

JULIE GUIDRY MOULARD

Curriculum Vitae

Associate Professor of Marketing
Balsley-Whitmore Endowed Professor
in Business

Department of Marketing & Analysis
Louisiana Tech University

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Academic Experience

Associate Professor Department of Marketing & Analysis, College of Business
Louisiana Tech University
August 2016 to present

Assistant Professor
Department of Marketing & Analysis, College of Business
Louisiana Tech University
August 2011 to August 2016

Assistant Professor
Department of Marketing, E. J. Ourso College of Business
Louisiana State University
July 2005 to July 2011

Mays Postdoctoral Fellow
Department of Marketing, Mays Business School
Texas A&M University
September 1, 2004 to June 30, 2005

Teaching Assistant/Instructor
Department of Marketing, Mays Business School
Texas A&M University
August 2001 to December 2002, June 2003 to May 2004

Research Assistant
Worked under Dr. Manjit Yadav
Department of Marketing, Mays Business School

Texas A&M University
August 1999 to July 2001, July 2002 to August 2002, January to May 2003

Education

- Ph.D.** Texas A&M University, Mays Business School, 2004
Major: Marketing
- M.B.A.** University of Louisiana, Lafayette, 1999
- M.A.** University of Alabama, Tuscaloosa, 1997
Major: Telecommunication & Film
- B. A.** University of Louisiana, Lafayette, 1994
Major: Mass Communication
Cum Laude Graduate

Research

Publications

- Pounders, Kathryn R., **Julie Guidry Moulard**, and Barry J. Babin, (forthcoming), "Examining Customer-Created Guilt in a Services Context," *Psychology & Marketing*.
- Audrezet, Alice, Gwarlann de Kerviler, and **Julie Guidry Moulard**, (forthcoming), "Authenticity Under Threat: When Social Media Influencers Need to Go Beyond Passion," *Journal of Business Research*.
- Babin, Barry J., and **Julie Guidry Moulard** (2018), "To What is the Review Process Relevant? What's Right and What's Wrong with Peer Review for Academic Business Journals," *European Business Review*, 30 (2), 145-156.
- Moulard, Julie Guidry**, Randle D. Raggio, and Judith Anne Garretson Folse (2016), "Brand Authenticity: Testing the Antecedents and Outcomes of Brand Management's Passion for its Products," *Psychology & Marketing*, 33 (6), 421-436.
- Helm, Amanda E., **Julie Guidry Moulard**, and Marsha L. Richins (2015), "Consumer Cynicism: Developing a Scale to Measure Underlying Attitudes that Influence Marketplace Shaping and Withdrawal Behaviors," *International Journal of Consumer Studies*, 35 (5), 515-524.

- Moulard, Julie**, Barry J. Babin, and Mitch Griffin (2015), "How Aspects of a Wine's Place Affect Consumers' Authenticity Perceptions and Purchase Intentions: The Role of Country of Origin and Technical Terroir," *International Journal of Wine Business Research*, 27 (1), 61-78.
- Moulard, Julie Guidry**, Carolyn Popp Garrity, and Dan Hamilton Rice (2015), "What Makes a Human Brand Authentic? Identifying the Antecedents of Celebrity Authenticity," *Psychology & Marketing*, 32 (2), 173-186.
- Moulard, Julie Guidry**, Dan Hamilton Rice, Carolyn Popp Garrity, and Stephanie M. Mangus (2014), "Artist Authenticity: How Artists' Passion and Commitment Shape Consumers' Perceptions and Behavioral Intentions Across Genders," *Psychology & Marketing*, 31 (8), 576-590.
- Folse, Judith Anne Garretson, Stacy Landreth Grau, **Julie Guidry Moulard**, and Kathryn Pounders (2014), "Cause-Related Marketing: Factors Promoting Campaign Evaluations," *Journal of Current Issues and Research in Advertising*, 35 (2), 50-70.
- Folse, Judith Anne Garretson, **Julie Guidry Moulard**, and Randle D. Raggio (2012), "Psychological Ownership: A Social Marketing Advertising Message Appeal? Not for Women," *International Journal of Advertising*, 31 (2), 291-315.
- Moulard, Julie Guidry**, Michael W. Kroff, and Judith Anne Garretson Folse (2012), "Unravelling Consumer Suspense: The Role of Hope, Fear, and Probability Fluctuations," *Journal of Business Research*, 65 (3), 340-346.
- Close, Angeline G., **Julie Guidry Moulard**, and Kent B. Monroe (2011), "Establishing Human Brands: Determinants of Placement Success for First Faculty Positions in Marketing," *Journal of the Academy of Marketing Science*, 39 (6), 922-941.
- Guidry, Julie Anna**, Barry J. Babin, William G. Graziano and W. Joel Schnieder (2009), "Pride and Prejudice in the Evaluation of Wine?" *International Journal of Wine Business Research*, 21 (4), 298-311.
- **Highly Commended Paper—Emerald Literati Network 2010 Awards for Excellence****
- Guidry, Julie Anna**, Brandi N. Guidry Hollier, Linda Johnson, John R. Tanner, and Christiane Veltsos (2004), "Surveying the Cites: A Ranking of Marketing Journals Using Citation Analysis," *Marketing Education Review*, 14 (1), 45-59.
- Guidry, Julie Anna** (2002), "LibQUAL+ Survey: A Qualitative Analysis Using *Atlas.ti*," *Performance Measurement and Metrics*, 2 (2), 100-107.

