

Adam J. Mills

Associate Professor of Marketing
Chase Professor of Minority Entrepreneurship
Faculty Director of Graduate Programs
Loyola University New Orleans
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Research Interests

Brand Storytelling & Product Stories
Brand Strategy & Experience Engineering
Entrepreneurial Marketing Strategy
Experiential Pedagogy

Education

PhD, Marketing, Simon Fraser University, Vancouver, BC. 2016
MBA, Simon Fraser University, Vancouver, BC. 2010
BA (Hons.), Sociology, University of British Columbia, Vancouver, BC. 2003

Appointments

Associate Professor, Loyola University, New Orleans, LA (2022-)
Assistant Professor, Loyola University, New Orleans, LA (2016-2022)
Visiting Lecturer, Babson College, Boston, MA. (2014-2016)
Adjunct Instructor, University of Northern British Columbia, BC. (2013-)
Instructor, Simon Fraser University, Vancouver, BC. (2011-2015)
Adjunct Instructor, University of Massachusetts, Amherst, MA. (2013-2014)
Instructor, Oklahoma State University, OK. (2012)

Journal Publications

1. Mills, A.J., John, J. (2022). Revisiting Brand Origin: Expanding the Strategic Portfolio of Brand-Level Attributes. *Journal of Strategic Marketing*.
<https://doi.org/10.1080/0965254X.2022.2075434>
2. Robson, K., Mills, A.J. (2022). Teaching, Fast and Slow: Student Perceptions of Emergency Remote Education.” *Journal of Marketing Education*.
<https://doi.org/10.1177/02734753221084585>.
3. Mills, A.J., Hair, J.F. (2021). Consumer Insights: A Turning Point for Marketing Research Education. *Journal of Marketing Education*. 43(3)
<https://journals.sagepub.com/doi/10.1177/02734753211046448>.
4. Mills, A.J., Bauer, B. (2021). The Communal Consumption Experience: Sharing, Rituals, & Socialization. *Journal of Wine Research*. <https://doi.org/10.1080/09571264.2021.1995709>.
5. Szocs, C., Williamson, S., Mills, A.J. (2021). Contained: Why it’s Better to Display some Products without a Package. *Journal of the Academy of Marketing Science*.
<https://doi.org/10.1007/s11747-021-00800-3>
6. Donthu, N.; Kumar, S.; Mills, A.J.; Pattnaik, D. (2021). Journal of Marketing Education: A Retrospective Overview between 1979 and 2019. *Journal of Marketing Education*.
<https://doi.org/10.1177/0273475321996026>
7. Mills, A.J., John, J. (2021). Brand Stories: Bringing Narrative Theory to Brand Management. *Journal of Strategic Marketing*. <https://doi.org/10.1080/0965254X.2020.1853201>
8. Kietzmann, J., Mills, A.J., Plangger, K. (2020). *Deepfakes: Perspectives on the Future ‘Reality’ of Advertising and Branding*. *International Journal of Advertising*.
<https://doi.org/10.1080/02650487.2020.1834211>
9. de Regt, A., Plangger, K., Mills, A.J., Campbell, C. (2020). How relying on online reviews impacts private label brand preferences. *Journal of Strategic Marketing*.
<https://doi.org/10.1080/0965254X.2020.1791234>
10. Mills, A.J., Berthon, P.R., Pitt, C. (2020). Agile Authorship: Evolving Models of Innovation for Information-Intensive Offerings. *Journal of Business Research*. 110, 577-583.
11. Mills, A.J., Robson, K. (2019). Brand Management in the Era of Fake News: Narrative Response as a Strategy to Insulate Brand Value. *Journal of Product and Brand Management*. 29, 2: 159-167.
12. Mills, A.J., Pitt, C., Ferguson, S.L. (2019). The Relationship Between Fake News and Advertising: Brand Management in the Era of Programmatic Advertising and Prolific Falsehood. *Journal of Advertising Research*. 59, 1: 3-8.
13. Bolton, R.N., Chapman, R.G., Mills, A.J. (2018). Harnessing Digital Disruption with Marketing Simulations. *Journal of Marketing Education*. 41, 4: 15-31.
14. Bal, A.S., Weidner, K., Hanna, R., Mills, A.J. (2017). Crowdsourcing and Brand Control. *Business Horizons*. 60, 2: 219-228.
15. Mills, A.J., Treen, E.R. (2016). Operation Valuation: Teaching Pricing Concepts in an Experiential Environment. *Journal of Marketing Education*. 38, 2: 73-82.
16. Mills, A.J., Watson, R.T., Pitt, L., Kietzmann, J. (2016). Wearing Safe: Physical and Informational Security in the Age of the Wearable Device. *Business Horizons*. 59, 6: 615-622.

