

# TRACY TUTEN, PH.D.



## PROFESSOR OF MARKETING

STANSELL RESEARCH FELLOW  
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EAST CAROLINA UNIVERSITY

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## HIGHLIGHTS

- Author/co-author of 51 journal publications including *Psychology & Marketing*, *Journal of Business Research*, and *Industrial Marketing Management*, among others.
- Author /co-author of 6 books including the leading textbook, winner of **2017 TAA Textbook Excellence Award**, *Social Media Marketing*, with Michael Solomon, published by Sage.
- Teaching experience (face-to-face and online delivery) specializing in social media marketing, digital marketing, advertising, marketing strategy, and research methods with capabilities spanning the marketing curriculum.
- Two-time **Fulbright Scholar** – Korea (2000-2001) and Argentina (2007).
- Extensive executive education experience domestic and abroad for clients including Samsung, Dell, TeliaSonera, and The New York Times, among others.
- Editorial Review Boards: *Psychology & Marketing*, *Journal of Marketing Communications*, *Marketing Education Review*, *Journal of Marketing Theory & Practice*.

## EDUCATION

DOCTOR OF PHILOSOPHY - BUSINESS ADMINISTRATION  
VIRGINIA COMMONWEALTH UNIVERSITY, 1996

MASTER OF BUSINESS ADMINISTRATION  
EAST CAROLINA UNIVERSITY, 1990

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION  
EAST CAROLINA UNIVERSITY, 1988

## RESEARCH AND CREATIVE ACTIVITY

### *Journal Articles*

- Tuten, T. & Mintu-Wimsatt, A. (2018). Advancing Our Understanding of the Theory and Practice of Social Media Marketing, *Journal of Marketing Theory & Practice*, forthcoming.
- Tuten, T. & Perotti, V. (2018). Lies, Brands, and Social Media, *Qualitative Marketing Research*, forthcoming.
- Spiller, L. & Tuten, T. (2015). Integrating Metrics Across the Marketing Curriculum. *Journal of Marketing Education*, 37 (2), 1-13.
- Ashley, C. & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement, *Psychology & Marketing*, 32 (1), 15-27.
- Tuten, T. (2014). Creating Consumuments: The Use of Artistic Interpretation of Text as an Insight Mining Device in Advertising Courses, *Atlantic Marketing Journal*, 3 (1), Available: <http://digitalcommons.kennesaw.edu/amj/vol3/iss1/3>
- Tuten, T. (2014). Review of *Tourism and Souvenirs: Glocal Perspectives from the Margins*, Jenny Cave, Lee Jolliffe, and Tom Baum, Eds. *Tourism Management*, 44, 125, Available: <http://www.sciencedirect.com/science/article/pii/S0261517714000582>
- Tuten, T. & Ashley, C. (2013). Do Social Advergaming Affect Brand Attitudes and Advocacy? *Journal of Marketing Communications*, DOI: 10.1080/13527266.2013.848821 Available: <http://dx.doi.org/10.1080/13527266.2013.848821>
- Boley, B., Magnini, V., & Tuten, T. (2013). Social Media Picture Posting and Souvenir Purchase Behavior: Some Initial Findings, *Tourism Management*, 37, 27-30.
- Tuten, T. & Angemeier, W. (2013). Before and Beyond the Social Moment of Engagement: Perspectives on the Negative Utilities of Social Media Marketing, *Gestion 2000*, 30 (3), 69-76.
- Tuten, T. (2013). The Zones Framework: A Different Way of Understanding the Landscape of Social Media. *Global CMO: The Magazine*, June, 40-44.
- Tuten, T. & Marks, M. (2012). The Adoption of Social Media as Educational Technology among Marketing Educators. *Marketing Education Review*, 22 (3), 201-214.
- Tuten, T. & Kiecker, P. (2012). Millennials' Expectations Regarding Technology Use in Higher Education: Implications for Business Educators. *International Journal of Management Theory and Practices*, 13 (1), 26-36.
- Tuten, T. & Ashley, C. (2011). Promotional Strategies for Small Businesses: Group Buying Deals. *Small Business Institute Journal*, 7 (2), Available: <http://www.sbij.ecu.edu/index.php/SBIJ/article/view/111>

- Sherman, S. & Tuten, T. (2011). Message on a Bottle. *International Journal of Wine Business Research*, 23 (3), 221 - 234.
- Spiller, L., Tuten, T., & Carpenter, M. (2011). Social Media and Its Role in Direct and Interactive IMC: Implications for Practitioners and Educators. *International Journal of Integrated Marketing Communications*, 3 (1), 74-85.
- Tuten, T. (2009). Real World Experience, Virtual World Environment. *Marketing Education Review*, 19 (1), 1-5.
- Tuten, T. & Kiecker, P. (2009). The Perfect Gift - Card: An Exploration of Teenagers' Gift Card Associations. *Psychology & Marketing*, 26 (1), 67-90.
- August, R. & Tuten, T. (2008). Integrity in Qualitative Research: Preparing Ourselves, Preparing Our Students. *Teaching and Learning: The Journal of Natural Inquiry and Reflective Practice*, 22 (2), Available: <http://www.und.edu/dept/ehd/journal>.
- Tuten, T. (2007). Deconstructing Identity: An Exercise to Clarify the Determinants of Brand Legitimacy. *Marketing Education Review*, 17 (1), 57-61.
- Bosnjak, M., Bratko, D., Galesic, M. & Tuten, T. (2007). Consumer personality and individual differences, *Journal of Business Research*, 60 (6), 587-589.
- Bosnjak, M., Galesic, M. & Tuten, T. (2007). Personality determinants of online shopping: Explaining online purchase intentions using a hierarchical approach, *Journal of Business Research*, 60 (6), 597-605.
- Tuten, T. (2006). Expanding the Comfort Zone by Reflecting Diversity in Television Programming. *Journal of Research for Consumers*, Available: [http://www.jrconsumers.com/academic\\_articles/issue\\_11,\\_2006](http://www.jrconsumers.com/academic_articles/issue_11,_2006).
- Tuten, T. & August, R. (2006). Work-Family Conflict: A Study of Lesbian Mothers. *Women in Management Review*, 21 (7), 578-597.
- Tuten, T. (2006). The Importance of Gay-Friendliness and Its Socialization Influences. *Journal of Marketing Communications*, 12 (2), 79-94.
- Harbrecht, A., Neidermeyer, P. & Tuten, T. (2006). Changes in Higher Education: How to Address the Learning Needs of the Latino Population. *Journal of College Teaching and Learning*, 3 (1), 63-70.
- Bosnjak, M., Obermeier, D., & Tuten, T. (2006). Predicting and Explaining the Propensity to Bid in Online-Auctions: A Comparison of Two Action-Theoretical Models. *Journal of Consumer Behaviour*, 5 (2), 102-117.
- Tuten, T. (2005). The Effect of Gay-Friendly and Non-Gay-Friendly Cues on Brand Attitudes: A Comparison of Heterosexual and Gay/Lesbian Reactions. *Journal of Marketing Management*, 21, 441-461.

