TEXAS STATE VITA

I. Academic/Professional Background

A. Name: Dr. Nancy J. Sirianni

Title: Lecturer, Department of Marketing, McCoy College of Business Administration, Texas State University

B. Educational Background

Degree	*Year*	*University*	*Major*	*Thesis/Dissertation*
PhD	2011	Arizona State University	Marketing	"Understanding Branded Customer Service"
BA	1998	University of Texas at Austin	Sociology	

C. University Experience

2021 - 2022
Director, McCombs Master of Science in Marketing Program
Clinical Assistant Professor of Marketing
McCombs School of Business, University of Texas at Austin

2016 - 2021
D. Paul Jones, Jr., and Charlene Angelich Jones Endowed Chair in Services Marketing
Associate Professor of Marketing (with tenure, 2019)
Culverhouse College of Business, University of Alabama

2013 - 2016
Assistant Professor of Marketing
D'Amore-McKim School of Business, Northeastern University

2011 - 2013
Assistant Professor of Marketing
Neeley School of Business, Texas Christian University

D. Relevant Professional Experience

2001 – 2006
Insperity - Human Resources Services

Channel Marketing Manager, Strategic Alliances Team, Houston, TX
Managed strategic alliance partner relationships including Dell, IBM/Lenovo, Staples, Adecco Staffing, and Wells Fargo. Led partnership brand marketing efforts to drive revenue through B2B and B2C channels through the company's Marketplace Web portal.

Market Research Manager, Service Research and Development Team, Houston, TX
Conducted research and provided strategic guidance to the Board of Directors, executive leadership, and departments. Re-engineered customer satisfaction, at-risk, and loyalty measurement programs, which led to increased service operations performance, enhanced service recovery efforts, and improved customer retention. Designed and deployed internal marketing programs including an organization-wide employee branding campaign.

Team Manager, Service Operations, Dallas, TX
Managed a cross-functional team of frontline human resources specialists to provide customer-centric outsourced solutions for small business and mid-market clients. Recognized for providing innovative customer service and client retention strategies with company-wide honors.

2000 – 2001
BSI Consulting - Web Services Consulting

Senior Consultant, Performance Development Solution Area, Dallas, TX
Led instructional design and development of custom Web solutions for clients including Sun Microsystems. Launched the eLearning client offering by providing thought leadership and developing new business processes.

1998 – 2000
Accenture - Management and Technology Services Consulting

Analyst, Organization and Human Performance Group, Energy Line of Business, Houston, TX
Designed, developed, and supported change management and end user performance improvement programs associated with large-scale SAP and i2 supply chain management software implementations.

II. TEACHING

A. Teaching Honors and Awards:

2022, McCombs BBA Faculty Honor Roll, University of Texas at Austin
2021, Alpha Xi Delta "Positive Impact" Faculty Honoree, University of Texas at Austin
2018, Outstanding Marketing Faculty Educator Award, University of Alabama
2017, Finalist, "Last Lecture" Teaching Award, University of Alabama
2015, Excellence in Teaching Award Nominee, Northeastern University
2013, MBA Class of 2013 "Favorite Professor" Designation, Texas Christian University
2013, Class of 2013 Senior Legacy Gift Honoree, Texas Christian University
2012, MBA Class of 2012 "Favorite Professor" Designation, Texas Christian University
2009, Kenneth A. Coney Teaching Excellence Award, Arizona State University

B. Courses Taught:

2007- 2021 - ASU, TCU, Northeastern, UA, and UT
Information & Analysis / Marketing Research – Undergraduate
Consumer Behavior – Undergraduate
Service Marketing Theory – Doctoral
Managing Service Excellence – MBA
Service Marketing Strategy – MBA
Service Marketing - Undergraduate
Marketing Management (case-based) – Undergraduate
Introduction to Marketing / Principles of Marketing – Undergraduate

2011 – 2013 – Executive Education
Online Course Lead, ASU W. P. Carey Services Leadership Certificate Program
Honeywell Aerospace Global Online Academy (40-50 students per section)
Designing Customer-Focused Service Processes: Blueprinting (4 sections)
Understanding and Managing Service Quality (13 sections)
Recovering from Service Failure (1 section)
Understanding Your Customer and How Your Customer Competes (1 section)
Business-to-Business Market Segmentation (6 sections)