Remington, Steve, **Julie Anna Guidry**, Michael Craig Budden, and John R. Tanner (2000), "When Were the Good Old Days? Revisiting Perceptions of Marketing Students' Prior Preparations," *Journal of Marketing Education*, 22 (3), 188-198.

Research—Work in Progress

Rinaldo, Shannon and **Julie Moulard**, "Rethinking Dietary Fat: The Ketogenic Diet, Health, and Consumer Well-Being." Submitted to the 2019 Winter American Marketing Association Conference.

Moulard, Julie Guidry, Randle D. Raggio, and Judith Anne Garretson Folse, "Conceptualizing the Meanings of Brand Authenticity." Submitted to a special issue in the *Journal of the Academy of Marketing Science* on Generalizations in Marketing: Systematic Reviews and Meta-Analyses (MS# JAMS-D-18-00485).

Moulard, Julie Guidry, Joanne T. Cao, and Nina Krey, "The Service Apology: An Alternate Framework for Service Recovery." Invited for 1st revision at the *Journal of the Academy of Marketing Science* (MS# JAMS-D-17-0546).

Moulard, Julie Guidry, Michael Kroff, Kathryn Pounders, and Cassandra Ditt, "The Role of Suspense in Gamification: Inducing Consumers' Game Enjoyment." Preparing for submission to *AMS Review*.

Zamudio, Cesar, **Julie Guidry Moulard**, and Angeline G. Close, "The Company They Keep: How Human Brand Managers' Social Networks Shape Job Market Outcomes." Preparing manuscript for submission to *Journal of the Academy of Marketing Science*.

Moulard, Julie Guidry, Michael Kroff, Kathryn Pounders, and Judith Anne Garretson Folse, "The Possibility and Actuality of Getting What You Don't Want: Impacts on Hope and Satisfaction." Preparing manuscript for submission to *Journal of Business Research*.

Moulard, Julie Guidry, Carmen Lopez, Juliann Allen, and John Ford, "Differences in the Effects of True-to-Self Authenticity on Consumer Response: A Cross-Cultural Examination." Target Journal: *Journal of Business Research*.

Moulard, Julie Guidry, Dan Hamilton Rice, Cassandra Ditt, and Juliann Allen, "Is this Winemaker Authentic? Assessing the Effects of the Authenticity Types on Consumer Response in a Human Brand Context." Designing experiment. Target Journal: *Journal of the Academy of Marketing Science*.

Helm, Amanda E., **Julie Guidry Moulard**, and Marsha L. Richins, "Cynical Consumers: Dangerous Enemies, Loyal Friends." Preparing manuscript for submission to *Journal of Business Research*.

Moulard, Julie Guidry, Nina Krey, and Joanne T. Cao, “‘I’m Sorry You Feel That Way’: Understanding When Service Providers’ Apologies Are Perceived as Insincere.” Beginning data collection. Target Journal: *Journal of Marketing*.

Conference Proceedings and Presentations

Moulard, Julie Guidry, Kate Pounders, and Barry Babin (2018), “Examining Service Provider Response to Guilty Customers: An Abstract,” in *Marketing Transformation: Marketing Practice in an Ever Changing World, Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, Nina Krey and Patricia Rossi, eds., pp. 219-220. (Presented at the 2017 AMS World Marketing Congress in Christchurch, New Zealand.)

