



Tracy Tuten, Ph.D.

Marketing Scholar | Author / Editor
Research Methodologist & Analyst

Summary of Qualifications

- Subject matter expert - advertising / IMC, strategy, digital and social media marketing, research methods, and consumer behavior
- Award-winning teacher with 20+ years of experience across marketing curriculum including face-to-face / online delivery, graduate / undergraduate / executive levels, small and large class sizes, domestic and abroad
- Comprehensive research design, execution, analysis, strategic interpretation, and reporting capabilities for applied industry research, intellectual property litigation studies, and scholarship

Accomplishments

- Author of 52 peer-reviewed journal articles
- Author of 7 books
- Member on 4 editorial review boards: *Psychology & Marketing*, *Journal of Marketing Communications*, *Marketing Education Review*, and the *Journal of Marketing Theory & Practice*
- 20+ years of freelance research and consulting

Education

- Doctor of Philosophy: Business Administration
Virginia Commonwealth University, 1996
- Master of Business Administration
East Carolina University, 1990

Related Skills

- Communication skills, written and verbal, including ability to adjust content and delivery to meet audience characteristics
- Writing and editing to produce effective content whether scholarly or applied, long or short form
- Collaborate with academicians and industry partners to develop opportunities for partnerships, shared research, etc.
- Comprehending scientific literature, study results, and implications
- Designing and implementing qualitative, quantitative, and experimental research studies including collection and use of scraped web data
- Determining needs assessment and developing pedagogically-sound educational materials consistent with instructional design principles

Select Awards & Honors

- TAA Textbook Excellence Award - *Social Media Marketing*
- Marketing Edge ECHO Competition Winners
- Fulbright Scholar - Korea
- Fulbright Senior Specialist - Argentina
- O'Hara Leadership Award in Direct & Interactive Marketing
- Direct Selling Educational Foundation Fellow
- Social Media Master Ad:Tech

Tracy Tuten, Ph.D. – Curriculum Vita

Award-winning teacher with extensive experience across the marketing curriculum including online and face-to-face, for undergraduate, graduate, and executive education, in the U.S. and abroad. Prolific researcher and writer with background conducting academic and applied research and publishing academic journal articles, textbooks, trade books, and practitioner reports. Author of *Social Media Marketing* (TAA Textbook Excellence Award winner) and *Principles of Marketing for a Digital Age* (TAA winner – Most Promising New Textbook).

COURSES TAUGHT

Advertising & IMC	Social Media Marketing	Marketing Strategy
Marketing Research	Consumer Behavior	Principles of Marketing
Digital Marketing	Services Marketing	Advertising Account Management
Marketing Creativity	Media Planning	Strategic Marketing Innovation
Negotiation & Communication	Principles of Management	Organizational Behavior
Organizational Communication	Organizational Development	Marketing Metrics

FACULTY APPOINTMENTS

Champlain College, Burlington, VT.

Online Adjunct Faculty, 2021-present.

Undergraduate courses:

Consumer Behavior, Media & Persuasion, Integrated Marketing Communications

Southern New Hampshire University, Manchester, NH.

Online Adjunct Faculty, 2018-present.

Graduate courses:

Consumer Behavior and Marketing; Integrated Marketing Communications

Sofia University, Palo Alto, CA.

Core MBA Faculty, 2020-present.

Graduate courses:

Marketing 1; Marketing 2; Social Media, Branding, & Design

Dissertation Committee (University of Memphis):

Megan Lovell, Ph.D., 2022.

University of Michigan, William Davidson Institute, Ann Arbor, MI.

Affiliate Professor of Marketing, 2011-present.

Executive seminars:

Digital Marketing, Social Media Marketing, Marketing Strategy, Marketing Strategy for NGOs

Texas A&M University – Corpus Christi, Corpus Christi, TX.

Associate Professor of Marketing, 2018-2019.

Graduate courses:

Social Media Marketing, Marketing Management

Notable achievement:

Bronze winner, Marketing EDGE ECHO student competition, 2018, Faculty advisor.

East Carolina University, Greenville, NC.

Professor of Marketing, Stansell Research Fellow, College of Business Fellow, 2009-2018.

Undergraduate courses:

Advertising & Promotion, Social Media Marketing, Marketing Research, Principles of Marketing

Graduate courses:

Advertising & Promotion, Social Media Marketing, Marketing Strategy, Consumer Behavior, Marketing Creativity, Strategic Marketing Innovation (travel course to Silicon Valley)

Notable achievements:

- Multiple teams placed in Marketing EDGE ECHO competition including Silver winner in 2016-2017 and semi-finalist with honor in Executive Summary, Budgeting/ROI, and Creative.
- Elected by MBA students as graduation Marshall and Hooder multiple semesters.
- O'Hara Leadership Award in Direct & Interactive Marketing Education, DMAW, 2009.

Longwood University, Farmville, VA.

Associate Professor, 2008- 2009; Assistant Professor of Marketing and Management, 1999-2002.

Undergraduate courses:

Social Media Marketing, Marketing Research, Principles of Marketing, Advertising & Integrated Marketing Communications, International Marketing, Principles of Management, Introduction to Business, Organizational Behavior

Graduate courses:

Consumer Behavior, Marketing Research, Organizational Communication

Notable achievements:

- Cengage Pride/Ferrell Innovations in Teaching Award, Society for Marketing Advances, 2008.
- Junior Faculty Award for Teaching Excellence, 2002.

Virginia Commonwealth University, Richmond, VA.
Associate Professor, 2002-2008.

Undergraduate courses:

Marketing Research, Introduction to Advertising, Integrated Marketing Communications, Consumer Behavior, Advertising Account Management, Advertising Account Planning and Media Planning, Organizational Behavior, Organizational Theory, Managerial Applications and Skill Development, Organizational Communications

Graduate courses:

Marketing Research, Organizational Behavior, Organizational Communication, Sports Marketing

Professor, **Interactive Marketing Institute**, Module 2 Instructor, 2006-2008. Research Methods for Direct Marketers; Consumer Behavior and Persuasion Principles for Direct Marketers.