C. Directed Student Learning (i.e. theses, dissertations, exit committees, etc.):

Dissertation Co-Chair, Candidate Brett Christenson, University of Alabama
Dissertation Committee Member, Candidate Yi Peng, University of Alabama

D. Courses Prepared and Curriculum Development:

Information & Analysis / Marketing Research – Undergraduate
Consumer Behavior – Undergraduate
Service Marketing Theory – Doctoral
Managing Service Excellence – MBA
Service Marketing Strategy – MBA
Service Marketing Strategy - Undergraduate
Marketing Management (case-based) – Undergraduate
Introduction to Marketing / Principles of Marketing – Undergraduate

G. Teaching Professional Development Activities Attended

August 2015 - Harvard Business School Case Method Teaching Seminar, Part 1
August 2018 - LGBTQIA+ Inclusiveness & University of Alabama Safe Zone Ally Training
February 2021 - University of Alabama Go the Distance: Online Teaching Best Practices
August 2022 – Texas State University Office of Distance and Extended Learning, Teaching Online at Texas State & Getting Started with Distance Learning Platform (DLP) Classrooms

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

1. Books:

d. Chapters in Books:

Lastovicka, John L. and Nancy J. Sirianni (2013), "Beloved Material Possessions: Ends or Means?" in ***Routledge Companion to Identity and Consumption***, Russell Belk and Ayalla Ruvio, editors. New York: Routledge, 52-62.

2. Articles:

a. Refereed Journal Articles:

Ringler, Christine, Nancy J. Sirianni, and Brett Christenson (2021), "The Power of Consequential Product Sounds," ***Journal of Retailing,*** 97 (2), 288-300.

Ringler, Christine, Nancy J. Sirianni, Anders Gustafsson, and Joann Peck (2019), "Look but Don't Touch! The Impact of Active Interpersonal Haptic Blocking on Compensatory Touch and Purchase Behavior," ***Journal of Retailing*** *Special Issue: "Sensory Aspects of Retailing*," 95 (4), 186-203.

Magnusson, Peter, Stanford A. Westjohn, and Nancy J. Sirianni (2019), "Beyond Country Image Favorability: How Brand Positioning via Country Personality Stereotypes Enhances Brand Evaluations," ***Journal of International Business Studies***, 50 (3), 318-38.

Otterbring, Tobias, Christine Ringler, Nancy J. Sirianni, and Anders Gustafsson (2018), "The Abercrombie & Fitch Effect: The Impact of Physical Dominance on Male Customers' Status-Signaling Consumption," ***Journal of Marketing Research***, 55 (1), 69-79.

Zablah, Alex R., Nancy J. Sirianni, Daniel Korschun, Sharon E. Beatty, and Dwayne D. Gremler (2017), "Emotional Convergence in Service Relationships: The Shared Frontline Experience of Customers and Employees," ***Journal of Service Research*** *Special Issue: "Organizational Frontlines*," 20 (1), 76-90.

Larivière, Bart, David E. Bowen, Tor W. Andreassen, Werner Kunz, Nancy J. Sirianni, Chris Voss, Nancy V. Wünderlich, and Arne De Keyser (2017), "Service Encounter 2.0: An Investigation into the Roles of Technology, Employees, and Customers," ***Journal of Business Research*** *Special Section: "Service Research*," 79, 238-46.

Hill, Krista M., Paul W. Fombelle, and Nancy J. Sirianni (2016), "Shopping Under the Influence of Curiosity: How Retailers Use Mystery to Drive Purchase Motivation," ***Journal of Business***

Research *Special Section: "Retail Marketing and Shopping: Theory, Methods, and Practice,"* 69 (3), 1028-34.

Giebelhausen, Michael, Evelyn Chan, and Nancy J. Sirianni (2016), "Fitting Restaurant Service Style to Brand Image for Greater Customer Satisfaction," ***Cornell Hospitality Report***, 16 (9), 3-10.

Fombelle, Paul W., Nancy J. Sirianni, Noah J. Goldstein, and Robert B. Cialdini (2015), "Let Them All Eat Cake: Providing VIP Services Without the Cost of Exclusion for Non-VIP Customers," ***Journal of Business Research***, 68 (9), 1987-96.