Pounders, Kathryn, **Julie Moulard**, and Barry Babin (2018), “Customer-Created Guilt in Services: Examining Process and Moderating Effects: An Abstract,” in *Back to the Future: Using Marketing Basics to Provide Customer Value, Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, Nina Krey and Patricia Rossi, eds., pp. 573-574. (Presented at the 2017 AMS Annual Conference in Coronado, CA.)

Moulard, Julie Guidry, Randle D. Raggio, and Judith Anne Garretson Folse (2017), “The Entity-Referent Correspondence Framework of Authenticity,” in *NA - Advances in Consumer Research*, Volume 45, Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, eds. Duluth, MN: Association for Consumer Research. (Presented at the 2017 Association of Consumer Research Annual Conference in a Special Session entitled, “The Role of Authenticity in Consumer Research” in San Diego, CA.)

Audrezet, Alice, Gwarlann Caffier de Kerviler, and **Julie Guidry Moulard** (2017), “Authenticity Under Threat: When Social Media Influencers Need to Go Beyond Passion,” in *NA - Advances in Consumer Research*, Volume 45, Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, eds. Duluth, MN: Association for Consumer Research. (Presented at the 2017 Association of Consumer Research Annual Conference in San Diego, CA.)

Krey, Nina, Joanne M. Tran, and **Julie Guidry Moulard** (2016), “Can’t Touch This: Haptic Cues and Their Personality,” in *Celebrating America’s Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing?*, *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, Kacy K. Kim, ed., p. 211. (Presented at the 2015 AMS Annual Conference in Denver, CO.)

Moulard, Julie Guidry, Nina Krey, and Joanne M. Tran (2014), “Conceptualizing Service Recovery as a Service Apology,” in *American Marketing Association Winter Educators’ Conference Proceedings*, Gary Hunter and Tom Steenburgh, eds., Vol. 25, 111-112. (Orlando, FL)

- Moulard, Julie Guidry**, Randle D. Raggio, and Judith Anne Garretson Folse (2014), "What is Brand Authenticity? Introducing the Entity-Referent Correspondence Framework of Authenticity and Its Application to Brands," in *American Marketing Association Winter Educators' Conference Proceedings*, Gary Hunter and Tom Steenburgh, eds., Vol. 25, A33-A34. (Orlando, FL)
- Moulard, Julie Guidry**, Randle D. Raggio, and Judith Anne Garretson Folse (2014), "What is True-to-Self Brand Authenticity? Understanding the Antecedents and Consequences of a Brand's Passion," in *American Marketing Association Winter Educators' Conference Proceedings*, Gary Hunter and Tom Steenburgh, eds., Vol. 25, A36-A37. (Orlando, FL)
- Babin, Barry J., Nathalie Spielmann, Mitch Griffin, **Julie Guidry Moulard**, and Amie E. Babin (2013), "Territor, Label Content, Authenticity, and Value Perceptions." Presented at the *2013 Workshop on Innovation & Trends in Wine Management*, Burgundy School of Business, Dijon, France.
- Zamudio, Cesar, **Julie Guidry Moulard**, and Angeline G. Close (2013), "Work or Network? How Human Brand Managers (and Who They Know) Shape Job Market Outcomes." Presented at the *2013 INFORMS Marketing Science Conference*, Istanbul, Turkey.
- Zhuang, Weiling, Obinna Obilo, David Locander, and **Julie Moulard** (2012), "Am I Being Manipulated?: The Effects of Co-Creation and Salesperson Orientation on Customer Affect," in *Academy of Marketing Science Annual Conference Proceedings*, Leroy Robertson, Jr., ed., Vol. 35, 829. (New Orleans, LA)
- Moulard, Julie Guidry**, Judith Anne Garretson Folse, and Michael Kroff (2011), "The Possibility and Actuality of Getting What You Don't Want: Impacts on Hope and Satisfaction." Presented at the *2011 AMA Winter Educators' Conference*, Austin, TX, in the Consumer Behavior SIG Special Session entitled, "Understanding Emotions in Consumption Experiences: A Cognitive Appraisal Approach."
- Guidry, Julie Anna**, Carolyn Garrity, and George M. Zinkhan (2008), "What Makes a Celebrity Authentic? Identifying the Antecedents of Celebrity Authenticity," in *American Marketing Association Summer Educators' Conference Proceedings*, James R. Brown and Rajiv P. Dant, eds., Vol. 19, 391-392. (San Diego, CA)
- Guidry, Julie Anna**, George M. Zinkhan, and Leona Tam (2008), "Brand Authenticity: The Role of Stability and Uniqueness," in *Academy of Marketing Science Annual Conference Proceedings*, Leroy Robertson, Jr., ed., Vol. 31, 135. (Vancouver, Canada)
- Close, Angeline and **Julie Anna Guidry** (2007), "What Influences Salary of First Faculty Positions in Marketing?" in *American Marketing Association Winter Educators' Conference*

