



**Laurel Aynne Cook, Ph.D.**

Chambers College of Business & Economics  
**West Virginia University**  
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## ACADEMIC POSITIONS

**Associate Professor of Marketing**, West Virginia University, College of Business & Economics  
Founding Director of the WVU Social Technology and Research (S.T.A.R.) Lab  
(August 2014 – Present; Tenured 2020)

## EDUCATION

**Ph.D.** University of Arkansas, Walton College of Business, Fayetteville (August 2010 – June 2014)  
*Concentration: Marketing*

**M.B.A.** Union University, Jackson (August 2005 – May 2007)

**B.S.B.A.** Union University, Jackson (August 1997 – May 2001)

## RESEARCH AREAS

Vulnerability & Well-Being | Consumer Collaboration & Competition | Social Responsibility & Branding

## ARTICLES & BOOK CHAPTERS

### PUBLISHED

Stanton, Julie V, Deirdre Peoples, and **Laurel Aynne Cook** (2024), “Conveying the Invisible: Sustainability-Related Labels,” Ken Peattie, Roberta De Angelis, Nicole Koenig-Lewis, and Carolyn Strong (eds.), *Routledge Companion to Marketing and Sustainability*, 1-437.

Kohls, Harper, Jacob Hiler, **Laurel Aynne Cook** (2023), “Why Do We Twitch? Vicarious Consumption in Video-Game Livestreaming,” *Journal of Consumer Marketing*, 40 (6), 639-650.

Ong, L. Lin, Alexa K. Fox, **Laurel Aynne Cook** (equal authorship), Claire Bessant, Pingping Gan, Mariea Grubbs Hoy, Emma Nottingham, Beatriz Pereira, and Stacey Barell Steinberg (2022), “Sharenting in an Evolving Digital World: Increasing Online Connection and Consumer Vulnerability,” *Journal of Consumer Affairs*, 56 (3), 1106-26.

**Cook, Laurel Aynne**, M. Paula Fitzgerald, and Raika Sadeghein (2022), “Consumer Effort in Service Encounters: the Overlooked Impact of Surface Acting,” *Journal of Services Marketing*, 36 (2), 297-309.

O’Connor, Genevieve E. and **Laurel Aynne Cook** (2020), “Reducing Referral Leakage: An Analysis of Health Care Referrals in a Service Ecosystem,” *Journal of Services Marketing*, 34 (4), 513-528.

Abney, Alexandra K., **Laurel Aynne Cook**, Alexa K. Fox, and Jennifer Stevens (2019), "Intercollegiate Social Media Education Ecosystem," *Journal of Marketing Education*, 41 (3), 254-269.

Lefebvre, Sarah, **Laurel Aynne Cook**, and Merlyn Griffiths (2019), "Consumer Perceptions of Genetically Modified Foods: A Mixed-Method Approach," *Journal of Consumer Marketing*, 36 (1), 113-123.

O'Connor, Genevieve E., Casey Newmeyer, Nancy Wong, Julia B. Bayuk, **Laurel Aynne Cook**, Yuliya Komarova, Cazilla Loibl, L. Lin Ong, and Dee Warmath (2019), "Conceptualizing the Multiple Dimensions of Consumer Financial Vulnerability," *Journal of Business Research*, 100, 421-430.

Stanton, Julie V. and **Laurel Aynne Cook** (2019), "Product Knowledge and Information Processing of Organic Foods," *Journal of Consumer Marketing*, 36 (1), 240-252.

Hiler, Jacob, **Laurel Aynne Cook**, and William M. Northington (2018), "Making Inconsistent Worlds: A Conceptual Framework for Co-Competition," *Journal of Consumer Marketing*, 35 (3), 254-263.

**Cook, Laurel Aynne** and Raika Sadeghein (2018), "The Effects of Perceived Scarcity on Financial Decision-Making," *Journal of Public Policy & Marketing*, 37 (1), 68-87.

Andrews, Craig, Scot Burton, and **Laurel Aynne Cook** (2017), "Nutrition Labeling Research in the United States: Consumer Processing, Message Structure and Moderating Conditions," Jon F. Nussbaum (Ed.), *Oxford Encyclopedia of Health and Risk Message Design and Processing*.

**Laurel Aynne Cook** (2016), "Health Belief Model and Healthy Consumption: Toward an Integrated Model," *Journal of Food Products Marketing*, 4, 1-17.