Gustafsson, Anders, Lerzan Aksoy, Michael K. Brady, Janet R. McColl-Kennedy, Nancy J. Sirianni, Lars Witell, and Nancy V. Wünderlich (2015), "Conducting Service Research that Matters," ***Journal of Services Marketing*** *Special Issue: "Fresh Thinking in Services Marketing,"* 29 (6/7), 425-29.

Giebelhausen, Michael, Stacey G. Robinson, Nancy J. Sirianni, and Michael K. Brady (2014), "Touch vs. Tech: Demonstrating When Technology Functions as a Barrier and a Benefit to Service Exchanges," ***Journal of Marketing***, 78 (4), 113-24. Secondary data with J.D. Power.

Bolton, Ruth N., Anders Gustafsson, Janet R. McColl-Kennedy, Nancy J. Sirianni, and David K. Tse (2014), "Small Details that Make Big Differences: A Radical Approach to Consumption Experience as a Firm's Differentiating Strategy," ***Journal of Service Management*** *Special Issue: "Marketing as the Organization's Core Strategy*," 25 (2), 253-74.

Sirianni, Nancy J., Mary Jo Bitner, Stephen W. Brown, and Naomi Mandel (2013), "Branded Service Encounters: Strategically Aligning Employee Behavior with the Brand Positioning," ***Journal of Marketing****,* 77 (6), 108-23.

Bettencourt, Lance A., Stephen W. Brown, and Nancy J. Sirianni (2013), "The Secret to True Service Innovation," ***Business Horizons****,* 56 (1), 13-22.

Lastovicka, John L. and Nancy J. Sirianni (2011), "Truly, Madly, Deeply: Consumers in the Throes of Material Possession Love," ***Journal of Consumer Research***, 38 (2), 323-42.

Jackson, Donald W. and Nancy J. Sirianni (2009), "Building the Bottom Line by Developing the Frontline: Career Development for Service Employees," ***Business Horizons***, 52 (3), 279-87.

3. Conference Proceedings:

a. Refereed Conference Proceedings:

"The Impact of Interpersonal Haptic Blocking," 2019 AMA CBSIG Conference, Bern, Switzerland with Joann Peck, Anders Gustafsson, and Christine Ringler.

"Look, but Don't Touch! The Impact of Interpersonal Haptic Blocking on Compensatory Touch and Purchase Behavior," 2019 Society for Consumer Psychology Conference, Savannah, GA with Joann Peck, Anders Gustafsson, and Christine Ringler.

"The Role of Employee Physical Dominance on Male Customers' Status Signaling Consumption," 2016 Association for Consumer Research Conference, Berlin, Germany with Tobias Otterbring, Anders Gustafsson, and Christine Ringler (2016 Advances in Consumer Research, Volume 44).

"Organizational Frontlines Research Special Session: The Shared Frontline Experience between Employees and Customers," 2016 AMA Winter Educator's Conference, Las Vegas, NV with Alex R. Zablah, Daniel Korschun, Sharon E. Beatty, and Dwayne D. Gremler.

"Understanding the Shared Frontline Experience between Employees and Customers," 2016 Organizational Frontlines Research Symposium, Florida State University, Tallahassee, FL with Alex R. Zablah, Daniel Korschun, Sharon E. Beatty, and Dwayne D. Gremler.

"Muscular Male Employees Make Men Spend More Money," 2015 European Marketing Academy Conference (EMAC), Leuven, Belgium with Tobias Otterbring, Anders Gustafsson, and Christine Ringler.

"From I to We: A Framework for Understanding the Shared Experience between Frontline Employees and Customers," 2015 Organizational Frontlines Research Symposium, Oklahoma State University, Stillwater, OK with Alex R. Zablah and Daniel Korschun.

"Transforming Consumer Well-Being Through Serious Play," 2014 Association for Consumer Research Conference, Baltimore, MD with Stefanie M. Tignor and Paul W. Fombelle (2014 Advances in Consumer Research, Volume 42).

"Frontline Marketing: A Lightning Talk on Managing the Customer-Employee Interface," 2014 AMA Winter Educator's Conference, Orlando, FL with Tom J. Brown, Michael K. Brady, Alex R. Zablah, Michael Ahearne, Todd Arnold, Sharon E. Beatty, Andrea W. Dixon, Dwayne Gremler, Thorsten Hennig -Thurau, James G. Maxham, Parsu Parasuraman, Kathleen Seiders, and Jagdip Singh.