17. Wiid, R., Grant, P., Mills, A.J., Pitt, L. (2016). No Joke: Understanding public sentiment towards selling and salespeople through cartoon analysis. *Marketing Theory*. 16, 2: 171-193.
18. Mills, A.J., (2015). Everyone Loves a Secret: Why Consumers Value Marketing Secrets. *Business Horizons*. 58, 6: 643-649.
19. Bal, A.S., Grewal, D., Mills, A.J., Ottley, G. (2015). Engaging Students with Social Media. *Journal of Marketing Education*. 37, 3: 190-203.
20. Bredican, J., Plangger, K., Mills, A.J., Armstrong, J. (2015) Smart Dental Practice: Capitalising on Smart Mobile Technology. *British Dental Journal*. 219, 3: 135-138.
21. Mills, A.J., Plangger, K. (2015). Social Media Strategy for Online Service Brands. *Service Industries Journal*. 35, 10: 1-16.
22. Mills, A.J., Robson, K., Pitt, L. (2013). Using Cartoons to Teach Corporate Social Responsibility: A Class Exercise. *Journal of Marketing Education*. 35, 2: 181-190.
23. Plangger, K., Mills, A. (2013). Viral Media & Marketing: Strategy, Policy and Exploitation. *Journal of Public Affairs*. 13, 2: 143-145.
24. Bredican, J., Mills, A.J., Plangger, K. (2013). iMedical: Integrating Smartphones into Medical Practice Design. *Journal of Medical Marketing*. 13, 1: 5-13.
25. Mills, A.J. (2012). Virality in Social Media: The SPIN Framework. *Journal of Public Affairs*. 12, 2: 162-169.
26. Wiid, R., Pitt, L., Mills, A.J. (2012). Every Story Tells a Picture: Lessons from Cartoons on Corporate Governance for Senior Executives. *Business Horizons*. 55, 543-550.
27. Mills, A.J., Pitt, L., Satari, S., (2012). Reading Between the Vines: Analyzing the Readability of Consumer Brand Wine Websites. *International Journal of Wine Business Research*. 24, 3. * *Emerald Literati Network Awards for Excellence, Outstanding Paper Award 2013*.
28. Chan, A., Pitt, L., Mills, A.J. (2011). How Readable are Environmental Policy Statements? An Exploratory Study Within the IT Industry. *Corporate Ownership & Control*. 8, 3: 258-267.

Book Chapters

1. Mills, A.J. (2022, forthcoming). Zajac Ranch for Children. In Strong, C. (Ed.), *Small Business Enterprise, Theories and Cases*. London: De Gruyter.
2. Montecchi, M., Plangger, K., De Regt, A., Mills, A.J. (2022, forthcoming). "Redefining Consumer Relationships through Voice Technologies. In Keeling, D., de Ruyter, K., and Cox, D. (Eds.), *The Handbook of Research on Customer Loyalty*. London: Edwin Elgar.
3. Mills, A.J. (2020). Marketing Services. In Beitelspacher, L. (Ed.) *Connect Master: Marketing 2nd Edition*. New York: McGraw Hill.
4. Mills, A.J. (2018). Services Marketing. In Beitelspacher, L. (Ed.) *Connect Master: Marketing*. New York: McGraw Hill.
5. Mills, A.J. (2018). Marketing Research. In Beitelspacher, L. (Ed.) *Connect Master: Marketing*. New York: McGraw Hill.
6. Morris, M.H., Mills, A.J., Pitt, L., Berthon, P., Davis, B. (2013). Opportunity and the Entrepreneurial Marketer. In Sethna, Z., Jones, R., Harrigan, P. (Eds.), *Entrepreneurial Marketing: Global Perspectives*. England: Emerald Group.

