

# Emily C. Tanner

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## Education

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Ph.D., Marketing, Oklahoma State University, July 2016

B.B.A., Marketing, Texas Christian University, May 2005

## Research Focus

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- Exchange relationship formation and management
- Institutional and policy influences on relationships
- Role of emotion in marketing relationship

## Journal Publications

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Mohan, Mayoor, **Emily C. Tanner**, Kevin E. Voss, Yong-Ki Lee (2019), "Integrating Reciprocity into a Social Exchange Model of Inter-Firm B2B Relationships," *Journal of Business and Industrial Marketing*.

**Tanner, Emily C.** and Lixun Su (2019), "Reducing Perceived Vulnerability to Increase Utilization of Nonprofit Services," *Journal of Services Marketing*, 33 (3), 344-355.

Tanner, John F. and **Emily C. Tanner** (2018), "Fairytale Don't Come True: The Impact of Aspirational Distance on Teen Pregnancy Prevention Messages," *Journal of Public Policy & Marketing*.

**Tanner, Emily C.**, John F. Tanner Jr., and Kirk Wakefield (2015), "Panacea or Paradox? The Moderating Role of Ethical Climate," *Journal of Personal Selling and Sales Management*, 35 (2), 175-190.

## Selected Research in Progress

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**Tanner, Emily C.** Richard J. Vann, and Elvira Kizilova, "Consumers Perception of Health Care Access" Manuscript Under Review to *Journal of Public Policy and Marketing*.

Su, Lixun and **Emily C. Tanner**, *A Culture of Vulnerability: How Culture Keeps Consumers Vulnerable;*" Writing Manuscript for submission to *European Journal of Marketing*.

**Tanner, Emily C.** and Paula M. Fitzgerald, Elizabeth T. Gratz, and Natalie Marquart, "It's my Party and I'll Cry if I want to: Self-Identity in Volatile Political Times," Writing Manuscript for submission to *Journal of Public Policy and Marketing*.

**Tanner, Emily C.**, Steven W. Rayburn, Sidney L. Anderson and Lixun Su, "Provider Captive Service Environments and the Impact on Physicians;" Data Collection in Progress.

Cook, Laurel Aynne, Elizabeth T. Gratz, **and Emily C. Tanner**, "Cow-nterfeit Information: The Side Effects of Antibiotic-Free Milk Labeling" Work in Progress.

Caretta, Martina Angela, **Emily C. Tanner**, and Cheyenne Luzynski, “Accidental Activism: An Analysis of How Women’s Rights Activist Faculty in West Virginia Work to Overcome Ideological Polarization,” Work in Progress.

Su, Lixun, **Emily C. Tanner**, and Raika Sadeghein, “Netnography of Financial Vulnerability on Reddit” Work in Progress.

**Tanner, Emily C.**, Aaron Arndt, Mohammad Sakif Amin, “Effect of Stereotype Threat on Salespeople,” Work in Progress.

### **Conference Proceedings and Presentations**

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Cook, Laurel Aynne, Elizabeth T. Gratz, **and Emily C. Tanner**, “Cow-nterfeit Information: The Side Effects of Antibiotic-Free Milk Labeling,” Paper to be presented at the annual Society for Marketing Advances Annual Conference, November 1-3, 2018.

**Tanner, Emily C.** Richard J. Vann, and Elvira Kizilova, “Consumers Perception of Health Care Access;” Paper to be presented at the annual Society for Marketing Advances Annual Conference, November 1-3, 2018.

Su, Lixun and **Emily C. Tanner**, *A Culture of Vulnerability: How Culture Keeps Consumers Vulnerable;*” Paper presented at the annual Society for Marketing Advances Annual Conference, Louisville, KY, November 8-10, 2017.

Tanner, John F, and **Emily C. Tanner**, “*Vulnerability and Adoption of Risk Avoidance/Reduction Strategies: The Impact of Aspirational Distance and Counter-Norms;*” Paper presented at the annual Society for Marketing Advances Annual Conference, Louisville, KY, November 8-10, 2017.