Dissertation Committees:

Heather Wyatt-Nuckols, Ph.D. Public Policy, 2006

Dennis Malarkey, Ph.D. Public Policy, Co-Chair, 2008

Notable achievements:

- Excellence in Scholarship Award, College of Humanities and Sciences, Virginia Commonwealth University, 2006.
- Pride/Ferrell Houghton Mifflin Innovations in Teaching Award, Society for Marketing Advances, Finalist, 2006.
- President, Faculty Senate, 2006-2008.

Randolph-Macon College, Ashland, VA.

Assistant Professor of Business Administration, 1995-1999.

Undergraduate Courses:

Marketing Research, Principles of Marketing, Advertising, International Marketing, Services Marketing, Business Policy/ Strategy.

RESEARCH AND CREATIVE ACTIVITY

Books

Tuten, T. (2023). *Principles of Marketing for a Digital Age*, 2nd ed., Sage Publications.

Hanlon, A.M. & Tuten, T. (2022). *Sage Handbook of Digital Marketing*. Sage Publications.

Tuten, T. & Hanlon, A.M. (2022). *Sage Handbook of Social Media Marketing*. Sage Publications.

Tuten, T. (2021). *Social Media Marketing*, 4th ed., Sage Publications.

- Tuten, T. (2020). *Principles of Marketing for a Digital Age*. Sage Publications.
2021 TAA Most Promising New Textbook Award.
- Tuten, T. & Solomon, M. (2018). *Social Media Marketing*, 3rd ed., Sage Publications.
- Tuten, T. & Solomon, M. (2015). *Social Media Marketing*, 2nd ed., Sage Publications.
2017 TAA Textbook Excellence Award. Translations: Chinese, Korean, Italian, and Greek.
- Tuten, T. & Solomon, M. (2013). *Social Media Marketing*, 1st ed., Pearson Education.
- Tuten, T. (2012). *Advertisers at Work*. New York: Apress Publishing.
- Tuten, T. (Ed.) (2010). *Enterprise 2.0: How Technology, E-Commerce, and Web 2.0 Are Changing Business Virtually, Volumes 1 and 2*, Praeger Perspectives.
- Tuten, T. (2008). *Advertising 2.0: Social Media Marketing in a Web 2.0 World*, Connecticut: Praeger Publishers.

Journal Articles

- Boveda, A., Tuten, T. & Perotti, V. (2021). To Share or Not To Share: Branded Content Sharing in Twitter. *Atlantic Marketing Journal*, 10 (2),
<https://digitalcommons.kennesaw.edu/amj/vol10/iss2/4/>.
- Tuten, T. & Perotti, V. (2019). Lies, Brands, and Social Media, *Qualitative Marketing Research: An International Journal*, 22 (1), DOI 10.1108/QMR-02-2017-0063.
- Spiller, L. & Tuten, T. (2019). Assessing the Pedagogical Value of Branded Digital Marketing Certification Programs, *Journal of Marketing Education*, 1-14, available
<https://journals.sagepub.com/doi/10.1177/0273475318822686>
- Tuten, T. & Mintu-Wimsatt, A. (2018). Advancing Our Understanding of the Theory and Practice of Social Media Marketing, *Journal of Marketing Theory & Practice*, 26 (1 & 2), 1-3, available
<https://www.tandfonline.com/doi/abs/10.1080/10696679.2018.1393277>
- Spiller, L. & Tuten, T. (2015). Integrating Metrics Across the Marketing Curriculum. *Journal of Marketing Education*, 37 (2), 1-13.
- Ashley, C. & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement, *Psychology & Marketing*, 32 (1), 15-27.
- Tuten, T. (2014). Creating Consumuments: The Use of Artistic Interpretation of Text as an Insight Mining Device in Advertising Courses, *Atlantic Marketing Journal*, 3 (1), Available:
<http://digitalcommons.kennesaw.edu/amj/vol3/iss1/3>
- Tuten, T. (2014). Review of Tourism and Souvenirs: *Glocal Perspectives from the Margins*, Jenny Cave, Lee Jolliffe, and Tom Baum, Eds. *Tourism Management*, 44, 125, Available:
<http://www.sciencedirect.com/science/article/pii/S0261517714000582>

