



Laurel Aynne Cook, Ph.D.

College of Business & Economics

West Virginia University

1601 University Avenue, B&E 203

Morgantown, WV 26505

ACADEMIC POSITIONS

Assistant Professor of Marketing, West Virginia University, College of Business & Economics
(August 2014 – Present)

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

The products of the most fruitful research projects introduce new propositions, frameworks, or results that do more than merely add to the body of knowledge. In my research, then, I strive to offer the reader a new perspective about marketing phenomena in a manner that provokes a continuing stream of discourse. As most of my research concerns a number of social phenomena, I am interested in the following four primary streams of research: (1) Health and Financial Well-Being; (2) Consumer Collaboration and Competition; (3) Effort and Perceptions of Fairness; and (4) Social Responsibility.

ARTICLES & BOOK CHAPTERS

PUBLISHED

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*, in press.

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

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, Channelle James, **Laurel Aynne Cook**, Sarah Lefebvre, and Andrea D. Scott (2017), "When the name is rude: Exploring the Influence of Brand Vulgarity 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: Stielor 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 40th Annual Macromarketing Conference- Marketing as Provisioning Technology: Integrating Perspectives on Solutions for Sustainability, Prosperity, and Social Justice*, 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*, Volume 24, pages 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: The Moderating Effect of Objective Disclosure Information and Product Category Health Expectations,” *2013 AMA Winter Educators’ Conference Proceedings*, Volume 24, pages 72-73.

Cook, Laurel Aynne, Ronn J. Smith, and Yao Jin (2013), “CSR Dimensional Inequality: The Impact of Corporate Social Responsibility Performance,” *2013 AMA Winter Educators’ Conference Proceedings*, Volume 24, pages 80-81.

Cook, Laurel Aynne, Ronn J. Smith, and Yao Jin (2012), “Willing to Pay for a Better Brand: Consumer Responses to CSR Performance Scores,” *2012 AMA Summer Educators’ Conference Proceedings*, Volume 23, pages 262-263.

Cook, Laurel Aynne (2012), “Evolutions in the Labeling Argument for Transgenic Food Products: Public Policy Implications for the AquAdvantage Salmon,” in *Annals of the Society for Marketing Advances*, Volume 1, pages 95-96.

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.

Jin, Yao, Ronn J. Smith, and **Laurel Aynne Cook** (2012), “A Race to the Bottom? Consumer Responses to Human Rights Performance,” *2012 AMA Marketing and Public Policy Conference Proceedings*, Volume 22, pages 61-62.

Cook, Laurel Aynne, Scot Burton, and Elizabeth Howlett (2012), “What’s Your Beef? The Effects of Ground Beef Nutrition Information Provision and Lean/Fat Framing,” *2012 AMA Winter Educators’ Conference Proceedings*, Volume 23, pages 134-135.

Cook, Laurel Aynne and Scot Burton (2011), “Morbidity and Nutrient Information Use Relationships: How Do Health Risk Combinations Impact Consumer Reference to Related and Unrelated Nutrients in the Nutrition Facts Panel?,” *2011 AMA Marketing and Public Policy Conference Proceedings*, Volume 21, pages 40-41.