Proceedings, Andrea L. Dixon and Karen A. Machleit, eds., Vol. 18, 352-353. (San Diego, CA)

Guidry, Julie Anna (2003), "Customer-to-Customer Interactions in the Service Environment: A Communications Framework for Understanding C2C Dynamics," in *Academy of Marketing Science Annual Conference Proceedings*, Harlan Spotts, ed., Vol. 26, 165. (Washington, DC)

****Winner of the Jane K. Fenyo Award, best paper authored by a doctoral student****

Guidry, Julie Anna (2003), "Hope, Fear, and . . .*Suspense*: An Examination of Anticipatory Emotions and their Impact on Satisfaction." Presented at the *2003 Academy of Marketing Science Annual Conference*, Washington, D.C., as part of the Current Research in Marketing Doctoral Programs Track.

Guidry, Julie Anna, William G. Graziano and W. Joel Schnieder (2002), "Pride and Prejudice: Texas Identity and the Evaluation of Wine." Presented at the *2002 Annual Meeting of the American Psychological Association*, Chicago, IL, as part of the Consumer Psychology Track.

Guidry, Julie Anna (2002), "Misinterpretations of Multiple Regression Results: Why Interpreting Both Beta Weights and Structure Coefficients is Vital." Presented at the *2002 Annual Meeting of the American Educational Research Association*, New Orleans, LA.

Choi, Young-Tae, Diane Dowdell, **Julie A. Guidry**, Michael W. Kroff and James H. Leigh (2002), "The Same, But Not Quite the Same: An Observational Study of Teenage Attire," in *American Marketing Association Winter Educators' Conference Proceedings*, Kenneth R. Evans and Lisa K. Scheer, eds., Vol. 13, 271-272. (Austin, TX)

Guidry, Julie Anna (2002), "Descriptive Discriminant Analysis and Predictive Discriminant Analysis: Two Very Different Techniques with Very Similar Names." Presented at the *2002 Annual Meeting of the Southwest Educational Research Association*, Austin, TX.

Guidry, Julie A. and Jeffrey S. Conant (2001), "An Integrative View of Organizational Learning: The Continuous Loop Model and Its Implications for Organizational Adjustment," in *American Marketing Association Winter Educators' Conference Proceedings*, Ram Krishnan and Madhu Viswanathan, eds., Vol. 12, 82-83. (Scottsdale, AZ)

Agrusa, Jerome F. and **Julie A. Guidry** (1999), "Ecotourism and Sustainable Development of The Maya Rain Forest in Central America." Presented at the *1999 First Pan-American Conference*, Panama City, Panama.

Guidry, Julie A. (1997), "Jack Nicholson: A Study of Star Image." Presented at the *1997 Southern States Communication Association Convention*, Savannah, GA.

Guidry, Julie A. (1997), "Examining the Motivations of Personal Home Page Posters: A Uses and Gratifications Perspective." Presented at the *1997 Southern States Communication Association Convention*, Savannah, GA.

Conference Special Sessions and Panels

Moulard, Julie (2018), "On the Significance of Definitional Clarity in Conceptual Contributions." Presented in the special session *Tips and Trips in Developing Theoretical Articles—Lightening Round Panel* at the 2018 Academy of Marketing Science Annual Conference (New Orleans, LA).

Moulard, Julie (2017). Presented in the special session *Professional Integrity in Publishing and Professional Relationships* at the 2017 Academy of Marketing Science Annual Conference (Coronado, CA).