- Botha, E., Mills, A.J. (2012). Managing the New Media: Tools for Brand Management in Social Media. In Close, A. (Ed.), *Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-Tail* (Chapter 4, 83-100). New York: Taylor & Francis.

Teaching Cases

- Robson, K., Mills, A.J., (2020). *Mm. Lafleur: A Clothing Brand for Women who'd Rather Not Shop*. Ivey Case Series 9B20A002.
- Beninger, S., Pek, S., Mills, A.J., Robson, K. (2014). *Lululemon Athletica's Public Relations Nightmare*. Ivey Case Series 9B14A039.
- Beninger, S., Pek, S., Robson, K., Mills, A.J. (2014). *TEACHING NOTE. Lululemon Athletica's Public Relations Nightmare*. Ivey Case Series 8B14A039.
- Mills, A.J., Kietzmann, J. (2013). *Five Hole for Food: Entrepreneurial Strategy*. Ivey Case Series 9B13M064.
- Mills, A.J., Kietzmann, J. (2013). *TEACHING NOTE. Five Hole for Food: Entrepreneurial Strategy*. Ivey Case Series 8B13M064.
- Mills, A.J., Shapiro, D., Egri, C., Parent, M. (2013). *Methanex: Developing Strategy in a Commodity Industry*. Ivey Case Series 9B13M066.
- Mills, A.J., Dalupang, T. (2012). *Zajac Ranch for Children: Marketing in the Non-Profit Sector*. Simon Fraser University. Competition case for Intercollegiate Marketing Case Competition 2012.
- Pitt, L., Mills, A.J., Nguyen, P., Wu, J., van Alphen-Sato, A. (2011) *Marketing \$#! My Dad Says*. Simon Fraser University.
* *Best Case Study Award, Academy of Marketing Conference 2011.*
- Mills, A.J., Pitt, L., Kong, B., Novianty, D., Ghavami, S., Kum, Y. (2011). *Old Spice: The Man Your Man Could Smell Like*. Simon Fraser University.

Invited Presentations & Workshops

- Conducting a Great Case Discussion*. Experiential Classroom XXII. University of Tampa. September 2022, Tampa FL.
- Building Trust in a Fake News World*. DSEF Building Trust in the Marketplace Symposium. Emory University. October 2021, Atlanta, GA.
- Conducting a Great Case Discussion*. Experiential Classroom XXI. University of Notre Dame. September 2021, Notre Dame, IN.
- Overcoming the Fixation on Graded Deliverables*. University of San Diego, Center for Educational Excellence. October 2019. San Diego, CA.
- Managing Your Career and Research Agenda*. Academy of Marketing Science Doctoral Consortium. May 2019, Vancouver, BC.
- Early Career Management: Managing the Early Stages of Your Research Program, Juggling Research and Everything Else, Teaching, and Setting Priorities*. Academy of Marketing Science Doctoral Consortium. May 2018, New Orleans, LA.