- Tuten, T. & Ashley, C. (2013). Do Social Advergaming Affect Brand Attitudes and Advocacy? *Journal of Marketing Communications*, DOI: 10.1080/13527266.2013.848821
- Boley, B., Magnini, V., & Tuten, T. (2013). Social Media Picture Posting and Souvenir Purchase Behavior: Some Initial Findings, *Tourism Management*, 37, 27-30.
- Tuten, T. & Angemeier, W. (2013). Before and Beyond the Social Moment of Engagement: Perspectives on the Negative Utilities of Social Media Marketing, *Gestion 2000*, 30 (3), 69-76.
- Tuten, T. (2013). The Zones Framework: A Different Way of Understanding the Landscape of Social Media. *Global CMO: The Magazine*, June, 40-44.
- Tuten, T. & Marks, M. (2012). The Adoption of Social Media as Educational Technology among Marketing Educators. *Marketing Education Review*, 22 (3), 201-214.
- Tuten, T. & Kiecker, P. (2012). Millennials' Expectations Regarding Technology Use in Higher Education: Implications for Business Educators. *International Journal of Management Theory and Practices*, 13 (1), 26-36.
- Tuten, T. & Ashley, C. (2011). Promotional Strategies for Small Businesses: Group Buying Deals. *Small Business Institute Journal*, 7 (2), <http://www.sbij.ecu.edu/index.php/SBIJ/article/view/111>
- Sherman, S. & Tuten, T. (2011). Message on a Bottle. *International Journal of Wine Business Research*, 23 (3), 221 - 234.
- Spiller, L., Tuten, T., & Carpenter, M. (2011). Social Media and Its Role in Direct and Interactive IMC: Implications for Practitioners and Educators. *International Journal of Integrated Marketing Communications*, 3 (1), 74-85.
- Tuten, T. (2009). Real World Experience, Virtual World Environment. *Marketing Education Review*, 19 (1), 1-5.
- Tuten, T. & Kiecker, P. (2009). The Perfect Gift - Card: An Exploration of Teenagers' Gift Card Associations. *Psychology & Marketing*, 26 (1), 67-90.
- August, R. & Tuten, T. (2008). Integrity in Qualitative Research: Preparing Ourselves, Preparing Our Students. *Teaching and Learning: The Journal of Natural Inquiry and Reflective Practice*, 22 (2), Available: <http://www.und.edu/dept/ehd/journal>.
- Tuten, T. (2007). Deconstructing Identity: An Exercise to Clarify the Determinants of Brand Legitimacy. *Marketing Education Review*, 17 (1), 57-61.
- Bosnjak, M., Bratko, D., Galesic, M. & Tuten, T. (2007). Consumer personality and individual differences, *Journal of Business Research*, 60 (6), 587-589.
- Bosnjak, M., Galesic, M. & Tuten, T. (2007). Personality determinants of online shopping: Explaining online purchase intentions using a hierarchical approach, *Journal of Business Research*, 60 (6), 597-605.
- Tuten, T. (2006). Expanding the Comfort Zone by Reflecting Diversity in Television Programming.

Journal of Research for Consumers, Available:
http://www.jrconsumers.com/academic_articles/issue_11,_2006.

- Tuten, T. & August, R. (2006). Work-Family Conflict: A Study of Lesbian Mothers. *Women in Management Review*, 21 (7), 578-597.
- Tuten, T. (2006). The Importance of Gay-Friendliness and Its Socialization Influences. *Journal of Marketing Communications*, 12 (2), 79-94.
- Harbrecht, A., Neidermeyer, P. & Tuten, T. (2006). Changes in Higher Education: How to Address the Learning Needs of the Latino Population. *Journal of College Teaching and Learning*, 3 (1), 63-70.
- Bosnjak, M., Obermeier, D., & Tuten, T. (2006). Predicting and Explaining the Propensity to Bid in Online-Auctions: A Comparison of Two Action-Theoretical Models. *Journal of Consumer Behaviour*, 5 (2), 102-117.
- Tuten, T. (2005). The Effect of Gay-Friendly and Non-Gay-Friendly Cues on Brand Attitudes: A Comparison of Heterosexual and Gay/Lesbian Reactions. *Journal of Marketing Management*, 21, 441-461.
- Bosnjak, M., Tuten, T., & Wittman, W. (2005). Unit-(Non) Response in Web-based Access Panel Surveys: An Extended Planned Behavior Approach. *Psychology and Marketing*, 22 (6), 489-505.
- Tuten, T. & August, R. (2004). Korea's Search for Gender Equality and Women's Career Growth. *Advances in Competitiveness Research*, 12 (1), 37-43.
- Tuten, T., Galesic, M. & Bosnjak, M. (2004). Effects of Immediate versus Delayed Notification of Prize Draw Results on Response Behavior in Web Surveys – An Experiment. *Social Science Computer Review*, 22 (3), 377-384.
- Tuten, T. & Neidermeyer, P. (2004). Performance, Satisfaction, and Turnover in Call Centers: The Effects of Stress and Optimism. *Journal of Business Research*, 57, 26-34.
- Bosnjak, M. & Tuten, T. (2003). Prepaid and Promised Incentives in Web Surveys - An Experiment. *Social Science Computer Review*, 21 (2), 208-217.
- Neidermeyer, P., Tuten, T., & Neidermeyer, A. (2003). Gender Differences in Auditors' Attitudes Towards Lowballing: Implications for Future Practice. *Women in Management Review*, 18 (8), 406-413.
- August, R. & Tuten, T. (2003). The Korean Government's Role in Women's Career Growth. *Women in Management Review*, 18 (3), 109-121.
- Johnson, I.W., Pearce, C.G., Tuten, T., & Sinclair, L. (2003). Self-Imposed Silence and Perceived Listening Effectiveness. *Business Communication Quarterly*, 66 (2), 23-45.
- Borg, I. & Tuten, T. (2003). Early versus Later Respondents in Intranet-based, Organizational Surveys. *Journal of Behavioral and Applied Management*, 4 (2), 134-147. Available:

http://www.jbam.org/Articles/article4_8.htm

- August, R. & Tuten, T. (2002). Korea's Search for Gender Equality and Women's Career Growth. *Journal of Global Competitiveness*, 413-422.
- Bosnjak, M. & Tuten, T. (2001). Classifying Response Behaviors in Web-based Surveys. *Journal of Computer-Mediated Communication*, 6 (3), Available: <http://www.ascusc.org/jcmc/vol6/issue3/boznjak.html>.
- Bosnjak, M., Tuten, T., & Bandilla, W. (2001). Participation in Web Surveys - A Typology. *ZUMA Nachrichten*, 48, 7-17.
- Tuten, T. & Bosnjak, M. (2001). Understanding Differences in Web Usage: The Role of Need for Cognition and the Five Factor Model of Personality. *Social Behavior and Personality*, 29(4), 391-398.
- Pearce, G. C. & Tuten, T. (2001). Internet Recruiting in the Banking Industry. *Business Communications Quarterly*, 64 (1), 9-18.
- Tuten, T. & Urban, D. (2001). A Model of Partnership Formation and Success. *Industrial Marketing Management*, 30 (2), 149-164.
- Tuten, T., Bosnjak, M., & Bandilla, W. (2000). Banner-Advertised Web Surveys. *Marketing Research*, 11 (4), 17-21.
- Tuten, T., Gray, G. & Glascoff, D. (2000). The Impact of a Training Program on Attitudes of Employees Toward Co-Workers with Acquired Immune Deficiency Syndrome (AIDS). *SAM Advanced Management Journal*, 65 (2), 30-35, 40.
- Tuten, T. & Urban, D. (1999). Specific Responses to Unmet Expectations: The Value of Linking Fishbein's Theory of Reasoned Action and Rusbult's Investment Model. *International Journal of Management*, 16 (4), 484-489.
- Tuten, T., Urban, D. & Gray, G. (1998). Electronic Mail as Social Influence in Downsized Organizations. *Human Resource Management Journal*, 37 (3 & 4), 249-262.
- Tuten, T. & August, R. (1998). Understanding Consumer Satisfaction in a Services Setting. *Journal of Social Behavior and Personality*, 13 (3), 553-564.
- Neidermeyer, P., Tuten, T. & Neidermeyer, A. (1998). Hierarchical Differences in Auditors' Perceptions of Lowballing: A Study of Current Attitudes. *Journal of Applied Business Research*, 14 (3), 93-103.
- Tuten, T. (1998). Getting a Foot in the Electronic Door: The Process of Reading and Deleting Electronic Mail. *The Journal of Technical Writing and Communication*, 28 (3), 271-284.
- Cowles, D. & Tuten, T. (1997). "Management Service Quality" in a Services Marketing Setting. In Swartz, T.A., Bowen, D.E., and Iacobucci, D. (Eds.) *Advances in Services Marketing and Management: Research and Practice*, 6, JAI Press: Greenwich, Connecticut, 125-146.

Brown, S., Cowles, D. & Tuten, T. (1996). Service Recovery in Retail Settings: Its Value and Limitations. *International Journal of Service Industry Management*, 7 (5), 32-46.

Book Chapters

Tuten, T. & Hanlon, A.M. (2022). Introduction to Social Media Marketing. In Tuten, T. & Hanlon, A.M. (Eds). *Sage Handbook of Social Media Marketing*. Sage Publications.

Tuten, T. (2022). Field Observations and Case Studies. In Sloan, D. & Zhou, S. (Eds). *Research Methods in Communications*, 4th edition. Vision Press.

Tuten, T. (2022). Focus Groups and Intensive Interviews. In Sloan, D. & Zhou, S. (Eds). *Research Methods in Communications*, 4th edition. Vision Press.

Tuten, T. (2015). Focus Groups and Intensive Interviews. In Sloan, D. & Zhou, S. (Eds). *Research Methods in Communication*, 3rd Edition, Vision Press, ISBN: 917-1-885219-41-1.

Tuten, T. (2015). Case Studies and Field Observations. In Sloan, D. & Zhou, S. (Eds). *Research Methods in Communication*, 3rd Edition, Vision Press, ISBN: 917-1-885219-41-1.

Tuten, T. (2010). The Strategic Enterprise. In Tuten, T. (Ed.), *Enterprise 2.0: How Technology, E-Commerce, and Web 2.0 Are Changing Business Virtually*, Volume 1, 1-14.

Tuten, T. (2010). The Behavioral Enterprise: In Tuten, T. (Ed.), *Enterprise 2.0: How Technology, E-Commerce, and Web 2.0 Are Changing Business Virtually*, Volume 2, 1-6.

Tuten, T. (2010). Social Commerce: E-Retailers and Today's Social Consumers. In Tuten, T. (Ed.), *Enterprise 2.0: How Technology, E-Commerce, and Web 2.0 Are Changing Business Virtually*, Volume 2, 225-234.

Tuten, T. (2010). Conducting Online Surveys. In S.D. Gosling & J.A. Johnson (Eds.), *Advanced Methods for Conducting Online Behavioral Research*. Washington, DC: American Psychological Association, 179-192.

Brown, J. & Tuten, T. (2009). I Don't Know You, But I Trust You: A Comparative Study of Consumer Perceptions in Real-Life and Virtual World. In Solomon, M. & Wood, N. (Eds). *Virtual Social Identity and Consumer Behavior*. ME Sharpe: Armonk, NY.

Tuten, T. (2008). Focus Groups and Intensive Interviews. In Sloan, D. & Zhou, S. (Eds). *Research Methods in Communication*, Vision Press, 289-304.

Tuten, T. (2008). Case Studies and Field Observations. In Sloan, D. & Zhou, S. (Eds). *Research Methods in Communication*, Vision Press, 265-272.

Tuten, T. (2008). The effect of reminders on data quality in web-based surveys. In Petrieff, L. & Miller, R. (Eds.) *Public Opinion Research Focus*, Nova Science Publishers: Huntington, NY, 1-8.

Tuten, T., Galesic, M. & Bosnjak, M. (2008). Optimizing Response Rates and Data Quality in Web Surveys: The Immediacy Effect and Prize Values. In Petrieff, L. & Miller, R. (Eds.) *Public*

Opinion Research Focus, Nova Science Publishers: Huntington, NY, 149-158.