- Bosnjak, M., Tuten, T., & Wittman, W. (2005). Unit-(Non) Response in Web-based Access Panel Surveys: An Extended Planned Behavior Approach. *Psychology and Marketing*, 22 (6), 489-505.
- Tuten, T. & August, R. (2004). Korea's Search for Gender Equality and Women's Career Growth. *Advances in Competitiveness Research*, 12 (1), 37-43.
- Tuten, T., Galesic, M. & Bosnjak, M. (2004). Effects of Immediate versus Delayed Notification of Prize Draw Results on Response Behavior in Web Surveys – An Experiment. *Social Science Computer Review*, 22 (3), 377-384.
- Tuten, T. & Neidermeyer, P. (2004). Performance, Satisfaction, and Turnover in Call Centers: The Effects of Stress and Optimism. *Journal of Business Research*, 57, 26-34.
- Bosnjak, M. & Tuten, T. (2003). Prepaid and Promised Incentives in Web Surveys - An Experiment. *Social Science Computer Review*, 21 (2), 208-217.
- Neidermeyer, P., Tuten, T., & Neidermeyer, A. (2003). Gender Differences in Auditors' Attitudes Towards Lowballing: Implications for Future Practice. *Women in Management Review*, 18 (8), 406-413.
- August, R. & Tuten, T. (2003). The Korean Government's Role in Women's Career Growth. *Women in Management Review*, 18 (3), 109-121.
- Johnson, I.W., Pearce, C.G., Tuten, T., & Sinclair, L. (2003). Self-Imposed Silence and Perceived Listening Effectiveness. *Business Communication Quarterly*, 66 (2), 23-45.
- Borg, I. & Tuten, T. (2003). Early versus Later Respondents in Intranet-based, Organizational Surveys. *Journal of Behavioral and Applied Management*, 4 (2), 134-147. Available: [http://www.jbam.org/Articles/article4\\_8.htm](http://www.jbam.org/Articles/article4_8.htm)
- August, R. & Tuten, T. (2002). Korea's Search for Gender Equality and Women's Career Growth. *Journal of Global Competitiveness*, 413-422.
- Bosnjak, M. & Tuten, T. (2001). Classifying Response Behaviors in Web-based Surveys. *Journal of Computer-Mediated Communication*, 6 (3), Available: <http://www.ascusc.org/jcmc/vol6/issue3/boznjak.html>.
- Bosnjak, M., Tuten, T., & Bandilla, W. (2001). Participation in Web Surveys - A Typology. *ZUMA Nachrichten*, 48, 7-17.
- Tuten, T. & Bosnjak, M. (2001). Understanding Differences in Web Usage: The Role of Need for Cognition and the Five Factor Model of Personality. *Social Behavior and Personality*, 29 (4), 391-398.
- Pearce, G. C. & Tuten, T. (2001). Internet Recruiting in the Banking Industry. *Business Communications Quarterly*, 64 (1), 9-18.
- Tuten, T. & Urban, D. (2001). A Model of Partnership Formation and Success. *Industrial Marketing*

*Management*, 30 (2), 149-164.

Tuten, T., Bosnjak, M., & Bandilla, W. (2000). Banner-Advertised Web Surveys. *Marketing Research*, 11 (4), 17-21.

Tuten, T., Gray, G. & Glascoff, D. (2000). The Impact of a Training Program on Attitudes of Employees Toward Co-Workers with Acquired Immune Deficiency Syndrome (AIDS). *SAM Advanced Management Journal*, 65 (2), 30-35, 40.

Tuten, T. & Urban, D. (1999). Specific Responses to Unmet Expectations: The Value of Linking Fishbein's Theory of Reasoned Action and Rusbult's Investment Model. *International Journal of Management*, 16 (4), 484-489.

Tuten, T., Urban, D. & Gray, G. (1998). Electronic Mail as Social Influence in Downsized Organizations. *Human Resource Management Journal*, 37 (3 & 4), 249-262.

Tuten, T. & August, R. (1998). Understanding Consumer Satisfaction in a Services Setting. *Journal of Social Behavior and Personality*, 13 (3), 553-564.

Neidermeyer, P., Tuten, T. & Neidermeyer, A. (1998). Hierarchical Differences in Auditors' Perceptions of Lowballing: A Study of Current Attitudes. *Journal of Applied Business Research*, 14 (3), 93-103.

Tuten, T. (1998). Getting a Foot in the Electronic Door: The Process of Reading and Deleting Electronic Mail. *The Journal of Technical Writing and Communication*, 28 (3), 271-284.

Cowles, D. & Tuten, T. (1997). "Management Service Quality" in a Services Marketing Setting. In Swartz, T.A., Bowen, D.E., and Iacobucci, D. (Eds.) *Advances in Services Marketing and Management: Research and Practice*, 6, JAI Press: Greenwich, Connecticut, 125-146.

Brown, S., Cowles, D. & Tuten, T. (1996). Service Recovery in Retail Settings: Its Value and Limitations. *International Journal of Service Industry Management*, 7 (5), 32-46.

### **Books & Book Chapters**

Tuten, T. (2019). *Principles of Marketing in a Digital Age*. Sage, contracted and in progress.

Tuten, T. & Solomon, M. (2018). *Social Media Marketing*, Third Edition, Sage, in press.

Tuten, T. & Solomon, M. (2015). *Social Media Marketing*, Second Edition, Sage. Translations include Chinese, Korean, Italian, and Greek. **Winner of 2017 TAA Textbook Excellence Award.**

Tuten, T. (2015). Focus Groups and Intensive Interviews. In Sloan, D. & Zhou, S. (Eds). *Research Methods in Communication*, 3<sup>rd</sup> Edition, Vision Press, ISBN: 917-1-885219-41-1.

