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| Assistant Professor of Marketing  Loyola University New Orleans | Email: etreen@loyno.edu |

**EDUCATION**

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| PhD: Business Administration (Marketing)  Beedie School of Business, Simon Fraser University |  |
| Bachelor of Business Administration  Beedie School of Business, Simon Fraser University |  |

**RESEARCH INTERESTS**

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| Topics: Achievement Motivation; Psycholinguistics; Personal Selling; Organizational Learning; Artificial Intelligence; Consumer Memory and Recall; Entrepreneurial Mindset; Marketing Pedagogy |
| Methodology: Experimental Design; Content Analysis, Structural Models; Data Analytics |

**SELECTED PEER-REVIEWED PUBLICATIONS**

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| 1. Cooper, H., Ewing, M., Campbell, C., & Treen, E. (2023). Hero brands, brand heroes: How R.M. Williams inspired a cult following and created a shared sense of meaning. *Business Horizons, 66*(3), 405-414.  2. Treen, E., & Yu, Y. (2022). Empathy and EGO-drive in the B2B salesforce: Impacts on job satisfaction. *Industrial Marketing Management*, *106*, 270-278.  3. Campbell, C., Sands, S., Treen, E., & McFerran, B. (2021). Fleeting, But Not Forgotten: Ephemerality as a Means to Increase Recall of Advertising. *Journal of Interactive Marketing*, *56*, 96-105.  4. Park, A., Treen, E., Pitt, L., & Chan, A. (2021). Brand stories in marketing: a bibliographic perspective. *Journal of Strategic Marketing*, 1-20.  5. Pitt, L., & Treen, E. (2020). From the editors: JWR past, present and future. *Journal of Wine Research, 31*(3), 171-175.  6. Lam, J., Feng, M. C., Treen, E., & Ferreira, C. (2020). The Journal of Wine Research: a 30-year bibliographic analysis, *Journal of Wine Research, 31*(3), 176-193.  7. Pitt, L., & Treen, E. (2019). Special issue of the journal of strategic marketing ‘the state of theory in strategic marketing research–reviews and prospects,’ *Journal of Strategic Marketing,* 27 (2), 97- 99. |
| 8. Kietzmann, J., Paschen, J., & Treen, E. (2019). Artificial intelligence in advertising: How marketers can leverage artificial intelligence along the consumer journey. *Journal of Advertising Research*, *58*(3), 263-267. |
| 8. Berthon, P., Treen, E., & Pitt, L. (2018). How truthiness, fake news and post-fact endanger brands and what to do about it, *GfK Marketing Intelligence Review, 10*(1), 19-23. |
| 9. Brown, T., Abduljabbar, M., Englund, S., & Treen, E. (2018). Twenty-five years and counting: an analysis of the Journal of Strategic Marketing. *Journal of Strategic Marketing*, *26*(2), 125-139. |
| 10. Treen, E., Lord Ferguson, S., Pitt, C., & Vella, J. (2018). Exploring emotions on wine websites: finding joy. *Journal of Wine Research*, *29*(1), 64-70. |
| 11. Treen, E., Pitt, L., Bredican, J., & Farshid, M. (2017). App service: How do consumers perceive the quality of financial service apps on smart devices? *Journal of Financial Services Marketing, 22*(3), 119- 125. |
| 12. de Beer, J., McCarthy, I. P., Soliman, A., & Treen, E. (2017). Click here to agree: Managing intellectual property when crowdsourcing solutions, *Business Horizons*, *60*(2), 207-217. |
| 13. Pitt, C. S., & Treen, E. (2017). Understanding communication in disaster response: A marketing strategy formulation and implementation perspective, *Journal of Public Affairs*. |
| 14. Hannah, D., Treen, E., Pitt, L., & Berthon, P. (2016). But you promised! Managing consumers’ psychological contracts. *Business Horizons*, *59*(4), 363-368. |
| 15. Bigi, A., Treen, E., & Bal, A. (2016). How customer and product orientations shape political brands, *Journal of Product & Brand Management*, *25*(4), 356-372.  16. Mills, A. J., & Treen, E. (2016). Operation valuation teaching pricing concepts in an experiential environment, *Journal of Marketing Education, 38*(2), 73-82.  **SELECTED CONFERENCE PAPERS AND PRESENTATIONS**   |  | | --- | | 1. Lubik, S., Treen, E., Gemino, A. (2020). Measuring the Impact of Entrepreneurial Programming: Entrepreneurial Mindset Scale Development, *R&D Management Symposium* | | 1. Treen, E., Lord Ferguson, S., Pitt, L., Plangger, K. (2019). When firms transition: Classical strategic marketing perspectives, observations and avenues for future research, *Irish Academy of Management Annual Conference* | | 1. Lord Ferguson, S., Treen, E., Pitt, C., O'Connor, C., Vella, J. (2019) Clustering the Critics: Using Textual Analysis to Distinguish Different Groups of Influential Wine Bloggers, *Academy of Marketing Science World Marketing Congress Annual Conference* | |  | | 1. Chohan, R., & Treen, E. (2019). Constraining *Opportunistic* Behavior in the Marketer-Advertising Agency Relationship, *Academy of Marketing Science World Marketing Congress Annual Conference* | |  | | 1. Eriksson, T., Pitt, C., Flostrand, A., Treen, E. (2018). In the Company of Friends Impacts of Antecedent Friendship Among Entrepreneurial Partners: A Heuristics- and Biases-Based Analysis. *Academy of Marketing Science Annual Conference* | |  | | 1. Ferguson, S., Treen, E., de Beer, J., Morrish, S. (2018). Mission Statements as Marketing Messages: A Comparative Content Analysis. *Academy of Marketing Science World Marketing Congress* | |  | | 1. Pitt, C., & Treen, E. (2017). Content analysis in marketing strategy: Applications of hart’s theory of word choice and verbal tone. *Academy of Marketing Science World Marketing Congress* | |  | | 1. Treen, E., & Money, A. (2017). Quantitative insights from qualitative data: Using the doubling technique in correspondence analysis. *Academy of Marketing Science Annual Conference* | | 1. de Beer, J., McCarthy, I., Soliman, A., & Treen, E. (2016). Addressing legal issues when crowdsourcing solutions, *Open and User Innovation Annual Conference* | |  | | 1. Bacile, T., Fox, A., Wolter, J., Massa, F., & Treen, E. (2016). Not just ‘one and done’: Toward an understanding of the online complaining phenomenon, *Marketing Edge Research Summit* | |