Burton, Scot, **Laurel Aynne Cook**, Elizabeth Howlett, and Christopher Newman (2015), "Broken Halos and Shattered Horns: Overcoming the Biasing Effects of Prior Expectations through Objective Information Disclosure," *Journal of the Academy of Marketing Science*, 43 (2), 240-56.

Stanton, Julie V, and **Laurel Aynne Cook** (2015), "The Credibility of 'Locally Grown' Community-Supported Agriculture: Priorities and Perspectives of Consumers," Mark Lang and John Stanton (eds.), *Locally Sourced and Produced Foods*, Institute of Food Products Marketing.

**Cook, Laurel Aynne**, and Marie Yeh (2015), "Chapter 1: Overview of the Job Market Process," in *AMA Transitions Guide: Navigating the Progression from Doctoral Student to Marketing Professor* (ed.), American Marketing Association and AMA Doctoral Student SIG, 5-8 (ISBN: 87757-359-1)

**Cook, Laurel Aynne**, Scot Burton, and Elizabeth Howlett (2013), "Leaner Choices? The Potential Influence of the Inclusion of Nutrition Facts Panels on Consumer Evaluations and Choices of Ground Beef Products," *Journal of Public Policy & Marketing*, 32 (1), 97-115.

Stanton, Julie V. and **Laurel Aynne Cook** (2013), "Growing the 'Certified' Food Market: An Analysis of How Information Flows Influence Consumer Understanding of Ethical Food Choices," *Journal of Macromarketing*, 33 (4), 395.

**Cook, Laurel Aynne**, Scot Burton, and Elizabeth Howlett (2011), "Health Risk Factors and Their Effect on Consumers' Use of Nutrition Facts Panels," *Journal of Consumer Affairs*, 45 (Fall), 516-27.

## NATIONAL CONFERENCE PROCEEDINGS & PRESENTATIONS

**Cook, Laurel Aynne** and Amy R. Gavril (2024), “Children, Caregivers, and Community Members as Cocreators of Dark Design Solutions: Addressing Minors’ Digital Health Needs,” *Proceedings of the 2024 American Academy of Pediatrics National Conference*, Orlando, FL, September 27-October 1.

Majid, Kashef and **Laurel Aynne Cook** (2024), “Consumer Responses to Expiration Date–Based Pricing for Utilitarian vs. Hedonic Goods,” *2024 AMA Winter Educators’ Conference Proceedings*, Volume 35, St. Pete Beach, FL, February 23-25.

O’Connor, Genevieve and **Laurel Aynne Cook** (2024), “Service Failures and Recoveries: Missed Service Encounters in Healthcare,” *2024 Frontiers in Service Conference*, Amelia Island, FL, June 27-30.

Griffiths, Merlyn, **Laurel Aynne Cook**, Channelle James, Sarah Lefebvre and Andrea Scott (2024), “The Intersection of Artificial Intelligence and Brand Vulgarly in Contemporary Brand Storytelling,” *Proceedings of the 2024 Society for Marketing Advances Conference*, Tampa, FL, November 6-9.

**Cook, Laurel Aynne** (2023), “Dark Design in Apps and Websites for Minors: The Effects of Deceptive Patterns on Children’s Digital Well-Being,” Invited Presentation for the departments of Pediatrics, Behavioral Medicine, and Neuroscience, WVU Children’s Hospital [Pediatric Grand Rounds](#), October 11.

**Cook, Laurel Aynne** (2023), “How do Parents Respond to Deception in Apps/ Sites for Minors,” Invited Presentation for the Federal Trade Commission’s (FTC) Bureau of Consumer Protection and Office of International Affairs, Washington, DC, September 20.

**Cook, Laurel Aynne** (2023), “Exploring Parents’ Knowledge of Dark Design: The Effects of Deceptive Patterns on Children’s Digital Well-Being,” *2023 Digital Media and Developing Minds International Scientific Congress*, Abstract Booklet, Washington, DC, September 21-23.

Michael, Caitlin and **Laurel Aynne Cook** (2023), “The ‘Me’ in Advertisements: The Impact of Ad Content on Brand Evaluations and Consumer Well-Being,” *2023 AMA Winter Educators’ Conference Proceedings*, Volume 34, Nashville, TN, February 10-12.

Majid, Kashef, Marcus Leppanen, and **Laurel Aynne Cook** (2023), “Smartphone Usage: A Boon for Retail but a Drawback for Taste,” *2023 AMA Winter Educators’ Conference Proceedings*, Volume 34, Nashville, TN, February 10-12.