Teaching

Courses Taught

Louisiana Tech University

Quarter		Course	Evaluation ^a
Fall	2018	Services Marketing (22 students)	
Summer	2018	Global Perspectives in Management (BUSN 550C, 2 students)	n/a
Spring	2018	Global Perspectives in Management (online, 34 students)	3.7
Spring	2018	Global Perspectives in Management (on campus, 36 students)	3.8
Winter	2018	Services Marketing (36 students)	3.7
Winter	2018	International Marketing (France trip; 19 students)	3.9
Winter	2018	International Study Abroad—France (1 student/independent study)	n/a
Fall	2017	Advanced Topics in Marketing Management (4 students)	4.0
Summer	2017	Global Perspectives in Management (BUSN 550C, 1 student)	n/a
Spring	2017	Global Perspectives in Management (online, 39 students)	3.7
Spring	2017	Global Perspectives in Management (on campus, 27 students)	3.6
Winter	2017	International Marketing (39 students)	3.8
Winter	2017	International Marketing (France trip; 11 students)	4.0
Fall	2016	Services Marketing (38 students)	3.3
Fall	2016	Authenticity in Marketing (BUSN 550C, 1 student)	n/a
Summer	2016	Global Perspectives in Management (BUSN 550C, 2 students)	n/a
Spring	2016	Global Perspectives in Management (online, 33 students)	4.0
Spring	2016	Global Perspectives in Management (on campus, 26 students)	4.0
Winter	2016	Services Marketing (15 students)	3.7
Winter	2016	International Marketing (France trip; 12 students)	3.9
Winter	2016	Retailing (France trip; 1 student)	n/a ^c
Fall	2015	Advanced Topics in Marketing Management (4 students)	3.8
Summer	2015	Global Perspectives in Management (BUSN 550C, 2 students)	n/a
Spring	2015	Global Perspectives in Management (online, 36 students)	3.8

Spring	2015	Global Perspectives in Management (on campus, 38 students)	3.9
Winter	2015	International Marketing (29 students)	n/a ^b
Winter	2015	International Marketing (France trip; 13 students)	n/a ^b
Winter	2015	International Study Abroad—IBS (1 student)	n/a
Fall	2014	Services Marketing (31 students)	3.6
Spring	2014	Global Perspectives in Management (online, 27 students)	3.8
Spring	2014	Global Perspectives in Management (on campus, 31 students)	3.7
Spring	2014	International Marketing (30 students)	3.9
Winter	2014	International Marketing (France trip; 15 students)	4.0
Fall	2013	Advanced Topics in Marketing Management (4 students)	2.9
Spring	2013	Global Perspectives in Management (online, 20 students)	n/a
Spring	2013	Global Perspectives in Management (on campus, 21 students)	3.8
Spring	2013	International Marketing (BUSN 550C, France Trip, 1 student)	n/a
Spring	2013	International Marketing (France trip; 6 students)	n/a
Winter	2013	International Marketing (33 students)	3.6
Fall	2012	International Marketing (55 students)	3.9
Spring	2012	Global Perspectives in Management (online, 25 students)	3.5
Spring	2012	Global Perspectives in Management (on campus, 22 students)	3.4
Spring	2012	International Marketing (38 students)	3.4
Winter	2012	International Marketing (29 students)	3.6
Fall	2011	International Marketing (46 students)	3.7

^aEvaluations represent the mean of all survey questions; 1=Strongly Disagree, 4=Strongly Agree.

^bUniversity closure at the end to the Winter 2015 quarter due to inclement weather prohibited the distribution of course evaluations.

^cStudent completed her evaluation with the students in the International Marketing class.

Bulldogs in Paris, Co-Leader and Instructor of Record

Spring 2013 to present

- *Bulldogs in Paris* is a study tour that is sponsored by the Marketing & Analysis Department within the College of Business. The study tour, established and lead by Dr. Barry Babin and me, is an annual, one-week trip between in winter and spring quarters to the French cities of Paris and Reims. The program introduces students to France's culture and business practices, specifically France's consumer culture and marketing systems. Students learn, primarily through recording a diary of their experiences, differences in marketing customs between France and the U.S. I also hold several class meetings before the trip to help students plan for the trip and to expose them to fundamental international business concepts.