Tuten, T. (2015). Case Studies and Field Observations. In Sloan, D. & Zhou, S. (Eds). *Research Methods in Communication*, 3<sup>rd</sup> Edition, Vision Press, ISBN: 917-1-885219-41-1.

Tuten, T. & Solomon, M. (2013). *Social Media Marketing*, First Edition, Pearson Education.

Tuten, T. (2012). *Advertisers at Work*. New York: Apress Publishing.

Tuten, T. (Ed.) (2010). *Enterprise 2.0: How Technology, E-Commerce, and Web 2.0 Are Changing Business Virtually, Volumes 1 and 2*, Praeger Perspectives.

Chapters authored in Enterprise 2.0:

Tuten, T. (2010). The Strategic Enterprise. In Tuten, T. (Ed.), *Enterprise 2.0: How Technology, E-Commerce, and Web 2.0 Are Changing Business Virtually*, Volume 1, 1-14.

Tuten, T. (2010). The Behavioral Enterprise: In Tuten, T. (Ed.), *Enterprise 2.0: How Technology, E-Commerce, and Web 2.0 Are Changing Business Virtually*, Volume 2, 1-6.

Tuten, T. (2010). Social Commerce: E-Retailers and Today's Social Consumers. In Tuten, T. (Ed.), *Enterprise 2.0: How Technology, E-Commerce, and Web 2.0 Are Changing Business Virtually*, Volume 2, 225-234.

Tuten, T. (2010). Conducting Online Surveys. In S.D. Gosling & J.A. Johnson (Eds.), *Advanced Methods for Conducting Online Behavioral Research*. Washington, DC: American Psychological Association, 179-192.

Brown, J. & Tuten, T. (2009). I Don't Know You, But I Trust You: A Comparative Study of Consumer Perceptions in Real-Life and Virtual World. In Solomon, M. & Wood, N. (Eds). *Virtual Social Identity and Consumer Behavior*. ME Sharpe: Armonk, NY.

Tuten, T. (2008). *Advertising 2.0: Social Media Marketing in a Web 2.0 World*, Connecticut: Praeger Publishers.

Tuten, T. (2008). Focus Groups and Intensive Interviews. In Sloan, D. & Zhou, S. (Eds). *Research Methods in Communication*, Vision Press, 289-304.

Tuten, T. (2008). Case Studies and Field Observations. In Sloan, D. & Zhou, S. (Eds). *Research Methods in Communication*, Vision Press, 265-272.

Tuten, T. (2008). The effect of reminders on data quality in web-based surveys. In Petrieff, L. & Miller, R. (Eds.) *Public Opinion Research Focus*, Nova Science Publishers: Huntington, NY, 1-8.

Tuten, T., Galesic, M. & Bosnjak, M. (2008). Optimizing Response Rates and Data Quality in Web Surveys: The Immediacy Effect and Prize Values. In Petrieff, L. & Miller, R. (Eds.) *Public Opinion Research Focus*, Nova Science Publishers: Huntington, NY, 149-158.

Bosnjak, M. & Tuten, T. (2005). (Non) response patterns in Web surveys. In Best, S. & Radcliff, B. (Eds.) *Polling America*, 2, Greenwood Press: Westport, Connecticut, 827-831.

Tuten, T. & Sleeth, R. (2002). The Role of Investment in Rusbult's Investment Model. In Columbus, F. (Ed.) *Advances in Psychology Research*, XI, Nova Science Publishers: Huntington, NY, 57-50.

- Tuten, T. & Bosnjak, M. (2002). Need to Evaluate and the Big Five Factor Model of Personality. In Columbus, F. (Ed.) *Advances in Psychology Research*, VII, Nova Science Publishers: Huntington, NY, 127-138.
- Tuten, T., Urban, D., & Bosnjak, M. (2002). Internet Surveys and Data Quality: A Review. In Batinic, B. Reips, U., Bosnjak, M., & Werner, A. (Eds.) *On-line Social Science*, Hogrefe & Huber Publishers, Inc.: Seattle, 7-14.
- Tuten, T., Urban, D., Sleeth, R., & Gray, G. (2000). A Social Norms Extension of the Investment Model. In Columbus, F. (Ed.) *Advances in Psychology Research*, I, Nova Science Publishers: Huntington, NY, 135-162.
- Tuten, T. & Glascoff, D. (1998). "Quickie" Marketing Research Project. In Lamb, Hair, & McDaniel (Eds.) *Great Ideas for Teaching Marketing, 4th Edition*, Southwestern Publishing: Cincinnati, 159.
- Tuten, T. & Glascoff, D. (1998). Sectioning and Sequencing for Group Projects and Individual Projects. In Lamb, Hair, & McDaniel (Eds.) *Great Ideas for Teaching Marketing, 4th Edition*, Southwestern Publishing: Cincinnati, 160-161.
- Glascoff, D. & Tuten, T. (1998). Levels of Measurement. In Lamb, Hair, & McDaniel (Eds.) *Great Ideas for Teaching Marketing, 4th Edition*, Southwestern Publishing: Cincinnati, 130-132.
- Glascoff, D. & Tuten, T. (1998). Using an Article File. In Lamb, Hair, & McDaniel (Eds.) *Great Ideas for Teaching Marketing, 4th Edition*, Southwestern Publishing: Cincinnati, 224-226.
- Tuten, T. (1998). Meadowbrook Garden Center. In Wohlberg, J.W., Gilmore, G.E., and Wolff, S.L., *O.B. in Action, 5th Edition, Cases and Exercises Supplement*, Houghton Mifflin Co: Boston, 232-237.

### ***Presentations, Panels, Posters, Proceedings & Other Scholarly Output***

- Tuten, T. (September 2017). Leveraging Your Teaching, Research, and Scholarship. Presentation at Marketing Management Association Doctoral Consortium, Pittsburgh, Pennsylvania.
- Tuten, T. & Spiller, L. (September 2017). Building a Mentorship Relationship, Presentation at Marketing Management Association Doctoral Consortium. Pittsburgh, Pennsylvania.
- Tuten, T. & Spiller, L. (October 2016). The Pedagogical Value of Branded Digital Training and Certification Programs for Digital Marketing Courses. Presentation at Direct/Interactive Market Research Summit, Los Angeles, California.
- Wells, B. & Tuten, T. (November 2016). Social Media Risk Management. Presentation at Society for Marketing Advances, Atlanta, Georgia.
- Zahay-Blatz, D., Altounian, D., Crittendon, V. & Tuten, T. (September 2015). Keeping Marketing Relevant in the Digital Age. Presentation at Marketing Management Association, Puerto Rico.