Refereed Conference Contributions

1. Mills, A.J., Cooper, A. *Business Case Development and Delivery*. Marketing Management Association Annual Conference. September 2022, San Antonio, TX.
2. Mills, A.J., Wilson, M., Robson, K. *Rethinking Online Marketing Education: Process as a Critical Strategic Consideration*. Academy of Marketing Science Annual Conference. May 2022, Monterey, CA.
3. Crittenden, V., Mills, A.J. *Thoughts on the Review Process*. Marketing Educators Association Annual Conference. April 2021, Virtual.
4. Mills, A.J., Obilo, O., Kemp, A., Campbell, C., Boyer, S. *Pandemic Pedagogy: Best practices in remote, hybrid and online education*. American Marketing Association Winter Educator's Conference. February 2021, St Petersburg, FL.
5. Szocs, C., Williamson, S., Mills, A.J. *The Effects of Product Display on Consumer Evaluations*. European Marketing Association Annual Conference. May 2020, Budapest, Hungary.
6. Mills, A.J. *Overcoming the Fixation on Graded Deliverables*. Academy of Marketing Science Annual Conference. December 2020, Coral Gables, FL.
7. Szocs, C., Williamson, S., Mills, A.J. *The Effects of Product Display on Consumer Evaluations*. European Marketing Academy Annual Conference. May 2020, Budapest.
8. Plangger, K., Mills, A.J., Campbell, C., de Regt, A. Private label purchasing: Impact of online reviews. ANZMAC Australia & New Zealand Marketing Academy Annual Conference. December 2019, Wellington, NZ. *Winner, Best Paper, Strategic Marketing and Branding Track.
9. Crittenden, V., Mills, A.J., Ferrell, L., Ferrell, O.C., Marshall, G., Ritz, W., Golden, L., Ajjan, H. *Research Opportunities in Direct Selling*. Society for Marketing Advances Annual Conference. November 2019, New Orleans, LA.
10. Peterson, M., Pitt, L., Mills, A.J., Plangger, K., Ferguson, S.L. *Marketing and Brand Management in the Era of Programmatic Advertising and Prolific Falsehood*. Society for Marketing Advances Annual Conference. November 2019, New Orleans, LA.
11. Cooper, A.D., Guillory, M.D., Mills, A.J., Nicholoso, C. *Innovations in Teaching Buyer Behavior*. Marketing Management Association Annual Conference. October 2019, Santa Fe, NM.
12. Mills, A.J. *Reconceptualizing Brand Origin*. Academy of Marketing Science Annual Conference. May 2019, Vancouver, BC.
13. Mills, A.J., Szocs, C., Robson, K., Obilo, O., Locander, D., Plangger, K. *Off the Record: Everything you wanted to know about your first few years but were afraid to ask*. Academy of Marketing Science Annual Conference. May 2019, Vancouver, BC.
14. Kietzmann, J. Mills, A.J., Paschen, U., Robson, K., McCarthy, I. *How Can Firms Learn From Consumer Innovators? Potential Absorptive Capacity of Consumer Innovations*. Academy of Marketing Science Annual Conference. May 2019, Vancouver, BC.
15. Mills, A.J., Robson, K. *All or Nothing Performance Assessment*. Marketing Educators Association Annual Conference. April 2019, Phoenix, AZ.

16. Mills, A.J. *Performance-Centric Course Design: Overcoming the Fixation on Graded Deliverables*. Association of Collegiate Marketing Educators Annual Conference. March 2019, Houston, TX.
17. Mills, A.J. *Crowdsourcing the Syllabus*. Association of Collegiate Marketing Educators Annual Conference. March 2019, Houston, TX.
18. Mills, A.J., Ferguson, S.L. *Crowdsourcing the Syllabus*. Marketing Educators' Association Annual Conference. April 2018, Santa Fe, NM.
19. Ferguson, S.L., Mills, A.J., Pitt, L.F. (2018). *Using More Than One Grader to Evaluate Student Participation - Controlled Experiments*. Marketing Educators' Association Annual Conference. April 2018, Santa Fe, NM.
20. Obilo, O. Mills, A.J., , Locander, D., Szocs, C., Plangger, K. *Off the Record: Everything you wanted to know about your first few years but were afraid to ask..* Academy of Marketing Science Annual Conference. May 2018, New Orleans, LA.
21. Pitt, L., Treen, E., Heinonen, K., Mills, A.J., Plangger, K., Hanna, R. *Understanding and Managing Value... When Customers Create It*. Academy of Marketing Science Annual Conference. May 2018, New Orleans, LA.
22. Plangger, K., Mills, A.J., Campbell, C.L., Pitt, L.F. *When Consumers Know Too Much: How Relying on Online Reviews Drives Private Label Purchase Behavior*. Society for Marketing Advances 2017 Retail and Distribution Symposium. November 2017, Louisville, KY.
23. Hanna, R., Campbell, C., Mills, A.J., Robson, K., Cavazos, C., *It's Only Boring if you Make It Boring: Engaging Students in Research and Analytics*. American Marketing Association Summer Educator's Conference. August 2017, San Francisco, CA.
24. Mills, A.J., Pitt, L.F., Parent, M., Robson, K., Kietzmann, J., Dingus, R., *Case Teaching and Case Writing*. Academy of Marketing Science Annual Conference. May 2017, San Diego, CA.
25. Mills, A.J. *The Stories Packages Tell: A Typology of Product Stories Told on Grocery Product Packages*. Academy of Marketing Science Annual Conference. May 2017, San Diego, CA.
* Jane F. Kenyo Award for Best Student Paper 2017
26. Mills, A.J., Hanna, R. *The Influence of Product package Stories on Perceived Value*. American Marketing Association Winter Educator's Conference. February 2017, Orlando, FL.
27. Obilo, O., Brewer, L., Mills, A.J., White, A., Bacile, T. *Endings and Beginnings: Transitioning to the First Year of a Tenure Track Job*. Academy of Marketing Science Annual Conference. May 2016, Orlando, FL.
28. Weidner, K., Mills, A.J. *The Role of the Product Champion and the Conflicted Value of Secrets*. Academy of Marketing Science Annual Conference. May 2016, Orlando, FL.
29. Mills, A.J., Robson, K. *Zajac Ranch for Children*. Western Casewriters Annual Conference. March 2016, Portland, OR.
30. Mills, A.J., Robson, K. *Operation Valuation: Teaching Pricing Concepts in an Experiential Environment*. American Marketing Association Summer Educators Conference. August 2015, Chicago, IL.
31. Mills, A.J. *Defining and Understanding Opportunity for the Entrepreneurial Marketer*. Academy of Marketing Science Annual Conference. May 2015, Denver, CO.