Gratz, Elizabeth T, **Laurel Aynne Cook**, and Emily Tanner (2022), “‘Cow-nterfeit’ Information: The Side Effects of Antibiotic-Free Milk Labeling Perspectives from Consumers and Suppliers,” *Proceedings of the 2022 Marketing & Public Policy Conference*, Austin, TX.

Ong, L. Lin, Alexa K. Fox, **Laurel Aynne Cook** (equal authorship), Claire Bessant, Pingping Gan, Mariea Grubbs Hoy, Emma Nottingham, Beatriz Pereira, and Stacey Barell Steinberg (2022), “Sharenting in an Evolving Digital World,” *2022 Marketing & Public Policy Conference*, Austin, TX.

Reshadi, Farnoush, M. Paula Fitzgerald, and **Laurel Aynne Cook** (2021), “Ripping Off the Band-Aid: Accelerating Repayment of Socially Unacceptable Debts,” *Proceedings of the 2021 Marketing & Public Policy Conference*, Online, June 24-25.

Lefebvre, Sarah, Merlyn Griffiths, Andrea Scott, Chanelle James, and **Laurel Aynne Cook** (2021), “Isn’t that offensive?! Consumer Perceived Ethicality of Brand Vulgarly,” *Proceedings of the 2021 Society for Marketing Advances Conference*, Lake Buena Vista, FL, November 3-6.

Griffiths, Merlyn, Sarah Lefebvre, **Laurel Aynne Cook**, Chanelle James, and Andrea D. Scott (2020), “Brand Vulgarly: The Impact on Reputation, Image, and Corporate Social Responsibility,” *From Micro to Macro: Dealing with Uncertainties in the Global Marketplace: Proceedings of the 2020 Academy of Marketing Science*, Online, December 14-19.

**Cook, Laurel Aynne**, Merlyn Griffiths, Sarah Lefebvre, Andrea Scott, and Chanelle James (2020), “Pushing the Envelope? The Intersection of Brand Vulgarly and Trademark Law,” *Proceedings of the 2020 Marketing & Public Policy Conference*, Online, May 28–29.

Vandover, Chance, Julie V. Stanton, and **Laurel Aynne Cook** (2019), “County-level Agricultural Marketing Labels: Value Proposition or Unwelcome Burden?,” *2019 Marketing & Public Policy Conference*, Washington D.C.

**Cook, Laurel Aynne**, William Northington, and Jacob Hiler (2018), “Consumers Who Collaborate With the Firm, but Against Each Other: An Abstract,” In: Ford, J. (eds) *Finding New Ways to Engage and Satisfy Global Customers: Proceedings of the 2018 Academy of Marketing Science (AMS) World Marketing Congress* (WMC), Porto, Portugal. Springer, Cham, pages 898-9.

Griffiths, Merlyn, Chanelle James, **Laurel Aynne Cook**, Sarah Lefebvre, and Andrea D. Scott (2017), “When the name is rude: Exploring the Influence of Brand Vulgarly on Brand Personality,” *2017 AMA Summer Educators’ Conference Proceedings*, Volume 28, page B-43.

**Cook, Laurel Aynne** and Elvira Kizilova (2017), “Direct and Indirect Processing Effects of Front-of-Package Labels,” *Proceedings of the 2017 Marketing & Public Policy Conference*, Washington D.C., Volume 27, pages 45-46.

Lefebvre, Sarah, **Laurel Aynne Cook**, and Merlyn Griffiths (2017), “Genetic Engineering: The Influence of Disclosure and Food Type on Consumer Perceptions and Purchase Intentions,” *2017 AMA Winter Educators’ Conference Proceedings*, Volume 28, Special Session.

**Cook, Laurel Aynne** and Raika Sadeghein (2017) “The Effects of Perceived Scarcity on Financial Decision-Making,” *Proceedings of the 2017 Robert Mittelstaedt Doctoral Symposium*, pages 267-68.

**Cook, Laurel Aynne** (2017), “Shared-Value or Mere Commercialization? Factors That Influence Perceptions of Collaborative Product Development: An Abstract,” In: Stieler M. (eds) *Creating Marketing Magic and Innovative Future Marketing Trends. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham, pages 1401-02.