- Tuten, T. & Spiller, L. (September 2015). The PhD Faculty/Mentor Relationship. Presentation at Marketing Management Association, Doctoral Consortium, Puerto Rico.
- Tuten, T. (November 2015). Instructional Design for the New Professor, Presentation at Society for Marketing Advances, Doctoral Consortium, San Antonio, Texas.
- Boveda-Lambie, A., Tuten, T. & Perotti, V. (November 2015). Branded Content Sharing on Twitter. Presentation at Society for Marketing Advances, San Antonio, Texas.
- Tuten, T. (2015). Enrollment Marketing Essentials: New Insights Into Students' College Search and Decision Process. White paper, Royall & Company.
- Tuten, T. (2015). Access and Higher Education: New Insights into Students' College Search and Decision Process. White paper for Royall & Company and Presentation at American Council on Education (ACE).
- Tuten, T. (2015). It All Starts with the Annual Fund. White paper, Royall & Company.
- Tuten, T. (2014). Insights into Alumni Donors. White paper, Royall & Company.
- Boveda-Lambie, A., Tuten, T. & Perotti, V. (October 2014). To Share or Not to Share? Antecedents of Brand Content Sharing in Social Media. Presentation at Association for Consumer Research, Baltimore, Maryland.
- Tuten, T. (September 2014). A Course on Marketing Creativity. Presentation at Marketing Management Association, San Antonio, Texas.
- Tuten, T. (September 2014). Textbooks in Digital Marketing. Panel at Marketing Management Association, San Antonio, Texas.
- Tuten, T. (September 2014). Course Evaluations, Student Feedback, and Priorities. Presentation at Marketing Management Association, San Antonio, Texas.
- Tuten, T. (May 2013). Social Media Across the Zones: Research in the Four Zones of Social Media Marketing. Presentation at Academy of Marketing Science, Monterrey, California.
- Spiller, L. & Tuten, T. (October 2012). Teaching Digital and Social Media Metrics and Analysis in Marketing Courses. Presentation at Direct and Interactive Market Research Summit, Las Vegas, Nevada.
- Tuten, T. & Kiecker, P. (July 2012). Engage Parents for More Engaged Students: Communication Strategies for Enrollment Managers. Presentation at ACT Enrollment Planners Conference, Chicago, Illinois.
- Tuten, T., Solomon, M., & Ladik, D. (May 2012). The Teaching of Social Media Marketing. Presentation at Academy of Marketing Science, New Orleans, Louisiana.
- Robicheaux, R., Bruce, D., Tuten, T., Hansen, J., & Lund, D. (May 2012). The Retail Revolution: How Internet Sales are Impacting State and Local Government Budgets. Presentation at Academy of Marketing Science, New Orleans, Louisiana.



- Tuten, T. & Ashley, C. (March 2012). Top Brands' Creative Strategies in Social Media. Presentation at American Academy of Advertising, Myrtle Beach, South Carolina.
- Tuten, T. (2012). Why We Buy: Understanding Consumer Behavior. Video, Henry Stewart Talks, [www.hstalks.com](http://www.hstalks.com).
- Tuten, T. (2012). Communication Preferences Among College-Bound High School Students. White paper, Royall & Company.
- Tuten, T. (October 2011). Socializing the Direct and Interactive Marketing Educator's Toolbox. Presentation at the Direct Marketing Educational Foundation Research Summit, Boston, Massachusetts. **Best Paper in Education Track.**
- Tuten, T., Ashley, C. & Oliver, J. (May 2011). Social Media for Marketing Educators. Panel, Academy of Marketing Sciences, Coral Gables, Florida.
- Kiecker, P., Tuten, T., & Dodson, A. (November 2010). Text Me, Facebook Me: Mobile and Social Communication Preferences in the NeoMillennial College Search. Presentation at the Symposium for the Marketing of Higher Education, San Diego, California.
- Tuten, T. (November 2010). Solving the Hassles of Team Work with Project Wikis. Presentation in the Panel: Innovative Uses of Social Media in the Classroom (with Kathleen Keeling, Debbie Keeling, Michael Solomon, Elnora Stuart, and Mark Neckes presenting), Society for Marketing Advances, Atlanta, Georgia.
- Carpenter, M., Tuten, T. & Spiller, L. (October 2010). The Future of Direct is Social: Implications for Marketing Educators. Paper presentation at the Direct and Interactive Research Summit, San Francisco, California.
- Sherman, S. & Tuten, T. (August 2010). This Wine Looks Good: The Effect of Wine Label Design. Presentation at the American Marketing Association Summer Educator's Conference, Boston, Massachusetts.
- Tuten, T. (2010). Using Social Bookmarks to Share, Organize, and Assess Online Content. Interactive Workshop, Available online: <http://www.uncg.edu/tlc/hybrid/online/Web20Tools/socialbookmark.html>
- Tuten, T. (2010). Driving the Social Conversation: Thoughts on Social Media Marketing. Trade article for *Marketing Advances*, February 2010, XLIX (2), 12.
- Tuten, T., Wetsch, L. & Munoz, C. (May 2010). Conversations Beyond the Classroom: Social Media and Marketing Education. Panel presentation at the Academy of Marketing Science, Portland, Oregon.
- Branch, J., Tuten, T., & Stone, K. (November 2009). A Pedagogical Primer for Professors. Panel presentation at the Society for Marketing Advances, New Orleans, Louisiana.
- Foster, K., Tuten, T., Keating, M. & Dean, E. (October 2009). Is The Future of Survey Research Virtual? Panel presentation at the Southern Association of Public Opinion Research, Raleigh, North Carolina.