Louisiana State University

Semester		Course	Evaluation*
Spring	2011	Services Marketing (2 sections, 45 total students)	3.57
Fall	2010	Services Marketing (2 sections, 53 total students)	3.61
Spring	2010	Services Marketing (2 sections, 66 total students)	3.52
Fall	2009	Services Marketing (2 sections, 43 total students)	3.36
Spring	2009	Services Marketing (2 sections, 59 total student)	3.21
Fall	2008	Services Marketing (2 sections, 46 total students)	3.19
Spring	2008	Services Marketing (2 sections, 63 total students)	3.27
Fall	2007	Services Marketing (2 sections, 75 total students)	3.12
Spring	2007	Services Marketing (2 sections, 78 total students)	3.31
Fall	2006	Services Marketing (2 sections, 82 total students)	3.43
Spring	2006	Services Marketing (2 sections, 100 total students)	2.95
Fall	2005	Services Marketing (2 sections, 81 total students)	3.39

*Evaluations represent the cumulative average of all survey questions across the two sections taught.

1=Strongly Disagree, 4=Strongly Agree

International Business Seminars, Faculty Liaison

Fall 2007 to Summer 2011

- As noted above, IBS is a study abroad program intended for business students. Dr. Danny Weathers, another LSU marketing faculty member, and I were responsible performing several administrative duties (noted above). I also served as one of the faculty leaders on a program in Summer 2007 and the instructor of record for the Summer 2008 and Winter 2011.

Texas A&M University

Semester		Course	Evaluation*
Spring	2004	Consumer Behavior (2 sections, 87 total students)	4.75
Fall	2003	Marketing Research (2 sections, 74 total students)	4.54
Summer	2003	Marketing Research (1 section, 45 students)	3.54
Fall	2002	Marketing Research (2 sections, 64 total students)	4.34
Summer	2002	Marketing Research (1 section, 33 students)	4.22
Spring	2002	Marketing Research (2 sections, 96 total students)	2.85
Fall	2001	Marketing Research (2 sections, 102 total students)	3.66

*Evaluations represent the mean of the items "I believe this instructor was an effective teacher," and "On the whole, this is a good instructor." 1=Strongly Disagree, 5=Strongly Agree

Service

Service to Discipline

Offices Held at Professional Organizations

Academy of Marketing Science

President-Elect, June 2018 to present

Vice President for Programs, June 2014 to May 2018 (two 2-year terms)

Vice President for Membership-North America, June 2012 to May 2014

American Marketing Association Consumer Behavior Special Interest Group (CB-SIG)

Vice President of Scholarly and Social Programs, 2014 to 2016

American Marketing Association Doctoral Student Special Interest Group (DocSIG)

Treasurer, 2002-2004

- 2003 and 2004 “Who Went Where” Surveys
 - Partially responsible for administering survey
 - Fully responsible for analyzing data and reporting results
 - Expanded survey from 16 items to 40 items
- Coordinated the Winter AMA Mentors’ Breakfasts (2003 and 2004)

Journal Reviewing

Journal of the Academy of Marketing Science (Level: A+)

Editorial Review Board Member, 2013 to present

Ad Hoc Reviewer, 2008 to 2012

Journal of Business Research (Level: A+)

Editorial Review Board Member, 2008 to present

Journal of Marketing (Level: A+)

Ad Hoc Reviewer, 2008 to present

European Journal of Marketing (Level: A)

Ad Hoc Reviewer, 2017

Journal of Service Research (Level: A)

Ad Hoc Reviewer, 2015

International Journal of Wine Business Research (Level: B)

Ad Hoc Reviewer, 2017

International Journal of Consumer Studies (Level: B)

Ad Hoc Reviewer, 2015

AMS Review (Level: B)
Ad Hoc Reviewer, 2014 to present

Journal of Marketing Theory and Practice (Level: A)
Ad Hoc Reviewer, 2014

Psychology & Marketing (Level: A)
Ad Hoc Reviewer, 2013

Journal of Marketing Education (Level: B)
Ad Hoc Reviewer, 2012

Journal of Retailing (Level: A+)
Ad Hoc Reviewer, 2008

The Service Industries Journal (Level: B)
Ad Hoc Reviewer, 2008

Conference Reviewing

AMA Summer Educators' Conference, 2005, 2009

AMA Winter Educators' Conference, 2005

Society for Marketing Advances Conference, 2006, 2008, 2011, 2012, 2013, 2014, 2015, 2016, 2017

Society for Consumer Psychology Conference, 2007

Academy of Marketing Science Annual Conference, 2006, 2007, 2011, 2012, 2014, 2016