**Cook, Laurel Aynne** and Raika Sadeghein (2016), “The Effects of Perceived Scarcity on Financial Decision-Making,” *Proceedings of the 2016 Marketing & Public Policy Conference*, San Luis Obispo, CA, Volume 26, pages 66-67.

Sadeghein, Raika, Paula M. Fitzgerald, and **Laurel Aynne Cook** (2016), “Working for the Man without Pay: An Initial Investigation of Consumer Perceptions of Effort,” *2016 AMA Winter Educators’ Conference Proceedings*, Volume 27, pages 454-5.

Griffiths, Merlyn, Sarah Lefebvre, **Laurel Aynne Cook**, and Channelle James (2016), "Pluralist Masculinity: New Sexuals in Male Marketing," in the 2016 Atlantic Marketing Association Proceedings.

**Cook, Laurel Aynne**, Raika Sadeghein, and Kyle Fitzgerald (2015), "Payday Loans and the Perfect Storm of Triple Scarcity," *Proceedings of the 2015 Marketing & Public Policy Conference*, Washington D.C., Volume 25, pages 80-1.

Stanton, Julie V. and **Laurel Aynne Cook** (2015), "Label Heuristics or Detailed Processing? Choice Factors for Alternative Foods," *Proceedings of the 40<sup>th</sup> Annual Macromarketing Conference- Marketing as Provisioning Technology*, pages 394-7.

**Cook, Laurel Aynne** and Cassandra Davis (2014), "Health-Related Product Fluency and the Role of Deprivation," in *Advances in Marketing: Transformational Marketing*, Rebecca VanMeter and Jeri Weiser, Editors. New Orleans, LA: Society for Marketing Advances, 126-7.

Lefebvre, Sarah, **Laurel Aynne Cook**, and Merlyn Griffiths (2014), "Consumer Perceptions of Genetically Modified Foods: A Mixed-Method Approach," *2014 AMA Summer Educators' Conference Proceedings*, Volume 25, pages 124-5.

**Cook, Laurel Aynne** and Ronn J. Smith (2014), "Improving Online Credibility through Collaborative Product Development," *Proceedings of the 2014 Marketing & Public Policy Conference*, Vol 24, 56-7.

**Cook, Laurel Aynne** (2014), "Collaborative Product Development as a Positive Difference in Online Credibility," *Proceedings of the 2014 Conference for Positive Marketing*, New York, NY.  
**[BEST PAPER AWARD]**

**Cook, Laurel Aynne** and Ronn J. Smith (2013), "Are You One of Us? Regaining Online Credibility through Collaborative Product Development," in *NA- Advances in Consumer Research*, Volume 41, Simona Botti and Aparna Labroo, Editors. Duluth, MN: Association for Consumer Research, 820.

**Cook, Laurel Aynne** and Ronn J. Smith (2013), "Regaining Online Credibility: Product Collaboration and C2C Communications," in *Annals of the Society for Marketing Advances*, Volume 2, pages 38-9.  
**[BEST PAPER AWARD]**

Lefebvre, Sarah and **Laurel Aynne Cook** (2013), "Transgenic Foods: Animal Versus Plant Product Consumer Perceptions," in *Annals of the Society for Marketing Advances*, Volume 2, pages 116-17.

**Cook, Laurel Aynne** (2013) "Putting the 'Us' in Trust: The Role of Consumer Collaboration in Online Communication," *Proceedings of the 2013 Robert Mittelstaedt Doctoral Symposium*, pages 193-216.

Burton, Scot, Elizabeth Howlett, and **Laurel Aynne Cook** (2013), "Broken Halos and Shattered Horns," *2013 AMA Winter Educators' Conference Proceedings*, Volume 24, pages 72-73.

**Cook, Laurel Aynne**, Ronn J. Smith, and Yao Jin (2013), "CSR Dimensional Inequality," *2013 AMA Winter Educators' Conference Proceedings*, Volume 24, pages 80-81.

**Cook, Laurel Aynne** (2013) "The Role of Consumer Collaboration in Online Communication," *Proceedings of the 2013 Southeast Marketing Symposium*. (Baton Rouge, LA), page 2.

**Cook, Laurel Aynne** (2012), "The Food Consumption Environment: Incentives for Using a Neuroscience Paradigm," in *Annals of the Society for Marketing Advances*, Volume 1, pages 298-299.