- Tuten, T. (November 2008). Real World Experience, Virtual World Environment: The Design and Execution of Marketing Plans in Second Life. **Winning presentation** and summary brief at the Society for Marketing Advances, Pride-Ferrell Innovations in Teaching Competition, St. Pete Beach, Florida.
- Tuten, T. & Kiecker, P. (2008). Ritualistic Expressions of Love: Gifts for Pets. Paper, Proceedings of the Society for Marketing Advances.
- Tuten, T. & Dean, E. (May 2008). Involvement in Virtual Environments: Explaining Participation in Virtual Social Networks using the Technology Acceptance Model, Presentation at the 2008 Advertising and Consumer Psychology conference, Philadelphia, PA.
- Brown, J. & Tuten, T. (May 2008). I Don't Know You, But I Trust You, Presentation at the 2008 Advertising and Consumer Psychology conference, Philadelphia, PA.
- August, R. & Tuten, T. (April 2008). The Centrality of Job Satisfaction in Eastern and Western Cultures, Poster presentation at the annual meeting of the Western Psychological Association. Orange County, California.
- Tuten, T. (2007). Brand Engagement Via Emerging Platforms in Social Media. 2007 Proceedings of the Society for Marketing Advances.
- Tuten, T., Donohue, T., & Meyer, T. (2007). Teenagers Online: Advertising Implications Based on Frequency and Enjoyment of Internet Activities. Paper, Proceedings of the Hawaii International Conference on Arts and Humanities.
- Meyer, T., Tuten, T., Donohue, T. (2007). Matching the Right Communication Channels with Different Communication Objectives. Paper, Proceedings of the Hawaii International Conference on Arts and Humanities.
- Tuten, T. (November, 2007). Leader-Member Exchange in Public Administration. Panel presentation at the annual meeting of the National Academy of Public Administration, Washington, DC.
- August, R. & Tuten, T. (March 2007). Correlates of Family-Work Conflict among Lesbian Women. Poster presentation at the Association for Women in Psychology (AWP) conference, San Francisco, California.
- Tuten, T. (November 2006). A Consumument: Mining for Consumer Meaning. Presentation and summary brief at the Society for Marketing Advances, Pride-Ferrell Houghton-Mifflin Innovations in Teaching Competition, Nashville, Tennessee.
- Tuten, T. & Kiecker, P. (2006). Can Mobile Marketing Shift from Pull to Push? The Potential for SMS as a Direct Response Device. Paper, Proceedings of the Direct Marketing Educational Foundation Educator's Conference.
- Kiecker, P. & Tuten, T. (2006). It's a Family Affair: Parental Influence in the College Choice Process. Paper, Proceedings of the Symposium for the Marketing of Higher Education.

- Harbrecht, A., Neidermeyer, P. & Tuten, T. (2006). Changes in Higher Education: How to Address the Learning Needs of the Latino Population. Paper, Proceedings of the International Applied Business Research Conference. **Best Paper in Track Award.**
- Tuten, T. & Glascoff, D. (August 2006). Attitudes toward Will and Grace: A Comparison of Heterosexual and Gay/Lesbian Viewers. Poster presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, California.
- Bosnjak, M., Rammstedt, B., Tuten, T. & Haas, I. (July 2006). To What Extent Are Brands Associated With Human Personality Attributes? Exploring the Validity of Aaker's "Brand Personality Scale." Poster presentation at the 13<sup>th</sup> European Conference on Personality. Athens, Greece.
- Tuten, T. & Kiecker, P. (May 2006). Minimizing respondent burden with prenotification. Poster presentation at the annual meeting of the American Association for Public Opinion Research, Montreal, Canada.
- Tuten, T. & Kiecker, P. (May 2006). Non-monetary incentive strategies in online panels. Paper presentation at American Association for Public Opinion Research, Montreal, Canada.
- Tuten, T. & August, R. (March 2006). Brands and the expression of feminist identity. Poster presentation at the Association for Women in Psychology (AWP) conference, Ann Arbor, Michigan.
- Tuten, T. (November 2005). Bobo and Bling: Brands and the construction of identity. Presentation and summary brief at the Society for Marketing Advances, Pride-Ferrell Houghton-Mifflin Innovations in Teaching Competition, San Antonio, Texas.
- Cowles, D., Kiecker, P., & Tuten, T. (October 2005). ServiceStyle: The next dimension. Paper presentation at the Frontiers in Services conference, Tempe, Arizona.
- Tuten, T. (September 2005). Do reminders minimize nonresponse at the expense of data quality? An investigation into the effect of reminders on data quality in web-based surveys. Presentation at the ESF Workshop on Internet Survey Methodology, Dubrovnik, Croatia.
- Bosnjak, B., Rammstedt, B. & Tuten, T. (September 2005). What does Aaker's Brand Personality Scale Actually Measure? Paper presentation at the Consumer and Personality Research Conference, Dubrovnik, Croatia.
- Tuten, T. (2005). Happy at Work? Paper, Proceedings of the American Society for Competitiveness.
- Tuten, T. & Glascoff, D. (2005). Online Retail Relationship Management Using the Rusbult Investment Model. Paper, Proceedings of the Atlantic Marketing Association Conference.
- Kiecker, P. & Tuten, T. (2005). Understanding the relative importance of communication vehicles in the college choice process: An investigation by ethnicity and gender. Paper, Proceedings of the Symposium for the Marketing of Higher Education.
- Tuten, T., Galesic, M. & Bosnjak, M. (May 2005). Value and Timing Strategies in Prize Draws: A Further Examination of the Immediacy Effect in Web Surveys." Paper presented at the annual

meeting of the American Association for Public Opinion Research (AAPOR), Miami, FL.

August, R. A. & Tuten, T. (April 2005). Correlates of the balance of power in lesbian relationships. Poster presented at the annual meeting of the Western Psychological Association, Portland, OR.

Tuten, T., Galesic, M. & Bosnjak, M. (March 2005). Optimizing Prize Values in Web Surveys: Further Examination of the Immediacy Effect." Paper presented at the 2005 Conference, General Online Research (FOR), Zurich, Switzerland.

Tuten, T. & August, R. (February 2005). Negotiating Work-family Conflict: The Role of Being "Out" at Work. Poster presented at the annual meeting of the Association of Women in Psychology (AWP). Tampa, FL.

Tuten, T., Galesic, M. & Bosnjak, M. (May 2004). Effects of Immediate versus Delayed Notification of Prize Draw Results and Announced Survey Duration on Response Behavior in Web Surveys - An Experiment. Paper presented at the annual meeting of the Association of American Public Opinion Research (AAPOR), Phoenix, AZ.

August, R.A., Tuten, T.L., Schroffel, L., & Brotherton, J. (April 2004). A comparison of Americans and South Koreans on work-family conflict. Poster presented at the annual meeting of the Western Psychological Association, Phoenix, AZ.

Tuten, T. & Bosnjak, M. (February 2004). Exploring the Construct of Gay-Friendliness. Poster presentation at the Niche Lifestyles and Branding Conference, Washington, DC.