Academy of Marketing Science World Marketing Congress, 2017

European Association for Consumer Research Conference, 2005

Atlantic Marketing Association Conference, 2011

Textbook Reviewing

Provided feedback on all chapters of the Zeithaml, Bitner & Gremler textbook, *Services Marketing: Integrating Customer Focus Across the Firm*, 5th edition, in preparation for the 6th edition, 2009

Reviewed chapter for the Zeithaml, Bitner & Gremler textbook, *Services Marketing: Integrating Customer Focus Across the Firm*, 5th edition, 2007

Served as Advisory Board Member for Babin-Harris CB Textbook; Reviewed all chapters and ancillary material for a consumer behavior textbook published by Cengage Learning, 2007-2008

Other Reviewing

Reviewer, Society for Marketing Advances Dissertation Competition, 2017

Reviewer, Academy of Marketing Science Mary Kay Dissertation Competition, 2017,

Reviewer, *AMS Review*/Sheth Foundation Doctoral Competition for Conceptual Articles, 2017, 2018

Reviewer, John A. Howard/AMA Doctoral Dissertation Competition, 2015

Reviewer, Academy of Marketing Science Mary Kay Dissertation Proposal Competition, 2012

Additional Service

Co-Host

2015 Academy of Marketing Science Doctoral Consortium (Denver)

Track Chair

2018 Academy of Marketing Science World Marketing Congress (Porto, Portugal), Branding and Brand Management Track

2016 Academy of Marketing Science World Marketing Congress (Paris, France), Branding and Brand Management Track

2012 Academy of Marketing Science Annual Conference (New Orleans), Marketing Communications and Promotion Track

2011 Academy of Marketing Science World Marketing Congress (Reims, France), Emotions in Marketing Track

2007 Society for Marketing Advances (San Antonio), e-Commerce Track

Session Chair

2016 Academy of Marketing Science World Marketing Congress, Branding & Brand Management Track

2016 Academy of Marketing Science Annual Conference, Advertising & IMC Track, Brand Management Track

2014 Society of Marketing Advances, Marketing Technology Track

2008 Academy of Marketing Science Annual Conference, Services Track

2006 Academy of Marketing Science Annual Conference, Retailing Track

Discussant

2008 Academy of Marketing Science Conference, Product and Brand Management Track, Consumer Behavior Track

2005 American Marketing Association Summer Educators' Conference, Marketing Communications and Branding Track, Services Track

2004 American Marketing Association Winter Educators' Conference, Services Track

Mentor, Academy of Marketing Science Doctoral Student Mentor Program

2010-11—Mentored Daniel Heinrich of the University of Mannheim

2009-10—Mentored Jan Lakotta of ESCP-EAP European School of Management (Berlin)

Service to University

University Senate, Louisiana Tech University

College of Business Representative, September 2013 to May 2016

Dissertation Committee Member, Louisiana Tech University

Committee Chair (Louisiana Tech University)

Sabinah Wanjugu

Topic: Consumer privacy concern

Status: Exploring topic

Cassandra Ditt

Title: Keeping Social Media Influencers Influential: Preserving Perceptions of Authenticity While Brand Dropping

Status: Proposal defended August 2018

Committee Member Appointments for Marketing Students (Louisiana Tech University)

Nina Krey

Title: Enough is Enough! Understanding Environmentally Driven Multisensory Experiences

Status: Dissertation defended May 2016

Obinna Obilo

Title: The Functional Approach to Creating the Self

Status: Dissertation defended March 2014

Nathaniel McDougle

Title: The Impact of Narcissism on Value Evaluations after Virtual Goods Purchases

Status: Dissertation defended September 2013

Dissertation Committee Member, Louisiana State University

Committee Member Appointments for Marketing Students (LSU)

Kathrynn Ponders

Title: The Good, the Bad and the Unintended: The Role of Negative Self-Conscious Emotions in Marketing

Status: Defended December 2010

Sandeep Bhowmick

Title: Essays on Three Price Judgments: Price Fairness, Price Magnitude, and Price Expectation

Status: Defended May 2010

Dean's Representative Appointments (LSU)

Priyan Perera (Renewable Natural Resources)

Jiyun Kang (Human Ecology)

Lee Hisey (Human Resource Education/Workforce Development)

Nianfu Song (Renewable Natural Resources)