- Bosnjak, M. & Tuten, T. (2005). (Non) response patterns in Web surveys. In Best, S. & Radcliff, B. (Eds.) *Polling America*, 2, Greenwood Press: Westport, Connecticut, 827-831.
- Tuten, T. & Sleeth, R. (2002). The Role of Investment in Rusbult's Investment Model. In Columbus, F. (Ed.) *Advances in Psychology Research*, XI, Nova Science Publishers: Huntington, NY, 57-50.
- Tuten, T. & Bosnjak, M. (2002). Need to Evaluate and the Big Five Factor Model of Personality. In Columbus, F. (Ed.) *Advances in Psychology Research*, VII, Nova Science Publishers: Huntington, NY, 127-138.
- Tuten, T., Urban, D., & Bosnjak, M. (2002). Internet Surveys and Data Quality: A Review. In Batinic, B. Reips, U., Bosnjak, M., & Werner, A. (Eds.) *On-line Social Science*, Hogrefe & Huber Publishers, Inc.: Seattle, 7-14.
- Tuten, T., Urban, D., Sleeth, R., & Gray, G. (2000). A Social Norms Extension of the Investment Model. In Columbus, F. (Ed.) *Advances in Psychology Research*, I, Nova Science Publishers: Huntington, NY, 135-162.
- Tuten, T. & Glascoff, D. (1998). "Quickie" Marketing Research Project. In Lamb, Hair, & McDaniel (Eds.) *Great Ideas for Teaching Marketing, 4th Edition*, Southwestern Publishing: Cincinnati, 159.
- Tuten, T. & Glascoff, D. (1998). Sectioning and Sequencing for Group Projects and Individual Projects. In Lamb, Hair, & McDaniel (Eds.) *Great Ideas for Teaching Marketing, 4th Edition*, Southwestern Publishing: Cincinnati, 160-161.
- Glascoff, D. & Tuten, T. (1998). Levels of Measurement. In Lamb, Hair, & McDaniel (Eds.) *Great Ideas for Teaching Marketing, 4th Edition*, Southwestern Publishing: Cincinnati, 130-132.
- Glascoff, D. & Tuten, T. (1998). Using an Article File. In Lamb, Hair, & McDaniel (Eds.) *Great Ideas for Teaching Marketing, 4th Edition*, Southwestern Publishing: Cincinnati, 224-226.
- Tuten, T. (1998). Meadowbrook Garden Center. In Wohlberg, J.W., Gilmore, G.E., and Wolff, S.L., *O.B. in Action, 5th Edition, Cases and Exercises Supplement*, Houghton Mifflin Co: Boston, 232-237.

Litigation-Related Research

- Media Diffusion and Social Media Sentiment Analysis. Crossfit. Diffusion of information via media coverage and social spread and social media sentiment analysis. Designed and executed research on behalf of the plaintiff, 2015.
- Deceptive Advertising. P&G Align. Content analysis of advertising claims for the Align product, 2014.
- Trademark Infringement. The Radiance Foundation, Inc. and Ryan Bomberger v. National Association for the Advancement of Colored People, Case No. 2:13cv53, US District Court, Eastern District of Virginia, Expert report and testimony on behalf of the plaintiff, 2013.

Competitive Scope. Heyder v. Heyder. Expert report analyzing the geographic scope of competition for professional services offices operating under a non-compete agreement, 2012.

Trademark Infringement. Crispies Company, Inc. v. Jo-Ann Stores, Inc., Case No: 4:12cv11, Expert report analyzing the “Polaroid Factors” on behalf of the defendant to assess likelihood of confusion, 2012.

Trademark Infringement. Optima Health v. United Health Group, Designed and executed a research study on behalf of the plaintiff to assess likelihood of confusion, 2010.

Trademark Infringement. Stevens v. Southern States Cooperative, Case No: 3:2007cv00648, Expert critique of defendant’s expert witness survey results and deposition. Virginia Eastern District Court, 2007-2008.

Trademark Infringement. Winchester Carpet & Rug Company v. Buy Rugs Direct, Inc. Case No: 5:2006cv00012, Involvement: Research design and study execution to assess likelihood of confusion. Virginia Western District Court, 2006.

AFFILIATE / GUEST APPOINTMENTS AND FULBRIGHT FELLOWSHIPS

Adjunct Professor, Campbell University, 2021-present. Graduate seminar: Digital Marketing Management.

Adjunct Professor, Southern New Hampshire University, 2018-present. Graduate seminars: Integrated Marketing Communications, Consumer Behavior.

Adjunct Professor, Saint Peter’s University, 2020-present. Graduate seminars: Marketing and Customer Experience, Pricing Strategy, Behavioral Research Methods, Marketing Strategy, Marketing Intelligence.

Adjunct Professor, Champlain College, 2021-present. Undergraduate courses: Persuasion, Integrated Marketing Communications, Consumer Behavior.

Visiting Professor, ICHEC, Brussels, Belgium, 2011-2017. Graduate seminars: Negotiations, International Marketing Management, Advertising.

Affiliate Faculty, Stockholm School of Economics -Riga, Executive MBA, Riga, Latvia. 2012-2014. Graduate seminar: Digital Marketing (2012-2014).

Guest Professor, ESAN, Lima, Peru. Graduate MBA seminars: Advertising Account Management, Social Media Marketing, Balanced Scorecard seminars as part of ESAN’s International Week (July 2011, January 2011, January 2014).

Guest Professor, Zagreb School of Economics and Management (ZSEM), 2010-2013. Graduate

seminar: Marketing Metrics.

Guest Professor, Groupe ESC Clermont, Graduate School of Management, Clermont-Ferrand, France, 2009. Graduate courses: Two classes on social media marketing as a part of ESC Clermont's International Week.

Senior Research Associate, Survey and Evaluation Research Lab, VCU, Fall 2007-May 2008. Responsible for designing a web panel conversion for the Lab's Commonwealth Poll and serving as a specialist in web survey design.

Fulbright Senior Specialist, Universidad Argentina de la Empresa (Argentine University of Business), Buenos Aires, Argentina, 2007. Curriculum development in Marketing Research and Internet Marketing; Developed courses in marketing research (qualitative methods, quantitative methods, and applications), interactive/online marketing, and interactive marketing communications; Offered faculty development seminar on web-survey marketing research methods; Evaluated existing course structure.