Tuten, T. & Neidermeyer, P.E. (February 2004). Socialization Influences and Perceptions of Gay-Friendliness. Poster presentation at the Niche Lifestyles and Branding Conference, Washington, DC.

Tuten, T., Pearce, C.G., & Johnson, I.W. (October 2003). The Effects of Patriotic Cues Published in Print Ads. Paper presented at the 68<sup>th</sup> Annual Convention, Association of Business Communication. Albuquerque, NM.

August, R. A., & Tuten, T. (March, 2003). Work-family conflict among Korean women. Paper presentation at the annual meeting of the Association for Women in Psychology, Jersey City, NJ.

Tuten, T. & Neidermeyer, P. (February, 2003). Perceptions of Gay Marketing: Insights from the Field. Presentation at the annual meeting of the American Society of Business and Behavioral Sciences, Las Vegas, NV.

Bosnjak, M. & Tuten, T. (May 2002). Prepaid and Promised Incentives in Web Surveys: An Experiment. Paper presented at the Association of American Public Opinion Research (AAPOR), St. Pete Beach, FL.

- Tuten, T., Bosnjak, M., & Glascoff, D.W. (June 2002). The Role of Personality Differences in Responding and Non-Responding Behavior Using a Web-Based Survey Panel: Preliminary Findings. Paper presented at the International Conference of the Society for Marketing Advances, Heidelberg, Germany.
- Tuten, T. & Glascoff, D. (June 2002). Data Equivalence, Socially Desirable Responding, and Respondent Satisfaction in Computer-Administered Surveys: Findings to Date. Paper presented at the International Conference of the Society for Marketing Advances, Heidelberg, Germany.
- Tuten, T. & Bosnjak, M. (2002). Agents' Attitudes towards Fee-Based Compensation and Other Industry Trends. Paper, Southeast INFORMS Conference Proceedings.
- Tuten, T. & Bosnjak, M. (2002). Attitudes towards Web Advertising: An Initial Exploration. Paper, Southeast INFORMS Conference Proceedings.
- Tuten, T. & Glascoff, D. (2002). Student Reactions to Bad Grades: A Preliminary Study Using Teaching Style, Centrality of Education, and the Investment Model as Predictors. Paper, Proceedings of the Society for the Advancement of Management Conference (SAM), 412-417.
- Tuten, T. & Gray, G. (2002). Just Ask and Listen: Employee Thoughts About Voice. Paper, Proceedings of the Society for the Advancement of Management Conference (SAM), 274-277.
- Tuten, T. & Bosnjak, M. (August 2001). Online Research Methods. Professional Development Workshop presented at the annual meeting of the Academy of Management, Washington, DC.
- Bosnjak, M. & Tuten, T. (May 2001). Understanding Unit-Nonresponse in Web-based Surveys. Poster presented at the American Association for Public Opinion Research (AAPOR), Montreal, Canada.
- Wright, L.B., Thorne, D., & Tuten, T. (March 2001). Who Decides? Identifying Unethical Cyberspace Behavior. Poster presented at the Marketing Management Association, Chicago, IL.
- Pearce, C.G. & Tuten, T. (June 2000). Changes in the Professional Job Application Process in Major United States Banks as Mediated by Internet Access. Paper presented at the International Association for Business Communication, The Hague.
- Tuten, T. & Farmer, B. (2000). Business School Selection: A Model for Student Decision Making. Paper, Proceedings of the Society for the Advancement of Management Conference (SAM), 467-474.
- Tuten, T., Bosnjak, M. & Glascoff, D. (October 1999). Web-Based Survey Response Rates and Data Quality: Four Propositions using the Elaboration Likelihood Model and Need for Cognition. Paper presented at the Society for Marketing Advances, New Orleans, LA.
- Tuten, T., Bosnjak, M. & Bandilla, W. (December 1999). The Effect of Motive on Response Rates in Web-Based Surveys: A Proposal Based on the Heuristic-Systematic Processing Model. Paper presented at the WEBNET conference, Association for the Advancement of Computing in Education (AACE), Honolulu, HI.

- Tuten, T. (October 1999). The Profession of Nursing: A Study of Client and Organizational Autonomy. Paper presented at the Institute of Behavioral and Applied Management, Annapolis, MD.
- Tubbs, M., Glascoff, D. & Tuten, T. (1998). Got Milk? Got Labels? Paper, Proceedings of the Atlantic Marketing Association, 236-243.
- Tuten, T. (1998). The Effect of Employee Diversity on Loyalty in Downsizing Situations. Paper, Proceedings of the Institute of Behavioral and Applied Management, 221-225.
- Bosnjak, M., Bandilla, W. & Tuten, T. L. (March 1998). Anwendung des "Elaboration-Likelihood-Modells" auf per Banner beworbene Web-Untersuchungen. Paper presented at the 'German Online Research 98', Germany.
- Tuten, T., Bosnjak, M. & Bandilla, W. (December 1998). An Elaboration Likelihood Approach to Understanding Response Rates in Web-based Surveys: A Proposal. Paper presented at the WEBNET conference, Association for the Advancement of Computing in Education (AACE), Orlando, FL.
- Neidermeyer, P., Tuten, T. & Neidermeyer, A. (March 1998). Gender Differences in Auditors' Perceptions of Lowballing: A Study of Current Attitudes. Paper presented at the Mid-Atlantic Region of the American Accounting Association, Baltimore, MD.
- Glascoff, D. & Tuten, T. (1997). Information Technology and Distribution Channels - Advances and Implications. Paper, Proceedings of the Southern Marketing Association, 33-36.
- Tuten, T. (June 1997). Electronic Methods of Data Collection: A Review of E-Research. Paper, ZUMA (Zentrum fuer Umfragen, Methoden, und Analysen). Available: [http://www.gesis.org/Publikationen/Berichte/ZUMA\\_Arbeitsberichte/97/97\\_09abs.html](http://www.gesis.org/Publikationen/Berichte/ZUMA_Arbeitsberichte/97/97_09abs.html)
- Kaplan, T. & Tuten, T. (October 1997). Family Business Succession Planning: In Search of Effective Family and Business Transitions. Paper presented at the annual meeting of the Institute of Behavioral and Applied Management, Seattle, WA.
- Tuten, T. (1996). Issues in the 1930s and 1940s: Influences on Managerial Development. Paper, Proceedings of the Institute of Behavioral and Applied Management, 197-201.
- Tuten, T., Neidermeyer, P. & Kaplan, T. (1996). The Power of Communication: A Tool for TQM. Paper, Proceedings of the Institute of Behavioral and Applied Management, 202-206.
- Cowles, D. & Tuten, T. (September 1995). Just Where is this So-Called Line of Visibility? Customer Assessment of Management Quality: Its Direct Influence on Customer Satisfaction and Perceptions of Service Quality in Retail Settings. Paper presented at the AMA Frontiers in Services Conference, Nashville, TN.
- Clarke, D. & Tuten, T. (June 1995). An Open Systems Analysis of a Floriculture Organization. Case presented at the Casewriters' Colloquium of the International Association for Business and Society, Vienna, Austria.