"Entering Consumption: A Greeter at the Store Entrance Positively Influences Customers' Spending, Satisfaction, and Employee Perceptions," 2013 Association for Consumer Research Conference, Chicago, IL with Christine Ringler, Anders Gustafsson, and Tobias Otterbring (2013 Advances in Consumer Research, Volume 41).

"Touch vs. Tech: Demonstrating How Technology Functions as a Barrier and Benefit to Service Exchanges," 2013 AMA Summer Educator's Conference, Boston, MA with Michael K. Brady, Stacey G. Robinson, and Michael D. Giebelhausen.

"The Un-Informed Consumer: Using Curiosity to Elicit Word of Mouth and Purchase Intentions," 2013 AMA Summer Educator's Conference, Boston, MA with Krista M. Hill and Paul W. Fombelle.

"Understanding Consumer Perceptions of Service Employee Authenticity," 2011 QUIS Conference: The 12th International Research Symposium on Service Excellence in Management, Cornell University, Ithaca, NY with Mary Jo Bitner.

"When Self-Service Technology Gets in the Way of Customer Service," 2011 Frontiers in Service Conference, Ohio State University, Columbus, OH with Stacey G. Robinson and Michael D. Giebelhausen.

"Branded Customer Service: How Aligning Employee Behavior with the Brand Personality Impacts Customer- Based Brand Equity," 2010 Frontiers in Service Conference, Karlstad, Sweden with Mary Jo Bitner, Stephen W. Brown, and Naomi Mandel.

"The Influence of Service Employee Characteristics on Consumer Choice and Post-Choice Satisfaction," 2008 Association for Consumer Research Conference, San Francisco, CA with Andrea C. Morales, Gavan J. Fitzsimons, and Iana A. Castro (2009 Advances in Consumer Research, Volume 36).

"Can Buy Me Love," film festival entry, 2008 Association for Consumer Research Conference, San Francisco, CA with John L. Lastovicka and Danny Kunz (2009 Advances in Consumer Research, Volume 36).

10. Other Works in Print:

Robinson, Stacey G., Nancy J. Sirianni, and Katherine N. Lemon, (2020) "Understanding Customers' Responses to Firm-Controlled Touch Points." Published in the ***Marketing Science Institute (MSI) Working Paper Series***, ***Report No. 20-117.***

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

"Seamless Sales and Service Across the Customer Journey," 2019 Annual Thought Leadership Forum on Service and Solutions for Alabama Manufacturers, Tuscaloosa, AL with Thomas L. Baker.

"What Customers Mean When They Talk About Service Authenticity," 2018 ASU Center for Services Leadership Compete Through Service Symposium, Scottsdale, AZ.

"The Abercrombie & Fitch Effect," Fall 2016 University of Alabama Culverhouse College of Business Board of Visitors Meeting, Birmingham, AL.

"Transforming the Customer Experience: How Small Details Can Make Big Differences," 2015 Marketing Science Institute Board of Trustees Meeting, Phoenix, AZ.

2. Invited Talks, Lectures, and Presentations:

"Young Scholar Research Panel/Roundtable: Rigor and Relevance," 2020 AMA Organizational Frontlines Research Symposium, San Diego, CA.

"Creating Value Through Teaching and Service," AMA SERVSIG Doctoral Consortium, 2018 Frontiers in Service Conference, Austin, TX with Sabine Benoit, Paul W. Fombelle, and Kristina Heinonen.

"Small Details that Make Big Differences During the Customer Experience," 2015 Marketing Science Institute Young Scholars Program, Park City, UT.

"Using Curiosity to Elicit Word-of-Mouth and Purchase Intentions," Innovations in Retailing and Marketing 2014 Research Colloquium, Babson College, Babson Park, MA with Krista M. Hill and Paul W. Fombelle.

"Branded Customer Service: How Aligning Employee Behavior with the Brand Personality Impacts Customer- Based Brand Equity," 2012 Speaker Series, University of Paderborn, Germany.

"Starting Your Career," AMA SERVSIG Doctoral Consortium, 2012 Frontiers in Service Conference, University of Maryland, College Park, MD.

"Completing a Services Dissertation," Panel Discussion: Surviving the Transition from Student to Faculty Status, AMA SERVSIG Doctoral Consortium, 2010 Frontiers in Service Conference, Karlstad University, Karlstad, Sweden.