**AWARDS AND HONORS**

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| ***Scholarships***   * SSHRC Joseph-Armand Bombardier Canada Graduate Scholarship ($105,000) |
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| ***Best Paper Awards***   * 2019 Jay Lindquist Best Academy of Marketing Science World Marketing Congress Paper Award: “Clustering the Critics: Using Textual Analysis to Distinguish Different Groups of Influential Wine Bloggers” by Lord Ferguson, S., Treen, E., Pitt, C., O'Connor, C., Vella, J. * 2018 Sheth Conceptual Paper Doctoral Student Competition Award from the Academy of Marketing Science: “In the Company of Friends Impacts of Antecedent Friendship Among Entrepreneurial Partners: A Heuristics- and Biases-Based Analysis” by Eriksson, T., Pitt, C., Flostrand, A., Treen, E. * 2017 William R. Darden Best Research Methodology Paper from the Academy of Marketing Science: “Quantitative Insights from Qualitative Data: Using the Doubling Technique in Correspondence Analysis” by Treen, E., & Money, A. |
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| ***Teaching Awards***   * Beedie School of Business Teaching Honour Roll Recipient (2019)—awarded to instructors ranked in the top 10% in excellence in teaching, as measured by student evaluations * Finalist for the 2018 Marketing Management Association’s Teacher-Scholar Doctoral Student competition   ***Teaching Certifications***  Certificate Program in University Teaching and Learning, Simon Fraser University  ***Notable Academic Achievement***   * 2018 Fellow at American Marketing Association’s Sheth Foundation Doctoral Consortium |
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