- Kaplan, T. & Tuten, T. (1995). America's Educational System: Implications for Management. Paper, Proceedings of the Institute of Behavioral and Applied Management, 213-217.
- Tuten, T. & Neidermeyer, P. (1995). Considering Communication Strategies in the Implementation of Quality Management. Paper, Proceedings of the Southeast Region of the Decision Sciences Institute, 358-360.
- Tuten, T. & Glascoff, D. (1994). An Application of Services Marketing Ideas to Not-for-Profit Marketing: A Case Analysis Using the United Way. Paper, Proceedings of Marketing Science, 416-425.
- Tarn, J. & Tuten, T. (1994). The Impact of Information Technology on Organizational Size and Structure. Paper, Proceedings of the Institute of Behavioral and Applied Management.
- Hay, K. & Tuten, T. (1992). The Full Circle of Cooperation in Channels of Distribution: Cooperation - Conflict - Power - Cooperation. Paper, Proceedings of the Association of Marketing Theory and Practice, 357-364.
- Tuten, T., Glascoff, D. & Green, K. (1991). A Primer on Psychographic Market Segmentation. Paper, Proceedings of the Atlantic Marketing Association, 78-82.

### ***Litigation-Related Research***

- Media Diffusion and Social Media Sentiment Analysis. Crossfit. Diffusion of information via media coverage and social spread and social media sentiment analysis. Designed and executed research on behalf of the plaintiff, 2015.
- Deceptive Advertising. P&G Align. Content analysis of advertising claims for the Align product, 2014.
- Trademark Infringement. The Radiance Foundation, Inc. and Ryan Bomberger v. National Association for the Advancement of Colored People, Case No. 2:13cv53, US District Court, Eastern District of Virginia, Expert report and testimony on behalf of the plaintiff, 2013.
- Competitive Scope. Heyder v. Heyder. Expert report analyzing the geographic scope of competition for professional services offices operating under a non-compete agreement, 2012.
- Trademark Infringement. Crispies Company, Inc. v. Jo-Ann Stores, Inc., Case No: 4:12cv11, Expert report analyzing the "Polaroid Factors" on behalf of the defendant to assess likelihood of confusion, 2012.
- Trademark Infringement. Optima Health v. United Health Group, Designed and executed a research study on behalf of the plaintiff to assess likelihood of confusion, 2010.
- Trademark Infringement. Stevens v. Southern States Cooperative, Case No: 3:2007cv00648, Expert critique of defendant's expert witness survey results and deposition. Virginia Eastern District Court, 2007-2008.

Trademark Infringement. Winchester Carpet & Rug Company v. Buy Rugs Direct, Inc. Case No: 5:2006cv00012, Involvement: Research design and study execution to assess likelihood of confusion. Virginia Western District Court, 2006.

## TEACHING EXPERIENCE

### **East Carolina University**, Greenville, NC.

Professor of Marketing, Stansell Research Fellow, College of Business Fellow.

Prior appointment as Associate Professor of Marketing, August 2009-2013.

Undergraduate courses:

Advertising & Promotion, Social Media Marketing, Marketing Research, Principles of Marketing

Graduate courses:

Advertising & Promotion, Social Media Marketing, Marketing Strategy, Consumer Behavior, Marketing Creativity, Strategic Marketing Innovation (travel course to Silicon Valley)

Dissertation Committee: Miranda Williams, UNC-G Ph.D. candidate.

Notable achievements:

- Multiple teams placed in Marketing EDGE annual competition including Silver winner in 2016-2017 and semi-finalist with honorable mentions in Executive Summary, Budgeting/ROI, and Creative.
- Elected by MBA students as graduation Marshall and Hooder multiple semesters.
- O'Hara Leadership Award in Direct & Interactive Marketing Education, DMAW, 2009.

### **Longwood University**, Farmville, VA.

Associate Professor of Marketing, August 2008-May 2009. Previous appointment as Assistant Professor of Marketing and Management, August 1999-2002.

Undergraduate courses:

Social Media Marketing, Marketing Research, Principles of Marketing, Advertising & Integrated Marketing Communications, International Marketing, Principles of Management, Introduction to Business, Organizational Behavior

Graduate courses:

Consumer Behavior, Marketing Research, Organizational Communication

Notable achievements:

- Cengage Pride/Ferrell Innovations in Teaching Award, Society for Marketing Advances, 2008.
- Junior Faculty Award for Teaching Excellence, 2002.



**Virginia Commonwealth University**, Richmond, VA.

Associate Professor, August 2002- May 2008 (tenured 2004).

## Undergraduate courses:

Marketing Research, Introduction to Advertising, Integrated Marketing Communications, Consumer Behavior, Advertising Account Management, Advertising Account Planning and Media Planning, Organizational Behavior, Organizational Theory, Managerial Applications and Skill Development, Organizational Communications

## Graduate courses:

Marketing Research, Organizational Behavior, Organizational Communication, Sports Marketing

Professor, **Interactive Marketing Institute**, Module 2 Instructor, 2006-2008. Research Methods for Direct Marketers; Consumer Behavior and Persuasion Principles for Direct Marketers.

## Dissertation Committees:

Heather Wyatt-Nuckols, Ph.D. Public Policy, 2006

Dennis Malarkey, Ph.D. Public Policy, Co-Chair, 2008

## Notable achievements:

- Excellence in Scholarship Award, College of Humanities and Sciences, Virginia Commonwealth University, 2006.
- Pride/Ferrell Houghton Mifflin Innovations in Teaching Award, Society for Marketing Advances, Finalist, 2006.
- President, Faculty Senate, 2006-2008.

**Randolph-Macon College**, Ashland, VA.

Assistant Professor of Business Administration, September 1995 - May 1999.