"Branded Customer Service: How Aligning Employee Behavior with the Brand Personality Impacts Customer- Based Brand Equity," Emerging Perspectives in Services Research: Fisher IMS & AMA SERVSIG Dissertation Proposal Competition Award Presentation, 2010 AMA Winter Educator's Conference, New Orleans, LA.

"Effects of Service Employee Alignment with the Brand Image," *Journal of Retailing* Best Paper Awards Special Session: Levy-Weitz Award Presentation, 2009 AMA Winter Educator's Conference, Tampa, FL.

5. Other Works not in Print:

a. Works "submitted" or "under review":

"Speaking Fast and Slow: How Speech Rate of Digital Assistants Affects Likelihood to Use," with Brett Christenson and Christine Ringler. Based on Brett Christenson's dissertation at the University of Alabama. Currently preparing for third round review at ***Journal of Business Research.***

"Does Your Demonstration Tell the Whole Story? How Mental Simulation, Cognitive Flow, and Narrative Transportation Increase the Effectiveness of Product Demonstrations," with Christine Ringler, Joann Peck, and Anders Gustafsson. Currently under second round review at ***Journal of the Academy of Marketing Science***.

b. Works "in progress":

"Paralanguage and the Charismatic Frontline Employee: The Impact of Vocal Amplitude on Customer Engagement," with Christine Ringler. Five studies completed. Preparing for September 2022 submission at ***Journal of Marketing Research.***

"Virtual Empathetic Touch: Building Emotional Brand Attachment Online via Haptic Imagery," with Christine Ringler. Eight studies completed, focused on haptic video imagery on social

media and other brand-owned digital touch points. Preparing for fall 2022 submission at ***Journal of Marketing Research.***

"Digital Well-Being: Revealing Consumer Perspectives on Screen Time, Privacy, and Digital Fatigue via Global Social Media Analytics," with Laura F. Bright. Five studies completed. Preparing for fall 2022 submission at ***Journal of Interactive Marketing.***

"Feeling Selfish: Priming Effects of Self-Compassion on Health and Well-Being Consumption." Two studies completed. Targeted at ***Journal of Consumer Research***.

"Easy on the Eyes: Using Minimalist Design to Reduce Decision Fatigue and Encourage Healthy Choices." Two studies completed. Targeted at ***Journal of Marketing Research***.

C. Scholarly / Creative Grants and Contracts:

1. Funded External Grants and Contracts:

"Competing Through Connection: Understanding Customers' Responses to Brand Humanization" Funding Agency: **Marketing Science Institute**

Funding Received: **$8,500**

3. Funded Internal Grants and Contracts:

"Sonic Intimacy: Using Sound to Build Connections with Customers"

Funding Agency: **University of Alabama Office of Research and Economic Development**
Funding Received: **$6,000**

D. Scholarly / Creative Fellowships, Awards, Honors:

2020, Nominee, Board of Visitors Research Achievement Award, University of Alabama
2018, AMA SERVSIG Emerging Service Scholar Award
2015, Marketing Science Institute Young Scholar
2014, Honorable Mention, AMA Retailing and Pricing SIG Young Scholar Award
2010, Honorable Mention, Fisher IMS & AMA SERVSIG Dissertation Proposal Competition
2009, AMA-Sheth Doctoral Consortium Fellow, Georgia State University
2008, First Place, Levy-Weitz & AMA Retailing SIG Dissertation Proposal Competition
2008, ASU Center for Services Leadership Research Fellowship Award
2008, Alfred H. & Murial M. Schmidt Doctoral Fellowship, Arizona State University
2007 & 2008, Gene Gallup Doctoral Fellowship, Arizona State University
2007 – 2010, ASU Graduate College Summer Research Grant, Arizona State University

F. Media Recognition:

"Alpha Males and Subconscious Sales," *AMA Marketing News*, November-December 2018

"Men Buy More From Manly Men," *Harvard Business Review*, September-October 2018

"Ask the Experts," *WalletHub*, May 2018

"Use These 5 Tips to Align Your Employees With Your Brand," *Forbes*, November 2014

"Employee Behavior Can Build Your Brand," *Marketing Science Institute Journal Selections*, Spring 2014