**Tanner, Emily C.**, Steven W. Rayburn, Sidney L. Anderson and Lixun Su, “*Provider Captive Service Environments and the Impact on Physicians;*” Paper presented at the annual Frontiers in Service, New York, NY, June 22-25, 2017

**Tanner, Emily C.**, “*Wandering in the Insurance Desert: Consumer Implications of Lack of Choice on State Health Insurance Exchanges;*” Paper presented at the annual Marketing and Public Policy Conference, Washington, D.C., June 1-3, 2017

**Tanner, Emily C.**, “*The Ties that Bind: Exploring the Influence of Emotion Exchange on Salesperson-Manager Rapport;*” Paper presented at the National Conference in Sales Management, St. Louis, MO, April 19-22, 2017.

**Tanner, Emily C.**, “Understanding the Battle to Win the War: Explorations into the Relationships between NGOs and the Communities They Serve”; Paper presented at the annual Society for Marketing Advances Annual Conference, New Orleans, LA, November 4-8, 2014.

**Tanner, Emily C.**, Kirk Wakefield, and John F. Tanner, “The Choice: Lasting Effects of Reasons for Salesperson’s Job Selection”; Paper presented at the annual Society for Marketing Advances Annual Conference, New Orleans, LA, November 4-8, 2014.

**Tanner, Emily C.** and Steven Rayburn, “Power and Self-Concept for Physicians in Provider Captive Service Environments”; Paper presented at the annual AMA Marketing and Public Policy Conference, Boston, MA, June 5-7, 2014.

Allison, Lee; Yushan Huang, and **Emily C. Tanner**, “Liking, Sharing, Favorite-ing: Social Capital Gains in Social Commerce.” Paper presented at the annual Society for Marketing Advances, Hilton Head, SC, October 30-November 2, 2013.

Rayburn, Steven and **Emily C. Tanner**, “Playing with a Double-edged Sword: Dual Captive Service Environments and the Impact on Relationships.” Paper presented at the annual Society for Marketing Advances, Hilton Head, SC, October 30-November 2, 2013.

**Tanner, Emily C.** “You’re Fired! Pay for Performance Programs’ Impact on Physician Treatment Decisions Regarding Patient Populations.” Paper presented at the annual American Marketing Association’s Winter Educators Conference, Las Vegas, Nevada, February 15-17, 2013.

### **Awards and Recognition**

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Marketing Department Award for Service Contribution, WVU (2017)

Watson Doctoral Fellow, Oklahoma State University (2015)

Free Enterprise Graduate Scholar, Oklahoma State University (2014)

Robert Mittelstaedt Doctoral Symposium Presenter (2014)

Marketing and Public Policy Workshop and Doctoral Symposium Participant (2012, 2014)

Robert Mittelstaedt Doctoral Symposium Discussant (2012)

### **Service**

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Behavioral Lab Administrator, Oklahoma State University (2013-2014)

#### *Review Activity:*

European Journal of Marketing (2014, 2017, 2018, 2019)

Journal of Public Policy and Marketing (2018)

Journal of Business Ethics (2016, 2018)

Marketing Education Review (2016, 2017)

Global Sales Science Institute (2018)

National Conference of Sales Management (2017)

Academy Marketing Science Annual Conference (2014)

Marketing and Public Policy Conference, American Marketing Association (2014, 2015)

AMA Winter Educators Conference, American Marketing Association (2014, 2015)

AMA Summer Educators Conference, American Marketing Association (2012, 2017)

## **Teaching Interests**

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Marketing Principles	Promotions
Sales and Sales Management	Marketing and Society

## **Professional Affiliations**

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Member, American Marketing Association  
Member, Society for Marketing Advances

## **Professional Experience**

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2011- Present	Managing Partner, Attic Birds, LLC	Dallas, TX
2005 – 2011	Sales Director, Research Now	Dallas, TX
2005 – 2005	Independent Consultant	Dallas, TX