## TEACHING EXPERIENCE

### West Virginia University (2024 – present) Students' Perception of Teaching (SPOT)

Semester	Modality	# of Students (% responding)	Q1	Q2	Q3	Q4	Q5	Q6	Q7
Fall 2024	F2F	53 (69.8%)	91.9%	89.2%	75.7%	97.3%	81.1%	97.3%	94.6%
<i>Consumer Behavior</i>									

Q1 = "The manner in which concepts were presented was..." (% "beneficial")

Q2 = "The methods the instructor used to present information were..." (% "beneficial")

Q3 = "The variety of assessment methods used by the instructor that determine the overall grade was..." (% "beneficial")

Q4 = "The instructor response to questions was..." (% "beneficial")

Q5 = "The ways that my instructor let me know how well I was doing in this course was..." (% "beneficial")

Q6 = "The way the instructor kept an up-to-date grade book on eCampus was..." (% "beneficial") **OPTIONAL Q**

Q7 = "The way in which course content relevance was connected to everyday life/the world beyond the classroom was..." (% "beneficial") **OPTIONAL Q**

### West Virginia University (2014 – 2024) Student Evaluation of Instruction (SEI)

Semester	Modality	# of Students (% responding)	Q1	Q2	Q3	Evaluation (average)	College (avg / 5.0)
Spring 2024	F2F	54 (55.6%)	4.77	4.64	4.44	<b>4.61</b> / 5.0	4.26
<i>Online Marketing Analytics</i>							
Spring 2023	F2F	65 (36.9%)	4.86	4.69	4.64	<b>4.73</b> / 5.0	4.28
<i>Online Marketing Analytics</i>							
Fall 2022	F2F	10 (13%)	4.52	4.40	4.00	<b>4.31</b> / 5.0	4.27
<i>Consumer Behavior</i>							
Fall 2022	F2F	8 (27%)	4.38	4.13	3.75	<b>4.08</b> / 5.0	4.27
<i>Online Marketing Analytics</i>							
Summer 2022	ONL	2 (5%)	5.00	4.00	4.50	<b>4.50</b> / 5.0	4.33
<i>Consumer Behavior</i>							
Spring 2022	ONL	7 (88%)	4.12	4.11	3.83	<b>4.02</b> / 5.0	4.27
<i>Advanced Research Ph.D. Seminar</i>							
Spring 2022	ONL	42 (53.9%)	4.78	4.47	4.15	<b>4.47</b> / 5.0	4.27
<i>Online Marketing Analytics</i>							
Fall 2021	ONL	9 (33.3%)	4.56	4.44	4.11	<b>4.37</b> / 5.0	4.19
<i>Online Marketing Analytics</i>							
Fall 2021	ONL	28 (34.1%)	4.27	4.15	3.59	<b>4.00</b> / 5.0	4.19
<i>Consumer Behavior</i>							
Summer 2021	ONL	11 (28.9%)	4.53	4.34	4.34	<b>4.16</b> / 5.0	4.38
<i>Consumer Behavior</i>							

Spring 2021 <i>Online Marketing Analytics</i>	ONL	53 (67.1%)	4.65	4.58	4.20	<b>4.48</b> / 5.0	4.23
Fall 2020 <i>Consumer Behavior</i>	ONL	38 (46.9%)	4.61	4.42	3.69	<b>4.24</b> / 5.0	4.14
Summer 2020 <i>Consumer Behavior</i>	ONL	6 (20.0%)	4.61	4.33	4.56	<b>4.50</b> / 5.0	4.17
Spring 2020 <i>Advanced Research Ph.D. Seminar</i>	HYB	5 (100%)	4.47	4.80	4.20	<b>4.49</b> / 5.0	4.29
Spring 2020 <i>Online Marketing Analytics</i>	HYB	41 (68.3%)	4.64	4.37	4.70	<b>4.57</b> / 5.0	4.29
Fall 2019 <i>Consumer Behavior</i>	F2F	61 (67.8%)	4.80	4.65	4.27	<b>4.57</b> / 5.0	4.27
Spring 2019 <i>Online Marketing Analytics</i>	F2F	61 (80.3%)	4.79	4.81	4.51	<b>4.70</b> / 5.0	4.21
Fall 2018 <i>Consumer Behavior</i>	F2F	42 (76.2%)	4.82	4.34	4.47	<b>4.54</b> / 5.0	4.19
Spring 2018 <i>Online Marketing Analytics</i>	F2F	38 (67.6%)	4.76	4.78	4.76	<b>4.77</b> / 5.0	4.23
Fall 2017 <i>Consumer Behavior</i>	F2F	68 (87.2%)	4.74	4.37	4.21	<b>4.44</b> / 5.0	4.12
Spring 2017 <i>Online Marketing Analytics</i>	F2F	19 (82.6%)	4.78	4.74	4.61	<b>4.71</b> / 5.0	4.06
Fall 2016 <i>Buyer Behavior</i>	F2F	78 (88.5%)	4.60	4.64	4.38	<b>4.54</b> / 5.0	4.03
Spring 2016 <i>Principles of Marketing</i>	F2F	293 (55.6%)	3.0	3.06	3.01	<b>3.02</b> / 5.0	3.01
Fall 2015 <i>Principles of Marketing</i>	F2F	273 (44.7%)	3.43	3.08	3.28	<b>3.26</b> / 5.0	3.01
Spring 2015 <i>Buyer Behavior</i>	F2F	35 (91.4%)	4.81	4.56	4.53	<b>4.63</b> / 5.0	3.95
Fall 2014 <i>Buyer Behavior</i>	F2F	76 (92.1%)	4.57	3.58	3.70	<b>3.95</b> / 5.0	3.87