Senior Survey Methodologist, Royall & Company, Richmond, Virginia, 2005-2006. Served as Senior Survey Methodologist in the Research and Issue Analysis division under a grant arrangement with VCU's Office of Industry Partnership; Developed survey instruments for university recruitment transition point analysis and special issues, analyzed data, developed reports and recommendations.

Guest Professor, Samsung Global Experts Program, Korea University, Graduate School of International Studies, Seoul, Korea, Summers 2001, 2002, 2003. Instructional duties in this executive development program included presentations on conducting opportunity analyses of markets, segmenting and targeting markets, conducting marketing research, and integrating marketing communications.

Guest Professor, ACI – Academie Commerciale Internationale, Montlucon, France, March 2002. Course: International Marketing.

Fulbright Scholar, Korea University, South Korea, 2001. Graduate courses taught: Marketing in Cyberspace and International Marketing.

Guest Scientist, Zentrum fuer Umfragen, Methoden und Analysen - ZUMA (Center for Survey Research and Methodology, Online Research Division), Mannheim, Germany, Summers 1997-2001. Research Topics: Electronic mail as a survey method, response behaviors and context effects in web-based surveys, and mode preferences among survey participants.

EXECUTIVE EDUCATION, SPEAKING ENGAGEMENTS, & SEMINARS

Executive Education, William Davidson Institute, Mini-MBA: Digital Marketing, July 2022.

Executive Education Trainer, Dell, Marketing Excellence: Using Insights for Marketing Decision-Making, Multiple courses in North America, South America, Asia-Pacific Region, Middle East, and Europe, as well as online, 2014-present.

Speaker, Governor's Women-Owned Small Business Leadership, Social Media Marketing as Small Business Strategy, Corpus Christi, Texas, October 2018.

Speaker, Mini-Business Institute for Mid-Wifery Practice, Fundamentals of Marketing Strategy for Mid-Wifery Clinics, Greenville, North Carolina, August 2017.

Speaker, The Case Method. Faculty Development Retreat, Louisburg College, May 2017.

Executive Education Trainer, Social Media Marketing Strategies, Leadership Forum, Pitt Chamber of Commerce Leadership Series, April 2017.

Executive Education Trainer, Marketing Strategy for NGOs in Emerging Markets, NGO Leadership Conference, Pontis Foundation, Weiser Center for Europe and Eurasia, & WDI, Slovakia, December 2016.

Speaker, Mini-Business Institute for Mid-Wifery Practice, Fundamentals of Marketing Strategy for Mid-Wifery Clinics, Greenville, North Carolina, 2014-2016.

Executive Education Trainer, Marketing Strategy for NGOs in Emerging Markets, NGO Bootcamp, Pontis Foundation, Weiser Center for Europe and Eurasia, & WDI, Slovakia, October 2015.

Executive Education Trainer, Social Media Marketing, *New York Times*, April 2015.

Speaker, Creative Strategies for Social Media, Lubbock Advertising Federation, March 2015.

Speaker, Writing for Social Media, Texas Tech University, March 2015.

Speaker, Social Media in a University Context, University of South Carolina, February 2015.

Executive Education Trainer, Marketing Metrics, Seminarium (Santiago, Chile and Bogato, Columbia), April 2014.

Speaker, How Small Businesses Can Use LinkedIn, First South Bank, April 2014.

Speaker, Using LinkedIn to Market Yourself, Career Leadership Conference, February 2014.

Speaker, Social Media for Entrepreneurs, Eastern North Carolina Entrepreneurship Summit, October 2013.

Seminar Leader, Social Media Marketing, Global Marketing Network Masterclass (Athens, Greece), April 2013.

Keynote speaker, Social Media In the Direct Marketing Industry, Kontaktadagen (Stockholm, Sweden), April 2013.

Speaker, Social Media Marketing, Syracuse University, March 2013.

Speaker, Establishing a Social Media Presence, American Council on Education Institute for New Presidents, March 2013.

Speaker, Social Media for Branding, Rochester Institute of Technology, December 2012.

Speaker, Social Media Presence for University Leadership, Association for Public and Land Grant Universities, October 2012.

Executive Training, Social Media Marketing in the Telecommunications Industry, TeliaSonera, Riga, Latvia, October 2012.

Speaker, Social Media Marketing in the Grocery Industry, Carolinas Food Industry Council, Myrtle Beach, South Carolina, July 2012.

Panel Moderator and Speaker, Advertisers at Work, New York Public Library, New York, New York, July 2012.

Speaker, Social Media for Human Resource Professionals, Strategic HR Network Europe, Vienna, Austria, May 2012.

Speaker, Enterprise 2.0, Konzepte & Konzeptos for Eli Lilly, Mexico City, Mexico, February 2012.

Speaker, Social Media Marketing for Retailers, Alabama Retail Association's Retail Day, Birmingham, Alabama, September 2011.

Seminar Leader, Social Media Marketing for Direct Marketers, Direct Marketing Association of South Africa, Johannesburg, South Africa, August 2011.

Seminar Leader, Foundations of Online Marketing, Konzepte & Konzeptos, Mexico City, Mexico, January 2011.

Marketing Master in Social Media, Ad: Tech New York, November 2010. I developed the program for three tracks on social media marketing for Ad: Tech New York and made three mini-keynote speeches on the following topics:
"Social Media: The Big Picture,"
"Social Media and Listening to Your Customers," and
"Social Media ROI"

Speaker for the Direct Marketing Association of Washington, Annual Meeting of the Leadership Circle, "Is the Future of Direct Social?" Washington, DC, July 2010.

Speaker for the Tourism Leadership Conference, "Social Media Marketing for the Tourism Industry," Sunset Beach, North Carolina, June, 2010.

Speaker and Workshop Leader, Longwood University Athletics, "Branding Strategies," Farmville, Virginia, May 2010.

Speaker for the Society for Marketing Professional Services, North Florida Chapter, "Social Media and the Marketing of Professional Services," Jacksonville, Florida, November, 2009.