Judge, 2011 Digital Mediafest, Louisiana State University

Service to College

Strategic Planning Committee, Louisiana Tech University

Fall 2015 to present

“Spring Training” Recruiting Event, Louisiana Tech University

Presented to potential business students and their families, 2015

Direct Selling Education Foundation Campus Event, Louisiana Tech University

Organized visit by Bob Bolander, Vice President of Marketing for Premier Designs
October 2014

Time Out for Tech, Louisiana Tech University

Presenter to potential marketing students and their families, 2014

TOP DAWG “Idea Pitch”, Louisiana Tech University

Judge, 2012, 2013, 2015

International Committee, Louisiana Tech University

Member, September Fall 2011 to Summer 2015

Instructional Support and Development Committee, Louisiana State University

Member, Spring 2011

Undergraduate Curriculum Committee, Louisiana State University
Chairperson, Fall 2009 to Summer 2010
Member, Fall 2005 to Fall 2010

MBA Association, University of Louisiana, Lafayette
President, 1998-1999
Social Chairperson, 1997-1998

Service to Community

USGA 29th U.S. Women's Mid-Amateur Championship Volunteer, October 2015, Squire Creek
Country Club, Choudrant, LA

United Way Dollars & Sense Reality Fair Volunteer, February 2013, Ruston, LA

United Way Dollars & Sense Reality Fair Volunteer, February 2012, Ruston, LA

Appointments

Balsley-Whitmore #1 Endowed Professor in Business, Louisiana Tech University, 2013-present

Academic Advisory Council, Direct Selling Education Foundation, June 2015-present

Grants Awarded

Summer Research Stipend, Louisiana Tech University, 2013, 2014, 2015

Academy of Marketing Science Berkman Endowment Service Grant, 2012

Research Summer Stipend, Louisiana State University, 2007

Post-Doctoral Fellowship, Mays Business School, Texas A&M University, 2004-2005

Dean's Doctoral Mini-Grant, Mays Business School, Texas A&M University, 2004.

Mays Summer Research Grant Program, Mays Business School, Texas A&M University.

Awards and Honors

Guest Coach, Women's Basketball, Louisiana Tech University, January 26, 2017 (versus
University of Alabama-Birmingham)

Virgil Orr Junior Faculty Award, College of Business Nominee, 2014

Harold and Muriel Berkman Faculty Achievement and Development Award, Academy of
Marketing Science, 2013

Highly Commended Paper, Emerald Literati Network 2010 Awards for Excellence for article entitled “Pride and Prejudice in the Evaluation of Wine?” published in the *International Journal of Wine Business Research*

Jane K. Fenyo Award, Best paper authored by a doctoral student, 2003 Academy of Marketing Science Conference

Doctoral Student Research Excellence Award, Department of Marketing, Texas A&M University, 2002-2003

Haring Symposium Attendee, Indiana University, Discussant, April 2003

AMA-Sheth Foundation Doctoral Consortium Fellow, Emory University, 2002

Mays Graduate School of Business Dean’s Award for Outstanding Research by a Doctoral Student, Texas A&M University, 2001-2002

University of Houston Doctoral Symposium Fellow, 2002

Society for Marketing Advances Doctoral Consortium Fellow, 2001

Outstanding MBA Student, University of Louisiana, Lafayette, 1999

Beta Gamma Sigma, Honor society for AACSB accredited business programs, University of Louisiana, Lafayette, 1999

Outstanding Graduate Student Award, Telecommunication & Film Department, University of Alabama, 1996-97

Kappa Tau Alpha, Communication honor society, University of Alabama, 1997

Cum Laude Graduate, Bachelor of Arts Degree, University of Louisiana, Lafayette, 1994

Phi Kappa Phi Honor Society, University of Louisiana, Lafayette, 1994

Spring Honors Convocation, University of Louisiana, Lafayette, 1992, 1993, 1994, 1998, 1999

Invited Presentations

Southeast Marketing Symposium (Doctoral Symposium)

Florida State University, Department of Marketing, February 9, 2007, “What Influences Salary of First-Time Faculty Positions in Marketing?”

Tulane University

Department of Marketing, April 28, 2006, “Suspense in Consumption Contexts: The Influence of Hope, Fear, and a Varying Outcome Probability”

Memberships

Academy of Marketing Science

American Marketing Association

Association for Consumer Research

Society for Marketing Advances