Q1 = "The instructor's overall teaching effectiveness was..." (endpoints of "excellent" and "poor")

Q2 = "The overall quality of this course was..." (endpoints of "excellent" and "poor")

Q3 = "Overall, my learning in this course was..." (endpoints of "excellent" and "poor")

F2F = Face-to-face (i.e., in-person) course instruction

HYB = Hybrid (i.e., a mix of in-person and online) course instruction

ONL = Online [i.e., virtual and either synchronous (fall and spring semesters) or asynchronous (summer semesters)] course instruction

**University of Arkansas (2011 – 2014)**

Semester	# of Students	Q1	Q2	Q3	Q4	Q5	Evaluation (average)	College (avg / 5.0)
Spring 2014 <i>Marketing Research</i>	50	4.82	4.73	4.89	4.82	4.58	<b>4.77</b> / 5.0	4.40
Summer 2013 <i>Marketing Research</i>	14	4.92	4.92	5.0	5.0	4.92	<b>4.95</b> / 5.0	4.53
Spring 2013 <i>Marketing Research</i>	27	4.78	4.96	5.0	4.91	4.70	<b>4.87</b> / 5.0	4.38
Fall 2012 <i>Intro to Marketing Strategy</i>	40	4.91	4.77	4.91	4.91	4.73	<b>4.85</b> / 5.0	4.39
Spring 2012 <i>Intro to Marketing Strategy</i>	59	4.53	4.58	4.81	4.61	4.42	<b>4.59</b> / 5.0	4.32
Fall 2011 <i>Intro to Marketing Strategy</i>	49	4.38	4.33	4.57	4.17	4.0	<b>4.29</b> / 5.0	4.39

## SERVICE

2024, Editorial Review Board member, Consumer Behavior & Wellbeing, *Journal of Business Research*

2024, Editorial Advisory Board member, *Journal of Social Impact in Business Research*

2024, WV Public Education Collaborative K-12 Speakers [Bureau member](#)

2024, Ad-hoc Reviewer, *Journal of Business Research* and the *Journal of Service Research*

2023, Track Chair, Transformative Consumer Research (TCR) Conference, [Track 2.9](#) “The Effects of Dark Design on Children’s Digital Well-Being and Its Implications for Sharenting (Royal Holloway, University of London)

2023, Ad-hoc Reviewer, *Journal of Public Policy & Marketing*, *Journal of Business Research*, *Journal of Consumer Marketing*, and the *Journal of Consumer Affairs*

2023, Association of Internet Researchers (AoIR) Doctoral Colloquium Faculty

2022, Ad-hoc Reviewer, *Journal of Business Research*, *Journal of Public Policy & Marketing*, *Journal of Services Marketing*, and the *Journal of Consumer Affairs*

2022, Presenter, Dark Design and Children (WVU [Media Day](#); 10/17)

2022, Presenter, Marketing and Cybersecurity Awareness (NASDAQ; 10/13)

2021, Track Chair, Transformative Consumer Research (TCR) Conference, Track 1-10 “Sharenting” in a Pandemic: the Intersection of Online Connection and Consumer Vulnerability (Hosted [online](#) by the McIntire School of Commerce at the University of Virginia)

