

# Juliann Allen

Doctoral Candidate  
Department of Marketing and Analysis  
Louisiana Tech University, College of Business

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## Education

### Louisiana Tech University

Doctor of Business Administration  
Expected Graduation Date: May 2020  
Marketing  
Minors: Psychology, Quantitative Analysis

**Dissertation:** Acquiring Experiences: An Investigation of the Materialist in Liquid Consumption

**Proposal Defense Date:** July 29, 2019

Knowledge-based economies and digital disruption in Western societies have triggered significant changes in the way consumers purchase, communicate and maintain relationships. The shift in consumption patterns reflects a move from solid (physical, ownership-based) consumption to more liquid (ephemeral, access-based) consumption. Increased liquidity may affect need fulfillment and consumption goal achievement across individual values, such as materialism. Materialistic consumers obtain possessions to communicate a successful image, achieve happiness or find enjoyment. The dissertation asks, how are materialistic consumers meeting their needs in the digital realm as liquid consumption increases?

The dissertation proposes that an attachment to social media may allow consumers to achieve certain consumption goals they once achieved with solid consumption. A higher attachment to social media may lead followers to experience parasocial relationships with influencers, connect with an influencer's human brand or feel a psychological sense of community among other followers. Followers who perceive the relationships and connections may also be more likely to purchase products that influencers post. The rise of consumer self-definition through experiences may prompt materialistic consumers to participate in the activities and places they see influencers feature. In turn, engagement in experiences may help materialistic consumers to further enhance their images through social media by accumulating digital possessions, such as posted pictures and feedback in the form of "likes." The dissertation extends the application of liquid consumption and lends insight to managers engaged in tactics such as influencer and experiential marketing.

**Louisiana Tech University**

Master of Business Administration, 2015

**Louisiana State University**

Bachelor of Arts, 2013

Mass Communication

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**Academic Experience****Graduate Student Instructor, Louisiana Tech University**

International Marketing

September 2019 – December 2019

Consumer Behavior

March 2019 – May 2019

Digital and Content Marketing

September 2018 – November 2018

**Graduate Assistant, Louisiana Tech University**

September 2016 – August 2018

**Guest Lecturer**

Services Marketing

Retailing

International Marketing

Marketing Principles

**Seminar Courses**

Marketing Theory

Marketing Strategy

Product and Place

Promotion and Price

Consumer Behavior

Advanced Business Statistics

Experimental Design

Multivariate Statistics

Structural Equation Modeling

Research Methods I

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**Teaching Interests**

Digital and Content Marketing

Integrated Marketing Communications

Consumer Behavior

Social Media Marketing

### Certifications Related to Teaching Interests

Google Ads Display Certification 2019 – 2020

HubSpot Inbound Marketing Certification, July 2018 – August 2020

Teaching Digital Marketing Certificate Program, May 2017

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### Industry Experience

Freelance Copywriter

May 2016 – January 2018

Lead Copywriter/Account Manager

BlueArx, Shreveport, LA

January 2015 – May 2016

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### Research Interests

Social Media Influencers

Authenticity

Self-Brand Connections

Materialism

Human Brands

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### Research

#### Proceedings/Conference Presentations

Wanjugu, Sabinah, **Juliann Allen** and Julie Guidry Moulard, “The Company You Keep: The Influence of Brand Acquisition on Perceived Authenticity” 2019 Academy of Marketing Science Annual Conference Proceedings, Brand Management Track

**Allen, Juliann**, “Digital Girl, Material World” 2018 Society of Marketing Advances Annual Conference Proceedings, Consumer Behavior Track

**Allen, Juliann**, “Valuing Authenticity: Exploring the Role of Consumer Traits in Restaurant Choice” 2018 Academy of Marketing Science Annual Conference Proceedings, Doctoral Track

#### Papers in Progress

Flurry, Laura A., Krist Swimberghe and **Juliann Allen**, “Exposing the Moderating Impact of Parent-Child Value Congruence on the Relationship between Adolescents’ Materialism and Subjective Well-Being.” Revising and resubmitting to Journal of Business Research.

Matthews, Lynn, Julie Guidry Moulard, Sabinah Wanjugu and **Juliann Allen**, “Celebrities, Human Brands and the Endorsement of Competitors on Social Media.” Developing theoretical framework.

Moulard, Julie Guidry, Carmen Lopez and **Juliann Allen**, "Distinguishing Extrinsic and Intrinsic Motivation in True-to-Self Authenticity." Preparing for data collection.

Matthews, Lynn, Julie Guidry Moulard, Sabinah Wanjugu and **Juliann Allen**, "Authenticity in Direct Selling." Developing theoretical framework.

Ditt, Cassandra, Julie Guidry Moulard and **Juliann Allen**, "Spokescharacters, Advertising Icons, Brand Mascots, and Animal Ambassadors: Distinctions Amongst Brand Characters." Preparing manuscript. Target Journal: International Journal of Advertising.

Ditt, Cassandra, **Juliann Allen** and Douglas Amyx, "Interpreting the Graduation Gap – Football Players Compared to All Undergraduates: Louisiana Collegiate Study with a Football Athlete Focus." Concluding data collection. Target Journal: International Journal of Sports Marketing and Sponsorship.

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 studies. Target Journal: Journal of the Academy of Marketing Science.

### **Poster Presentations**

"Valuing Authenticity: Exploring the Role of Consumer Traits in Restaurant Choice." Louisiana Tech University Research Symposium, February 2017

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## **Service**

### **Service to Discipline**

Discussion Leader/Session Chair

Academy of Marketing Science Annual Conference, 2017, 2019

Society for Marketing Advances Annual Conference, 2018

Conference Reviewer

International AR & VR Conference, 2019

Society for Marketing Advances Annual Conference, 2017 – 2019

Registration and Conference Event Assistant

Academy of Marketing Science Annual Conference, 2017 – 2019

### **Service to College**

Doctor of Business Administration Association President, Louisiana Tech University, 2017 – 2018

## **Service to Community**

North Louisiana High School Rally Exam Proctor, February 2019

Email Communication Workshop, Mortgage Contracting Services, April 2017

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## **Grants Awarded**

Just Business Grant, 2018

Purpose: Pupil Labs Eye Tracking Equipment

*Written on behalf of the Department of Marketing and Analysis, College of Business,  
Louisiana Tech University*

Louisiana Tech University Organizational Grant, 2018 – 2019

Purpose: American Marketing Association Conference Funding

Lagniappe Ladies, 2017

Purpose: Dual Computer Monitors for All Doctoral Students

*Written on behalf of the Doctor of Business Administration Association, Louisiana Tech  
University*

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## **Memberships**

Academy of Marketing Science

Society for Marketing Advances

Association for Consumer Research

American Marketing Association

HubSpot Education Partner Program

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## **Skills**

### **Software Proficiencies**

Moodle

SPSS

Weebly

### **Copywriting/Marketing Clients**

City of Ruston, 2018

Paramount Healthcare Consultants, 2018

Vintage Reel Productions, 2017

Teams of Tomorrow, 2017