32. Pitt, L., Mattison Thompson, F., Vella, J., Engstrom, A., Mills, A.J., Kietzmann, J. *The Effects of Objective and Subjective Knowledge on the Exploratory Acquisition of Wine*. Academy of Marketing Science Annual Conference. May 2015, Denver, CO.
33. Mills, A.J., Robson, K. (2014). *The Value of Secrets*. International Network of Business and Management Journals (INBAM) Annual Conference. June 2014, Barcelona, Spain.
34. Pitt, L.F., Caruana, A., Vella, J., Mills, A.J., Bal, A. (2014). *Self-Reference Criterion Aptitude Complex for Business Adaptation in International Marketing Strategies*. Academy of Marketing Science Annual Conference. May 2014, Indianapolis, IN.
35. Bal, A., Weidner, K., Archer-Brown, C., Mills, A.J., Rains, S. (2014). *The Modern Carnival: How the Internet Provides a Space for Community Release*. Academy of Marketing Science Annual Conference. May 2014, Indianapolis, IN.
36. Mills, A.J. (2013). *Experiential Learning and the New Rules of Engagement*. American Marketing Association Summer Educators' Conference. August 2013, Boston, MA.
37. Mills, A.J., Plangger, K., Robson, K. (2013). *A Class Exercise: Using cartoons to teach corporate social responsibility*. American Marketing Association Summer Educators' Conference. August 2013, Boston, MA.
38. Mills, A.J., Bal, A., Plangger, K. (2013). *Employee-brand ownership in customer service interactions*. Academy of Marketing Science Annual Conference. May 2013, Monterrey, CA.
39. Mills, A.J., Robson, K., Kietzmann, J. (2013). *Ethical pictures: using cartoons to teach CSR*. Academy of Marketing Science Annual Conference. May 2013, Monterrey, CA.
40. Plangger, K., Pitt, L., Mills, A.J. (2013). *When spying is not just: a consumer surveillance framework*. Academy of Marketing Science Annual Conference. May 2013, Monterrey, CA.
41. Mills, A.J. *Looking Behind the Clicks: Deconstructing Virality*. Academy of Marketing Science World Marketing Congress. August 2012, Atlanta, GA.
42. Grant, P., Bal, A., Pitt, L., Mills, A., Chan, A. *La Vie Bohème? The Role of an Operatic Flash Mob on Consumer Behavior*. Academy of Marketing Science Annual Conference. May 2012, New Orleans, LA.
43. Bal, A., Mills, A.J., Chakrabarti, R., Terblanche, N., Opuku, R. *Cyber-Positioning: Bestselling Authors' Online Communicated Brand Personalities*. Academy of Marketing Science Annual Conference. May 2012, New Orleans, LA.
44. Bal, A., Plangger, K., Mills, A.J., Campbell, C., Wiid, R., Pitt, L. (2011). *Political Sex Scandals in Cartoon*. Society for Marketing Advances Annual Conference, November 2011. Memphis, TN.
45. Pitt, L., Mills, A.J., Kong, B., Novianty, D., Ghavami, S., Kum, Y. *Old Spice: The Man Your Man Could Smell Like*. Academy of Marketing Annual Conference, July 2011. Liverpool, UK.
46. Pitt, L., Mills, A.J., Nguyen, P., Wu, J., van Alphen-Sato, A. *Marketing \$#! My Dad Says*. Academy of Marketing Annual Conference, July 2011. Liverpool, UK.
47. Pitt, L., Mills, A.J., Nel, D., Chan, A., Menguc, B., Plangger, K. *Using Chernoff Faces to Portray Social Media Wine Brand Images*. Academy of Wine Business Research Annual Conference, June 2011 Bordeaux, France.