Speaker for the Society for Marketing Professional Services' 2009 "Build Business" Conference, "Leveraging Social Media for Client Acquisition and Maintenance;" Las Vegas, Nevada, July

2009.

Speaker for the Custom Publishing Council's 2009 Conference: The Future of Branded Content on Social Media Marketing, "Measurement and Metrics of Social Media: Monitoring Customer Feedback;" Miami, Florida, March 2009.

Seminar Leader for Groupe ESC Clermont's International Week on Social Media Marketing; Clermont-Ferrand, France, March 2009.

Webinar, B2B Magazine Online, "Measure. Manage. Monetize. Simplifying Online Marketing in a Web 2.0 Overwhelmed World," October 2008.

Seminar Leader for the Interactive Marketing Institute: 1) "Persuasion Principles for Direct Marketers," 2) Qualitative and Quantitative Research Methods for Direct Marketers," Richmond, Virginia, October 2006-2008.

Seminar Leader for the Universidad Argentina de la Empress, "Minimizing Non-Response with Web Survey Methods;" Buenos Aires, Argentina, July 2007.

Seminar Leader for the VCU School of Business, "Using Inquisite for Web Surveys;" Richmond, Virginia, 2004.

Seminar Leader for the Richmond PRSA on "Web-Survey Methods for PR Practitioners;" Richmond, Virginia, 2003.

NOTABLE PROFESSIONAL SERVICE ACTIVITIES

- Co-Editor, *Sage Handbook of Digital Marketing and Social Media Marketing*, 2022.
- *Journal of Marketing Theory and Practice*, Guest Editor, Special Issue on The Theory and Practice of Social Media Marketing, 2016 to 2018.
- Direct Selling Educational Foundation, Faculty Fellow, 2016 to 2019.
- Doctoral Consortium Faculty, Society for Marketing Advances, 2015.
- Doctoral Consortium Faculty, Marketing Management Association, 2013-2016.
- Global Marketing Network (GMN), Fellow and Programme Director of Digital Marketing and Social Media, 2011-2015.
- Instituto Superior para el Desarrollo de Internet ISDI (Superior Institute for the Development of Internet), Scientific Advisory Board, appointed 2011.
- *Marketing Education Review*, Editorial Review Board, 2011-present.

- *Marketing Education Review*, Guest Editor, Special Issue on Teaching Innovations (Spring 2011).
- *Journal of Virtual World Research*, Guest Editor, Special Issue on The Researcher's Toolbox, (2010), Vol. 3 (1).
- *Journal of Marketing Communications*, Editorial Review Board, 2008-present.
- *Gender in Management*, Editorial Review Board, 2007-2014.
- *Psychology & Marketing*, Editorial Review Board, 2005-present.
- Judge, Cengage Pride/Ferrell Innovations in Teaching Competition, Society for Marketing Advances, November 2009.
- Co-Director, Survey Team, Second Life Market Research Project, August 2007-2008.
- Team Member, Qualitative Research Team, Second Life Market Research Project, August 2007-2008.
- *Journal of Business Research*, Guest Editor, Special Issue on Brand Personality, 2007.
- *Journal of Official Statistics*, Guest Editor, Special Issue on Web Surveys, 2004-2005.

HONORS & AWARDS

- Teaching Excellence Award, Sofia University, 2022.
- Most Promising New Textbook Award (for *Principles of Marketing for a Digital Age*), TAA, 2021.
- Marketing EDGE ECHO Competition, Faculty Advisor, Bronze team 2019, Silver team, 2017.
- Textbook Excellence Award (for *Social Media Marketing, 2e*), TAA, 2017.
- Servire Society (recognizes annual volunteer service in excess of 100 hours), East Carolina University, 2017.
- Graduate Faculty Mentorship Award, East Carolina University, 2017.
- MBA Hooder (elected by students), 2017.
- Fellow, Direct Selling Educational Foundation, 2016-present.
- Stansell Research Fellow, East Carolina University, College of Business, 2015-2018.
- MBA Marshall (elected by students), 2016.
- Fellow, Chancellor's Leadership Academy, East Carolina University, 2014-2018.

- Top Marketing Professors on Twitter, Social Media Marketing magazine, 2014-present.
- ECU Incredible Women (recognizes ECU alumna with notable achievements in their respective fields; only 110 women have been inducted), Induction October 2013.
- Best Paper in Track Award, Marketing Education, Direct Marketing Research Summit, 2011.
- Academy of Marketing Science, Emerging Scholars Workshop, Invited to serve as Social Media Senior Scholar, 2011.
- Social Media Master, Ad:Tech, 2010.
- O'Hara Leadership Award in Direct & Interactive Marketing Education, DMAW, 2009.
- Cengage Pride/Ferrell Innovations in Teaching Award, Society for Marketing Advances, 2008.
- Excellence in Scholarship Award, College of Humanities and Sciences, Virginia Commonwealth University, 2006.
- Best Paper in Track Award, International Applied Business Research Conference, 2006.
- Pride/Ferrell Houghton Mifflin Innovations in Teaching Award, Society for Marketing Advances, Finalist, 2006.
- Pride/Ferrell Houghton Mifflin Innovations in Teaching Award, Society for Marketing Advances, Finalist, 2005.
- Sammy G. Amin Teaching Excellence Award, Academy of Business Administration, 2003.
- Junior Faculty Award for Teaching Excellence, Longwood University, 2002.
- Distinguished Teaching Competition, Society for Marketing Advances, Finalist, 2002.
- Beta Gamma Sigma, 1996.
- OB/OD/OMT Doctoral Consortium Fellow, Academy of Management, 1995.
- Southern Marketing Association Doctoral Consortium Fellow, 1995.
- Virginia Commonwealth University Graduate Studies Fellowship, 1995-1996.
- Direct Marketing Educational Foundation Fellowship, 1994.