"Objects of Affection," *TCU Magazine*, Spring 2012

"The Reason You're in Love With Material Possessions? Loneliness," *Time Moneyland*: The Psychology of Money, July 2011

"Kicking Love Into Gear: A Journalist And Her Volvo," *NPR News* broadcast "Tell Me More," July 2011

"Crash and Yearn," *The Washington Post Magazine*, July 15, 2011

"Study: People Love Their Cars Because They're Lonely," *The Consumerist*, July 2011

"Can You Be "In Love" With Your Gadgets? Study Says Yes," *Time*, February 2011

*"*Strange Valentines, Some Consumers Literally in Love with Possessions," *CNN International Broadcast, NBC* San Francisco Affiliate Broadcast*,* February 2011

"Is It Possible to Be in Love with Cars, PCs?," *The Financial Express*, December 2010

*"*Love of Possessions Can Run Deep, Study Shows," *Bloomberg Business Week*, *MSN Health*, *iVillage.com, US News & World Report*, December 2010

*"*Love Smitten Consumers Will Do Anything for Their Cars and Guns," *ScienceDaily*, December 2010

*"*Loving Your Car or Gun? Yes Pet!," *CNN-IBNlive.com,* December 2010

IV. SERVICE

A. Institutional

(listed only for most recent position at UT-Austin – service activities for TCU, Northeastern, and UA are not listed here)

2. College: Director, McCombs Master of Science in Marketing Program, University of Texas at Austin

B. Professional:

Editorial Review Board Service

Journal of the Academy of Marketing Science, 2015-2018, 2020-2021, 2022-present
Journal of Retailing, 2017-2021, 2022-present
Journal of Service Research, 2015-2021
Journal of Business Research: Technology, Interactive and Social Media Board, 2016-2018
Journal of Business Research: Service Research Board, 2013-2018

Ad Hoc Reviewing

Journal of Consumer Research
Journal of Marketing Research
Journal of Marketing Research
Journal of Marketing
Sloan Management Review
Winter & Summer American Marketing Association Conferences (AMA)
European Marketing Academy Conference (EMAC)
Association for Consumer Research Conference (ACR)
Society for Consumer Psychology Conference (SCP)
Global Marketing Conference
John A. Howard/AMA Doctoral Dissertation Award Competition
Academy of Marketing Science Conference & Mary Kay Dissertation Competition
ASU Center for Services Leadership Research Grant Proposals
Organizational Frontlines Research Young Scholars Competition (OFR)

Research Center Affiliation

Research Faculty, Center for Services Leadership at Arizona State University, 2011–present

Executive Committee, Center for Services Leadership at Arizona State University, 2015-2020

Faculty Expert Panelist on Corporate Political Activism, Institute for Strategic Leadership, Drexel University, 2016

Academic Advisory Board and Affiliate Scholar, Center for Customer Interface Excellence at Oklahoma State University, 2015

Professional Organization & Conference Service

Co-Chair, Retail & Service Management Track, AMA Summer Educator's Conference, Chicago, 2022

Research Mentor, PhD Project & ACR Mentoring Program for Underrepresented Minorities, 2021

Young Scholar Faculty Mentor, AMA Organizational Frontlines Research Symposium, San Diego, 2020

Member, AMA SERVSIG Emerging Service Scholar Award Committee, Frontiers in Service Conference, Boston, 2020

Chair, AMA SERVSIG Emerging Service Scholar Award Committee, Frontiers in Service Conference, Singapore, 2019

Faculty Mentor, AMA SERVSIG Doctoral Consortium, Austin, 2018

Expert Judge, Young Scholar Competition, Organizational Frontlines Research Symposium, New Orleans, 2018

Co-Chair, Early Career Mentoring Program, AMA Summer Educator's Conference, San Francisco, 2017

AMA SERVSIG Best Ph.D. Dissertation Award Committee, 2017

Associate Editor, "Improving the Customer Journey and Services Experiences" track, AMA Winter Educator's Conference, Orlando, 2017

Faculty Mentor, "Let's Talk about Service" workshop, Fordham University, 2016

Session Chair, Association for Consumer Research Conference, Berlin, 2016

Co-Chair, Service Marketing track, AMA Summer Educator's Conference, Boston, 2013

D. Organization Memberships:

American Marketing Association (AMA)
Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)

E. Service Honors and Awards:

2014, Global Marketing Conference Best Reviewer Award