48. Mills, A.J., Pitt, L., Chan, A., Nel, D., Thongpapanl, N., Plangger, K. *Analyzing the Readability of Consumer Brand Wine Websites*. Academy of Wine Business Research Annual Conference, June 2011 Bordeaux, France.
49. Mills, A.J., Botha, E., Campbell, C. *Managing the New Media: Tools for Brand Management in Social Media*. Academy of Marketing Science Annual Conference. May 2011, Miami, FL.
50. Mills, A.J., Reynecke, M., Pitt, L., Campbell, C. *Drawing Meaning from Online User Discussions About Brands*. Academy of Marketing Science Annual Conference. May 2011, Miami, FL.

Publication, Funding & Other Awards

Association of Collegiate Marketing Educators Lou E. Pelton Emerging Scholar Award 2020.

Marketing Education Review, Reviewer 2020 Outstanding Paper of the Year.

Journal of Marketing Education, Reviewer of the Year 2019.

Loyola University New Orleans College of Business Outstanding Research Award 2019.

Chase Minority Entrepreneurship Distinguished Professorship, August 2018.

Jane K. Fenyo Award for Best Student Paper, Academy of Marketing Science, May 2017.

AMA-Sheth Foundation Doctoral Consortium Fellow, Kellogg School of Management at Northwestern University, June 2014.

President's PhD Scholarship, Simon Fraser University, March 2014.

Beedie Family Graduate Scholarship, Beedie School of Business, Simon Fraser University, 2014

American Marketing Association Best-In-Track (Marketing Education) Paper Award, 2013, for "Ethical Pictures" at AMA Summer Educators' Conference.

Emerald Literati Network Outstanding Paper Award, 2013. Highly Commended Paper award for "Reading Between the Vines" in *International Journal of Wine Business Research*.

Beedie Family Graduate Scholarship, Beedie School of Business, Simon Fraser University, 2013

Graduate Fellowship, Simon Fraser University (PhD), September 2012

Academy of Marketing Science Travel Grant, August 2012

Graduate Fellowship, Simon Fraser University (PhD), May 2012

Best Paper, Case Study. Academy of Marketing Conference, July 2011

Riata/USASBE Scholarship, Oklahoma State University, June 2011

Graduate Fellowship, Simon Fraser University (PhD), May 2011

Academy of Marketing Science Travel Grant, May 2011

Graduate Fellowship, Simon Fraser University (PhD), September 2010

Teaching Awards

Association of Collegiate Marketing Educators AxxessCapon Teaching Innovation Competition 2019, Finalist.

TD Canada Trust Distinguished Teaching Award 2014, Winner.

LINKS Simulations & Marketing Management Association Foundation Legacy Fund Outstanding Teacher-Scholar Doctoral Student Award 2013, Winner

Marketing Management Association AccessCapon Teaching Innovation Competition 2013, Finalist.

Faculty of Business Administration Teaching Honour Roll, 2012/2013, Simon Fraser University.
(Recognizes top 10% of all faculty in Business Administration)

Service Contributions

Service to Professional Organizations

American Marketing Association Marketing Communications Special Interest Group, Chair, 2022-
Consultant, Government of Canada's Center for Strategic & International Studies, 2021-

Londonborough University Wine Business Research Group, Research Fellow, 2021-

Marketing Management Association Outstanding Teacher-Scholar Doctoral Student Award Judge
2021.

Association of Collegiate Marketing Educators Teaching Innovation Competition Judge, 2020-
2022.

American Marketing Association Teaching & Learning Group, Chair, 2019-

Marketing Educators Association, Board of Directors, 2019-

Direct Selling Education Foundation, Academic Fellow, 2018-

Academy of Marketing Science, Doctoral Consortium Faculty, 2018-2020

American Marketing Association Teaching & Learning Group, Vice-Chair of Scholarly Programs,
2016-2018

Western Academy of Management. Proceedings Editor, 2014 Annual Conference 2014. Napa, CA.

