularly on consumer responses to marketing activities, with a special emphasis on influencer and social media marketing, consumer vulnerability and well-being, and the impact of digital technologies and business models. Methodologically, she specializes in quantitative-empirical approaches, utilizing laboratory and field experiments, and analyzing unstructured data, such as text analysis. Her research has been published in leading journals, including the *Journal of the Academy of Marketing Science*, *Psychology & Marketing*, *Technological Forecasting and Social Change*, and *Internet Research*.

Janina's work has been recognized with several honors, including being named a runner-up in both the 2023 EMAC/Enginius Doctoral Dissertation Competition and the 2023 SERVSIG Best Dissertation Award. Furthermore, a paper based on her doctoral dissertation was awarded the 2024 SERVSIG Best Service Article Award.

Beyond her research, Janina is actively involved in the academic community, serving on the editorial board of the *Journal of Business Research* and as an ad-hoc reviewer for the *Journal of Service Research* and the *Journal of Service Management*.

In her teaching, Janina leverages her expertise to instruct courses in data-driven marketing, consumer analytics, consumer behavior, and services marketing at all academic levels.

Corinne M. K. Hassler



Corinne M. K. Hassler is an Assistant Professor of Marketing in the Gatton College of Business and Economics. Corinne earned her Ph.D. in Marketing as well as her B.A. in Communications and Advertising at Florida State University.

Her research is published in the *Journal of Marketing*, *Journal of Retailing*, *Journal of Public Policy & Marketing*, and *Journal of Service Research*. She has presented her research at the Association for Consumer Research Conference, the American Marketing Association Conference, the Marketing and Public Policy Conference, and the Organizational Frontlines Research Symposium. Corinne's research interests fall under the umbrella of consumer-based strategy, examining factors that influence consumer behavior and wellbeing at the organizational frontlines. Specifically, she is interested in social influence, prosocial behavior, services, retailing, sensory marketing, and food consumption, preferences, and perceptions.

Corinne has won several awards for her research, including a 2017 ACR/Sheth Foundation Dissertation Award, a 2017 Organizational Frontlines Research Symposium: Young Scholar Research Award, a 2017 ACR Transformative Consumer Research Grant, a 2017 Emerald/EFMD Outstanding Doctoral Research Award, a 2018 Brenda Derby Memorial Award: Best Student Paper, a 2018 William O. Bearden Doctoral Student Research Award, and a 2018 Marketing Science Institute Research Grant. Additionally, Corinne was a fellow at the AMA/Sheth Foundation Doctoral Consortium and a visiting scholar at Karlstad University.

Corinne is originally from Anchorage, Alaska and is an avid bowler. As an undergraduate she competed intercollegiately on the women's bowling team. Her career achievements include two perfect 300 games and one 811 series (i.e., total over three games).

Nicole J. Hess



Nicole J. Hess is an Assistant Professor at the School of Marketing and Innovation at University of South Florida's Muma College of Business (Ph.D. University of Passau, Germany). Prior to joining the faculty at USF, she was a postdoctoral researcher at Ludwig-Maximilians-University, Germany.

Nicole's research interests are at the convergence of technology, consumer-based strategy, and services marketing. She investigates the impact of innovative technologies, such as human-enhancement technologies, AI, and service robots, on consumer responses and consumer-based marketing strategies in both digital and physical environments, particularly within service and retail contexts. Additionally, Nicole's research aims to provide insights into consumer well-being, Transformative Consumer Research and Transformative Service Research, highlighting the broader implications of innovative technologies.

She has published in the *Journal of Retailing* and has presented her research at numerous highly competitive international conferences including the Association for Consumer Research (ACR), Frontiers in Services, American Marketing Association (AMA) Conference, and EMAC. Nicole is an active member of the marketing community and has been appointed to the Editorial Review Board of the *Journal of Business Research* as well as the Editorial Review Board of the *Journal of Public Policy & Marketing*. Additionally, she has served as an ad-hoc reviewer for several other journals, including the *Journal of Service Research*, *Journal of Retailing*, and *Psychology & Marketing*. Nicole has also reviewed for several major conferences multiple times, such as EMAC, American Marketing Association (AMA), Marketing and Public Policy and AMS Conference.