2021, Ad-hoc Reviewer, *Journal of Services Research*, *Journal of Public Policy & Marketing*, *Journal of Services Marketing*, *Journal of Consumer Affairs*, *Journal of Consumer Marketing*

2021, Presenter, Financial Disparities Panel, Chambers College of Business (WVU)





2020, Ad-hoc Reviewer, *Journal of Consumer Marketing*, the *Journal of Service Research*, *Journal of Services Marketing*, *Journal of Consumer Affairs*, and the *Journal of the Association for Consumer Research*

2020, Track Chair, Society for Marketing Advances, Videography (Fort Worth, TX)

2019 Ad-hoc Reviewer, *Journal of Business Research*, *Journal of Consumer Affairs*, *Journal of Consumer Marketing*, and the *Journal of Public Policy & Marketing*

2019, Track Chair, Society for Marketing Advances, Public Policy, Non-Profit, & Healthcare Marketing (New Orleans, LA)

2018 Ad-hoc Reviewer, *Journal of Service Research*, *Journal of Public Policy & Marketing*, *British Food Journal*, *Journal of Business Research*, *Journal of Consumer Affairs*, & the *Journal of Advertising*

2018 Track Chair, Society for Marketing Advances, Public Policy Track (West Palm Beach, FL)

2017 Reviewer, *Journal of Public Policy & Marketing* Special Issue on Food and Consumer Well-Being

2017 Reviewer, *Journal of Business Research* Special Issue on Transformative Consumer Research

2017 Track Chair, Society for Marketing Advances, Public Policy Track (Louisville, KY)

2017 Reviewer, Academy of Marketing Science 2017 Conference, Public Policy/Nonprofits Track

2017-18 Faculty Advisor, American Marketing Association WVU Collegiate Chapter Organization

2016 Reviewer, Marketing Management Association 2016 Conference, Public Policy Track

2016 Dissertation Proposal Reviewer, Society for Marketing Advances Competition

2015 Reviewer, Academy of Marketing Science 2015 Conference, Public Policy/CSR/Ethics Track

2015 Dissertation Proposal Reviewer, Society for Marketing Advances Competition

2015 Reviewer, AMA Marketing and Public Policy 2015 Conference

2014 Session Chair, AMA Marketing and Public Policy 2014 Conference

2014 Reviewer, *Transportation Journal* for the Air Transport Research Society

## PROFESSIONAL AFFILIATIONS

Academy of Marketing Science [[AMS-web.org](http://AMS-web.org)]

American Council on Consumer Interests [[ConsumerInterests.org](http://ConsumerInterests.org)]

American Marketing Association [[AMA.org](http://AMA.org)]

Association for Consumer Research [[ACRwebsite.org](http://ACRwebsite.org)]

Association of Internet Researchers [[aoir.org/](http://aoir.org/)]

Association of North America Higher Education International [[anahei.org](http://anahei.org)]

National Center for Faculty Development and Diversity [[Ncfdd.org](http://Ncfdd.org)]

Society for Consumer Psychology [[MySCP.org](http://MySCP.org)]

Society for Marketing Advances [[MarketingAdvances.org](http://MarketingAdvances.org)]

The PhD Project [[PhDProject.org](http://PhDProject.org)]