Journal Guest Editorships

Psychology & Marketing. Special Issue Editor: *Cryptocurrency & Blockchain*. [2023]

Business Horizons. Special Issue Editor: *Strategic Brand Storytelling*. [2023]

Journal of Strategic Marketing. Special Issue Editor: *Strategic Brand Storytelling*. [2022]

Journal of Marketing Education. Special Issue Editor: *Consumer Insights, Marketing Research and Analytics*. 43(3).

Journal of Wine Research. Special Issue Editor: *The Experience of Consumption: Ritual, Sharing and Socialization*. [2022]

Business Horizons. Special Issue Editor: *Brand Storytelling*. [2022]

Journal of Public Affairs. Special Issue Editor: *Viral Media & Marketing: Strategy, Policy and Exploitation*. 13(2).

Associate Editor Appointments

Journal of Strategic Marketing
International Journal of Advertising
Journal of Marketing Education

Editorial Review Board Appointments

Journal of Business Research
Journal of Brand Management
Journal of Product and Brand Management
Journal of Advertising Research
Journal of Developmental Entrepreneurship
Marketing Education Review
Business Horizons
Journal of Wine Research
Decision Sciences Journal of Innovative Education
Journal of Global Scholars of Marketing Science

Ad Hoc Reviewer Appointments

European Journal of Marketing
Psychology & Marketing
Academy of Marketing Science Review
Journal of Brand Management
Industrial Marketing Management
Journal of Services Marketing
International Journal of Information Management
Journal of Marketing Management
Journal of Strategic Marketing
Journal of Retailing and Consumer Services
Journal of Consumer Behavior
Service Industries Journal
Journal of the Association for Information Science and Technology
Journal of Public Affairs
Journal of Hospitality Marketing and Management
Journal of Marketing for Higher Education
Journal for Advancement of Marketing Education
Entrepreneurship Education and Pedagogy
International Journal of Technology Marketing
International Journal of Wine Business Research

Routledge Publishing (Book Reviewer)

Business Expert Press (Book Reviewer)

Conference Track Chair Appointments

Association of Collegiate Marketing Educators 2023 Conference, Marketing Education and Experiential Learning. Houston, TX.

Academy of Marketing Science 2023 World Marketing Congress, Innovation and New Product Development. Kent, UK.

Association of Collegiate Marketing Educators 2022 Conference, Marketing Education and Experiential Learning. New Orleans, LA.

Society for Marketing Advances 2021 Conference, International Journal of Advertising Symposium. Orlando, FL.

Academy of Marketing Science 2021 World Marketing Congress, Innovation and New Product Development. Canterbury, UK.

Academy of Marketing Science 2021 Conference, Marketing Pedagogy and Education. Virtual.

Association of Collegiate Marketing Educators 2021 Conference, Marketing Education and Experiential and Service Learning. Virtual.

Academy of Marketing Science 2020 World Marketing Congress, Entrepreneurship, New Product Development & Innovation. Virtual.

Society for Marketing Advances. 2020 Conference, Marketing Education and Pedagogy. Virtual.

Academy of Marketing Science 2020 Conference, Innovations & New Product Development. Virtual.

Association of Collegiate Marketing Educators 2020 Conference, Marketing Education and Experiential and Service Learning. San Antonio, TX.

Society for Marketing Advances 2019 Conference, Special Sessions. New Orleans, LA.

Academy of Marketing Science 2019 Conference, Innovation & New Product Development. Vancouver, Canada.

Academy of Marketing Science 2019 World Marketing Congress, Innovation and Entrepreneurship. Edinburgh, Scotland.

Academy of Marketing 2018 Conference, Case Studies. Stirling, Scotland.

Academy of Marketing Science 2018 World Marketing Congress, Innovation and Entrepreneurship. Porto, Portugal.

Academy of Marketing Science 2018 Conference, Special Sessions. New Orleans, LA.