Nicole has extensive international teaching experience, having taught courses in Digital Marketing, Services Marketing, Marketing Research, Consumer Behavior, and Basic Marketing. She has taught in the United States at the University of South Florida, in Germany at the University of Passau and Ludwig Maximilian University, as well as in France at EMLyon Business School and in Hungary at Corvinus University.

Adriana V. Madzharov



Adriana V. Madzharov is an Associate Professor at the School of Management, University of Bath in the U.K. Prior to joining the University of Bath she was a faculty member at Stevens Institute of Technology, Hoboken, USA. Adriana received her Ph.D. from the Graduate Center at the City University of New York, New York City.

Adriana is a behavioral scientist whose research spans the domains of sensory marketing, aesthetics, food consumption, sustainability, and public policy. Her research examines how sensory stimuli in people's environment (e.g., ambient scent, color, sound) influence perception and in turn alter behavior in meaningful and impactful ways. Adriana's research provides insights into sustainable and healthy food consumption, community building, and general wellbeing.

Adriana's research has been published in the leading academic journals such as the *Journal of Consumer Psychology*, the *Journal of Marketing*, and the *Journal of Retailing*. Adriana's research has been presented at conferences worldwide and is regularly featured in the media, (e.g., CNN, ABC7News, the Washington Post, the Chicago Tribune, Newsweek, Market Watch, and the Conversation). Adriana's research has received interest from marketing companies such as ScentAir, the largest provider of scent technologies in North America. In addition, Adriana was an invited speaker at NASA's Annual Space Conference where she presented her innovative work on ambient scent.

Adriana is an Associate Editor at the *Journal of Business Research*, and an Editorial Review Member at the *Journal of Public Policy & Marketing*.

Adriana has taught marketing courses at all levels at Baruch College (New York City), Stevens Institute of Technology (Hoboken), Athens School of Economics and Business (Greece). Adriana has also taught executive courses at Pfizer's global headquarters in New York City.

Adriana has been selected (twice) for the annual Visiting Professor Program in New York City by the Educational Foundation of the Association for National Advertisers. Adriana has been an invited judge for the Annual Multicultural Excellence Awards of the Association for National Advertisers. Adriana has been an invited reviewer for the Association for Consumer Research Sheth Foundation Dissertation Grants.

Valentina O. Ubal



Valentina O. Ubal is a fifth-year doctoral student at Arizona State University. She pursues her doctoral degree under the guidance of her advisors Dr. Maura Scott and Dr. Martin Mende.

She conducts research at the intersection of Consumer-based Strategy and Transformative Consumer Research, focusing specifically on financial decision-making, technology, (mis)information, and well-being.

Valentina has presented her work at the Association for Consumer Research Conference, and was session chair at the American Marketing Association Conference and the Marketing and Public Conference. She recently published in the *Journal of Service Research*, *Current Opinion in Psychology*, *Journal of Public Policy & Marketing*, and *Journal of Personal Selling & Sales Management*. She won a grant from the Association for Consumer Research Transformative Consumer Research Grants in 2021, and from the Marketing Science Institute and *Journal of Public Policy & Marketing* Research Competition in 2022 for her research on misinformation.

Valentina has served as an ad-hoc reviewer for the *Journal of Service Research*, *Journal of Public Policy & Marketing*, and the *Journal of Business Research*. She has taught undergraduates the Basic Marketing Concepts and Consumer Behavior courses and has been a teaching assistant for Basic Marketing Concepts, Consumer Behavior, Service Marketing, and Retail Management courses.

Before becoming a doctoral student at FSU, Valentina completed a Bachelor of Business Administration degree at the Federal University of Pampa (Brazil) and a Master of Science in Marketing degree at the Federal University of Rio Grande do Sul (Brazil). She has also taught undergraduate students in several business-related courses in Brazil for almost three years.