SELECT INTERVIEWS & MEDIA MENTIONS

- October 23, 2018 – Quoted in story about the relevance of customer reviews for automotive brands, **AutoNews**.
- October 14, 2016 – Featured in story about constitutional rights on college campuses, **Fox & Friends**.
- September 27, 2016 – Featured in story about social media during and after presidential debates

and potential influence on voter attitudes, **WNCT-TV**.

- July 12, 2016 – Featured in story on the influence of violent videos from citizen reporters posted on Facebook, **WNCT-TV**.
- November 16, 2015 – Featured in story about social media brand reputation training I provided at area high schools, **WNCT-TV**.
- August 5, 2015 – Featured in video series of marketing experts from **Sage** on Social Media Marketing.
- October 2, 2014 – Quoted in story about potential suit against Google, **E-Commerce Times**.
- March 2014, 2014 - Interview with Paul Hammond on **UCB UK Radio** on Friendvertising.
- February 3, 2014 - Interviewed for and quoted in How Super Bowl Ads Move the Market for **WSJ's Market Watch** which was picked up by more than 500 online news outlets.
- March, 2014 - Interview with **Polymers & Tyre Asia** magazine resulting in the story, "Facing New Challenges in Social Media Marketing."
- February, 2014 - A Different Way of Understanding the Landscape of Social Media Marketing with South Africa's **Biz Radio**.
- August 20, 2012 – Interview for story by David Crary on GLBT perceptions of political marketing for the **Associated Press**, picked up in hundreds of outlets including NPR, Business Week online, and Washington Post.
- November 10, 2011 – Story on Consumer's Guide to Downloadable Gifts for the **Associated Press**, picked up in close to 5000 outlets.
- September 22, 2011 – Interview on Birmingham's **CBS** affiliate on social media for retailers.
- September 22, 2011 – Interview on Fox's **Good Morning Alabama** on social shopping.
- December 13, 2010 – Story about Christmas gifts for pets for the **New York Daily News**.
- December 7, 2010 – Story about teen views of gift cards for the **Associated Press**, picked up in 577 outlets between December 7-15, 2010.
- January 4, 2010 – Quoted in an article in **DM News** on Pepsi's decision to forego the Super Bowl in order to promote its Refresh project.
- December 9, 2009 – Quoted in an article on gift giving to pets in the **Virginia Pilot**.
- April, 2009 – Quoted in a story on shopping with a love interest in **Redbook** magazine.
- March 31, 2009 – Quoted in an article on the shift in online advertising expenditures for the **Ecommerce Times**.

- March 25, 2009 – Quoted in a feature on the *The Future of Branded Content* conference (for which I was a speaker) in the **Miami Herald**.
- March, 2009 – Interviewed for a story on interactive personalized videos for advertising campaigns for **CRM** magazine (March issue).
- February, 2009 – Featured in a story on dark marketing for **Dentsu Ho** magazine (Japan's Advertising Age).
- February, 2009 – Quoted in a story on financial decision making for **Redbook** magazine.
- December, 2008 – Interviewed for a story on the psychology of gift giving for **Outdoor** magazine.
- October 9, 2008 – Interviewed for NPR's **Written Voices** on *Advertising 2.0*.
- October 9, 2008 – Participation in a panel for a webinar on social media marketing held by **B2B**.
- October 10, 2008 – Interviewed for **That Marketing Show** on dark marketing.
- August 4, 2008 – Quoted in a story in **Brandweek** on the use of dark marketing as a bright idea for 2008.
- June, 2008 – Interviewed for **Better Homes & Gardens** for a story on giving gifts to pets.
- May, 2008 – Work on social media marketing featured in **Spectrum** magazine.
- April 14, 2008 – quoted in the lead story in **Advertising Age** on behavioral targeting online.
- April 12, 2008 – Quoted in an article on McDonald's use of dark marketing in the **Wall Street Journal's** site, www.livemint.com.
- April 2, 2008 – Quoted in an article about dark marketing in *Marketing News*.
- January 21, 2008 – Quoted in the lead story in **Brandweek** on microtargeting.
- December 11, 2007 – Quoted in an article on gift giving rituals in the **New York Times**.
- December 10, 2007 – Study on gifts for pets featured in a story in the **Dallas Morning News**.
- December 1-2, 2007 – Quoted in an **Associated Press** article on behavioral online targeting. This story appeared in over 200 outlets including the **Washington Post, Business Week, USA Today, Houston Chronicle, Miami Herald, Forbes, San Francisco Chronicle, CNN, CNN International, Yahoo, AOL, Fox News, Sydney Morning Herald, Boston Globe, NY Post, CNBC.com, MSNBC.com, Google News, Newsweek, and MSN Money!**
- November 17, 2007 – Quoted in an article featuring results of a recent study I conducted on the psychology of gift cards in the **Chicago Tribune**.
- November 9, 2007 – Quoted in an article on internet advertising in the **Ottawa Citizen**.

- September, 2007 – Quoted in an article on the use of social networking sites for employee recruitment and advertising in **Work** magazine.
- August 23, 2007 – Quoted in an article on **CNET News.com** about branding in Second Life.
- August 20, 2007 – Quoted in an article in the **Washington Post** about the use of webisodes and other online engagement tactics by national retailers.
- March 26, 2007- Quoted in article on product reviews in **The Columbus Dispatch**.
- January 4, 2007 – Quoted in an article in the **New York Times** about the use of brand ambassadors. The story also appeared in the **International Herald Tribune**.
- January 24, 2007 - Quoted in an article in the **Tampa Tribune** about how companies decide to spend their marketing budgets.
- February 1, 2007 – Quoted in an article for **Reuters** about the dangers of guerrilla marketing in light of a campaign for a new cartoon that set off a terrorism scare in Boston.