Academy of Marketing Science 2017 Conference, Special Sessions. San Diego, CA

Academy of Marketing Science 2017 World Marketing Congress, Innovation and Entrepreneurship. Christchurch NZ

Academy of Marketing Science 2016 Conference, Special Sessions. Orlando, FL

Academy of Marketing Science 2015 Conference, Special Sessions. Denver, CO

Academy of Marketing Science 2013 Conference, Services Marketing. Monterey, CA

Institutional Service Contributions

Loyola University New Orleans, Graduate Council. 2022-

Loyola University New Orleans, Rank & Tenure Committee. 2022-

Loyola University New Orleans, Chair, Graduate Curriculum & Assessment Committee, 2022-

Loyola University New Orleans, Faculty Director of Graduate Programs, 2022-

Loyola University New Orleans, Executive Education Committee, 2020-

Loyola University New Orleans, Committee for Best Practices in Online Teaching, 2020-

Loyola University New Orleans, Canvas Certified Institutional Trainer, 2020-

Loyola University New Orleans, Learning Management Selection Committee, 2020

Loyola University New Orleans, Standing Committee on Loyola Core, 2019-

Loyola University New Orleans, Management Hiring Committee, Reynold's Chair Endowed Professor. 2019-2020

Loyola University New Orleans, MBA Curriculum & Assessment Committee, 2018-

Loyola University New Orleans, Institutional Health Ambassador, 2019-

Loyola University New Orleans, Honors Thesis Advisor. 2018-

- Samantha Reich (2019) "Brand Addiction"
- Connor Rees (2019) "Marketing Effectiveness in the Service Sector"

Loyola University New Orleans, American Marketing Association Collegiate Chapter Faculty Advisor. 2018-

Loyola University New Orleans, United Brothers Association Faculty Advisor. 2018-2019

Loyola University New Orleans, Marketing Hiring Committee, Assistant Professor. 2018

Loyola University New Orleans, Marketing Hiring Committee, Lecturer. 2018

University of Pretoria, PhD Program External Examiner. 2017-

Loyola University New Orleans, MBA Curriculum Committee. 2017-

Loyola University New Orleans, Rank & Tenure Committee. 2017-2019

Loyola University New Orleans, Faculty Advisor, Alpha Kappa Psi, 2017-

Loyola University New Orleans, Education Abroad Committee. 2016-

Loyola University New Orleans, Qualtrics Brand Administrator & Trainer. 2016-

Loyola University New Orleans, Food Program Curriculum Committee. 2016-2018

University of Capetown, Masters Program External Examiner. 2016-

Babson College. Faculty Advisor, Babson Marketing Association. 2015-2016.

Babson College. Faculty Advisor, Kappa Kappa Gamma. 2015-2016.

Advocacy Board Member. YWIB Young Women In Business, SFU Chapter. 2012-2015.

Faculty Sponsor. IMC: Intercollegiate Marketing Competition (Western Canada's largest undergraduate marketing case competition). 2012 & 2013. Vancouver, Canada.

Additional Training & Certification

Teaching with Business Simulation Games. AACSB International.

Teaching with Cases Online, Harvard Business School. From Bill Schiano and Lynda St. Clair.

Online Teaching for Faculty, Loyola University. From Peyton Burgess.

Art & Craft of Discussion Leadership: Case Teaching Method Workshop (II), Harvard Business School. From Bill Schiano and Dorothea Leonard.

Art & Craft of Discussion Leadership: Case Teaching Method Workshop (I), Harvard Business School. From Dorothea Leonard.

Instructional Skills Workshop, Simon Fraser University Teaching & Learning Centre.

Experiential Classroom XLII, Oklahoma State University. From Michael Morris.

Certificate in Research Ethics, Simon Fraser University Office of Research Ethics.

Practitioner Experience

Director of Operations & Brand. The Ocean Club Tapas Lounge: Sea to Sky Hospitality Group, Vancouver, BC. (2010-2011)

Creative Manager. Cactus Restaurants Ltd., Vancouver, BC. (2008-2009)

Business Coach. Dale Carnegie Business Group, Burnaby BC. (2008-2009)

Marketing Coordinator. Cactus Restaurants Ltd., Vancouver, BC. (2003-2008)

Affiliations

American Marketing Association

Academy of Marketing

Academy of Marketing Science

Society for Marketing Advances

Marketing Educators Association

Marketing Management Association

Direct Selling Association

Young Leadership Council, New Orleans

Young Women in Business, Simon Fraser University

Net Impact, Simon Fraser University

Golden Key International Honor Society

American Pie Council