TEACHING EXPERIENCE

Semester West Virginia University	# of Students (% responding)	Q1	Q2	Q3	Evaluation (average)	College (avg / 5.0)
Fall 2019 <i>Consumer Behavior</i>	61 (67.8%)	4.80	4.65	4.27	4.57 / 5.0	4.27
Spring 2019 <i>Online Marketing Analytics</i>	61 (80.3%)	4.79	4.81	4.51	4.70 / 5.0	4.21
Fall 2018 <i>Consumer Behavior</i>	42 (76.2%)	4.82	4.34	4.47	4.54 / 5.0	4.19
Spring 2018 <i>Online Marketing Analytics</i>	38 (67.6%)	4.76	4.78	4.76	4.77 / 5.0	4.23
Fall 2017 <i>Consumer Behavior</i>	68 (87.2%)	4.74	4.37	4.21	4.44 / 5.0	4.12
Spring 2017 <i>Online Marketing Analytics</i>	19 (82.6%)	4.78	4.74	4.61	4.71 / 5.0	4.06
Fall 2016 <i>Buyer Behavior</i>	78 (88.5%)	4.60	4.64	4.38	4.54 / 5.0	4.03
Spring 2016 <i>Principles of Marketing</i>	293 (55.6%)	3.0	3.06	3.01	3.02 / 5.0	3.01
Fall 2015 <i>Principles of Marketing</i>	273 (44.7%)	3.43	3.08	3.28	3.26 / 5.0	3.01
Spring 2015 <i>Buyer Behavior</i>	35 (91.4%)	4.81	4.56	4.53	4.63 / 5.0	3.95
Fall 2014 <i>Buyer Behavior</i>	76 (92.1%)	4.57	3.58	3.70	3.95 / 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")

Semester University of Arkansas	# 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	4.77 / 5.0	4.40
Summer 2013 <i>Marketing Research</i>	14	4.92	4.92	5.0	5.0	4.92	4.95 / 5.0	4.53
Spring 2013 <i>Marketing Research</i>	27	4.78	4.96	5.0	4.91	4.70	4.87 / 5.0	4.38
Fall 2012 <i>Intro to Marketing Strategy</i>	40	4.91	4.77	4.91	4.91	4.73	4.85 / 5.0	4.39

Not Included: Fall 2011 (49 Students; 4.29/5.0 Evaluation); Spring 2012 (59 Students; 4.59 / 5.0 Evaluation)

Invited Lectures for the University of Arkansas

Spring 2014: Mediated Moderation and Hayes' PROCESS SPSS Macro
Multivariate Research Methods, Dr. Scot Burton (PhD Seminar)

Fall 2013: Unconscious Thought Theory and the Elaboration Likelihood Model
Innovation and Creativity, Dr. Charles Leflar (Master of Business Administration class)

November 2012: Comparing Theories of Information Processing
Special Topics, Dr. Charles Leflar (Master of Accountancy class)

October and November 2012: Research Techniques using Qualtrics and Amazon Mechanical Turk
Consumer and Market Research, Dr. Scot Burton (Master of Business Administration class)

SERVICE

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

2013 Reviewer, AMA Winter Educators' 2014 Conference

2013 Reviewer, Society for Marketing Advances 2013 Conference

2013 Reviewer, Association for Consumer Research Annual North American 2013 Conference

2012 Reviewer, AMA Winter Educators' 2013 Conference

2012-2011 Vice Chair of Membership Insights, American Marketing Association Doctoral Student Special Interests Group (DocSIG)

2012 Session Chair, AMA Summer Educators' 2012 Conference

2012 Reviewer, Association for Consumer Research Annual North American 2012 Conference

2011 Reviewer, *Journal of Consumer Affairs* Special Issue on Product Literacy



PROFESSIONAL AFFILIATIONS

- 2009 – Present, Association for Consumer Research [ACRwebsite.org]
- 2011 – Present, American Marketing Association [AMA.org]
- 2012 – Present, Society for Marketing Advances [MarketingAdvances.org]
- 2013 – Present, Society for Consumer Psychology [MySCP.org]
- 2013 – Present, Academy of Marketing Science [AMS-web.org]
- 2017 – Present, Marketing Edge [MarketingEdge.org]
- 2019 – Present, Association of North America Higher Education International [anahei.org]

HONORS & AWARDS

- 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

AMOS 25 Graphics
 IBM SPSS Statistics 25
 QSR NVivo 11
 LIWC2015 Content Analysis
 Google Ads Certified; Video Marketing
 HubSpot Inbound Marketing Certified
 Hootsuite Platform Certified
 Adobe Creative Cloud
 Inquisit by Millisecond Qualtrics Research Suite
 Xara Web Designer
 Clean Slate Web Designer
 Acrobat X Pro
 Respondus 4.0
 TurningPoint 5
 Green belt Six Sigma (6σ) Quality Training