## HONORS & AWARDS

- 2023, WVU Outreach Award from the Department P&T Committee
- 2023, WVU Football Guest Coach- Homecoming Game October 21<sup>st</sup>
- 2022, Transformative Consumer Research (TCR) Competitive Research Grant (\$2,500)
- 2022, BSB Exelon Research Competitive Grant, Dominican University; with Dr. Elvira Kizilova (\$2,000)
- 2021, WVU Service Award from the Department P&T Committee and ‘Distinction in Service’ Nomination (Dean’s Award)
- 2020, ‘Distinction in Outreach’ Nomination (Dean’s Outreach Award)
- 2020, ‘Best In Class Professor’ Award In Recognition of Teaching Excellence (WebFX)
- 2019, Harold & Muriel Berkman Charitable Foundation Competitive U.S. Research Grant (\$1,610)
- 2019, AMA “Higher Education Marketer of the Year” and “Annual Award for Responsible Research in Marketing” Award Nominations
- 2019, Digital Learning Innovation Award, University Competition (\$500)
- 2019, WVU College of Business & Economics Competitive Summer Research Grant (\$13,000)
- 2019, WVU College of Business & Economics Competitive Survey Research Grant Award (\$970)
- 2018, WVU Teaching Award from the Department P&T Committee and ‘Distinction in Teaching’ Nomination (Dean’s Teaching Award)
- 2018, WVU College of Business & Economics Competitive Summer Research Grant (\$13,000)
- 2018, WVU College of Business & Economics Competitive Survey Research Grant Award (\$737)
- 2017, WVU Research Award from the Department P&T Committee and ‘Distinction in Research’ Nomination (Dean’s Research Award)
- 2017, WVU College of Business & Economics Competitive Survey Research Grant Award (\$2,766)
- 2016, Beta Gama Sigma Business Honor Society, Professor of the Year Award (student votes)
- 2016, WVU College of Business & Economics Competitive Survey Research Grant Award (\$1,080)
- 2015, Emerging Scholar Award Nomination, American Marketing Association, Marketing & Society SIG
- 2014, WVU College of Business & Economics Competitive Survey Research Grant Award (\$825)
- 2014, Conference for Positive Marketing “Best Doctoral Paper” Award
- 2014, AMA Marketing & Public Policy Doctoral Consortium Fellow/ Competitive Application
- 2013 - 2014, Robert W. Bell Memorial Scholarship
- 2013, Doctoral Dissertation Proposal National Competition Winner, Society for Marketing Advances
- 2013, “Best Paper in Consumer Behavior Track” Award, Society for Marketing Advances
- 2013 – 2014, Network of Executive Women (NEW) Dissertation Scholarship \$5K Award
- 2013, AMA Sheth Foundation Doctoral Consortium Fellow, University of Michigan
- 2013, William O. Bearden Doctoral Student Research Award for Dissertation Proposal
- 2013, AMA Marketing & Public Policy Doctoral Consortium Fellow, Washington, DC
- 2012, AMA Marketing & Public Policy Doctoral Symposium Grant Recipient/Competitive Application
- 2010 – 2014, Doctoral Academy Fellowship, Walton Family Charitable Support Foundation

## INDUSTRY EXPERIENCE

### **Black & Decker**

*Associate Brand Manager* (2003 – 2009), Jackson, TN

Managed the development of multiple product launches for DELTA Machinery and PORTER-CABLE, divisions of Black & Decker. Successful product launches involved budget planning, photography, the development of collateral and point of purchase materials, video production and editing, website development, advertising campaigns, and a series of marketing internal and external communication plans. Other highlights include the management of the first PCD full-line catalog. The dual catalog was an integral part in the “REVOLUTION” communications campaign to co-market these brands. Event planning included PORTER-CABLE’s 100th anniversary celebration, the “REVOLUTION” launch event at a national trade show, the Unisaw launch event at the Jackson manufacturing facility, and multiple product launch events at the major woodworking trade shows. The newest development for these brands was a national social media campaign (2009) - a first in the power tool industry.

### **Pentair Tool Group**

*Marketing & Advertising Associate* (2003 – 2004), Jackson, TN

Marketing responsibilities included the organization and distribution of the DELTA Machinery quarterly sales communications for new products, pricing, and promotions. Print materials for this communication were sent to the sales force and all distributors. This position was transferred to Black & Decker when the company was purchased in October of 2004.

## SKILLS & CERTIFICATIONS

### **Research Design, Statistics, & Analyses**

AMOS 26 Graphics  
 CITI Conflicts of Interest Training (No Expiry)  
 CITI Human Research Basic Training  
 CITI Social & Behavioral Responsible Conduct of Research (No Expiry)  
 IBM SPSS Statistics 29  
 Inquisit by Millisecond Qualtrics Research Suite  
 LIWC2015 Content Analysis  
 Python 3.12.8  
 QSR NVivo 13

### **Graphics & Web Design**

Adobe Express  
 Adobe InDesign  
 Adobe Illustrator  
 Adobe Photoshop  
 Clean Slate4 Web Designer

Screencast-O-Matic Video Editor  
 Xara Web Designer Premium

### **Digital Marketing**

Google Ads Certified, Search Marketing  
 Google Ads Certified, Video Marketing  
 Google Ads Certified, Creative  
 Google Analytics Certified  
 HubSpot Inbound Marketing Certified  
 Hootsuite Platform Certified  
 LinkedIn Advertising Certified

### **Professional**

Acrobat X Pro  
 Green belt Six Sigma (6σ) Quality Training  
 National Center for Faculty Development and Diversity member  
 Respondus 4.0