## Undergraduate Courses:

Marketing Research, Principles of Marketing, Advertising, International Marketing, Services Marketing, Business Policy/ Strategy.

***Appointments and Grants***

**Affiliate Professor, University of Michigan, William Davidson Institute**, 2011-present. Executive Seminars offered in digital marketing, social media marketing, and marketing strategy.

**Visiting Professor, ICHEC**, Brussels, Belgium, 2011-present. Graduate seminars: Negotiations, International Marketing Management, Advertising.

**Affiliate Faculty, Stockholm School of Economics -Riga, Executive MBA**, 2012-2014. Graduate seminar: Digital Marketing (2012-2014).

**Guest Professor, ESAN**, Lima, Peru. Graduate MBA seminars: Advertising Account Management, Social Media Marketing, Balanced Scorecard seminars as part of ESAN's International Week (July 2011, January 2011, January 2014).

- Guest Professor, Zagreb School of Economics and Management (ZSEM), 2010-2013.** Graduate seminar: Marketing Metrics.
- Guest Professor, Groupe ESC Clermont, Graduate School of Management, Clermont-Ferrand, France, 2009.** Graduate courses: Two classes on social media marketing as a part of ESC Clermont's International Week.
- Senior Research Associate, Survey and Evaluation Research Lab, VCU, Fall 2007-May 2008.** Responsible for designing a web panel conversion for the Lab's Commonwealth Poll and serving as a specialist in web survey design.
- Fulbright Senior Specialist, Universidad Argentina de la Empresa (Argentine University of Business), Buenos Aires, Argentina, 2007.** Curriculum development in Marketing Research and Internet Marketing; Developed three courses to serve as a concentration in marketing research (qualitative methods, quantitative methods, and applications in marketing research) and two courses (interactive/online marketing and interactive marketing communications) to complement an existing course in Electronic Commerce); Offered faculty development seminar on web-survey marketing research methods; Evaluated existing course structure.
- Senior Survey Methodologist, Royall & Company, Richmond, Virginia, 2005-2006.** Served as Senior Survey Methodologist in the Research and Issue Analysis division under a grant arrangement with VCU's Office of Industry Partnership; Developed survey instruments for university recruitment transition point analysis and special issues, analyzed data, developed reports and recommendations.
- Guest Professor, Samsung Global Experts Program, Korea University, Graduate School of International Studies, Seoul, Korea, Summers 2001, 2002, 2003.** Instructional duties in this executive development program included presentations on conducting opportunity analyses of markets, segmenting and targeting markets, conducting marketing research, and integrating marketing communications.
- Guest Professor, ACI – Academie Commerciale Internationale, Montlucon, France, March 2002.** Course: International Marketing.
- Fulbright Scholar, Korea University, South Korea, 2001.** Graduate courses taught: Marketing in Cyberspace and International Marketing.
- Guest Scientist, Zentrum fuer Umfragen, Methoden und Analysen - ZUMA (Center for Survey Research and Methodology, Online Research Division), Mannheim, Germany, Summers 1997-2001.** Research Topics: Electronic mail as a survey method, response behaviors and context effects in web-based surveys, and mode preferences among survey participants.

## ***Executive Education, Speaking Engagements, & Seminars***

Executive Education Trainer, Marketing Excellence: Using Insights for Marketing Decision-Making, Dell, Multiple courses in North America, South America, Asia-Pacific Region, Middle East, and Europe, as well as online, 2014-present.

Speaker, Mini-Business Institute for Mid-Wifery Practice, Fundamentals of Marketing Strategy for Mid-Wifery Clinics, Greenville, North Carolina, August 2017.

Speaker, The Case Method. Faculty Development Retreat, Louisburg College, May 2017.

Executive Education Trainer, Social Media Marketing Strategies, Leadership Forum, Pitt Chamber of Commerce Leadership Series, April 2017.

Executive Education Trainer, Marketing Strategy for NGOs in Emerging Markets, NGO Leadership Conference, Pontis Foundation, Weiser Center for Europe and Eurasia, & WDI, Slovakia, December 2016.

Speaker, Mini-Business Institute for Mid-Wifery Practice, Fundamentals of Marketing Strategy for Mid-Wifery Clinics, Greenville, North Carolina, August 2016.

Executive Education Trainer, Marketing Strategy for NGOs in Emerging Markets, NGO Bootcamp, Pontis Foundation, Weiser Center for Europe and Eurasia, & WDI, Slovakia, October 2015.

Executive Education Trainer, Social Media Marketing for Direct Marketers, New York Times, April 2015.

Speaker, Creative Strategies for Social Media, Lubbock Advertising Federation, March 2015.

Speaker, Writing for Social Media, Texas Tech University, College of Media & Communication, March 2015.

Speaker, Social Media in a University Context, University of South Carolina, February 2015.

Speaker, Marketing Strategy and Social Media Marketing for Midwifery Clinics, Mini-Business Institute, August 2014 and August 2015.

Executive Education Trainer, Marketing Metrics, Seminarium ( Santiago, Chile and Bogato, Columbia), April 2014.

Speaker, How Small Businesses Can Use LinkedIn, First South Bank, April 2014.

Speaker, Using LinkedIn to Market Yourself, Career Leadership Conference, February 2014.

Speaker, Social Media for Entrepreneurs, Eastern North Carolina Entrepreneurship Summit, October 2013.

Seminar Leader, Social Media Marketing, Global Marketing Network Masterclass (Athens, Greece), April 2013.

Keynote speaker, Social Media In the Direct Marketing Industry, Kontaktadagen (Stockholm, Sweden), April 2013.

Speaker, Social Media Marketing, Syracuse University, March 2013.

Speaker, Establishing a Social Media Presence, American Council on Education Institute for New Presidents, March 2013.

Speaker, Social Media for Branding, Rochester Institute of Technology, December 2012.

Speaker, Social Media Presence for University Leadership, Association for Public and Land Grant Universities, October 2012.

Executive Training, Social Media Marketing in the Telecommunications Industry, TeliaSonera, Riga, Latvia, October 2012.

Speaker, Social Media Marketing in the Grocery Industry, Carolinas Food Industry Council, Myrtle Beach, South Carolina, July 2012.

Panel Moderator and Speaker, Advertisers at Work, New York Public Library, New York, New York, July 2012.

Speaker, Social Media for Human Resource Professionals, Strategic HR Network Europe, Vienna, Austria, May 2012.

Speaker, Enterprise 2.0, Konzepte & Konzeptos for Eli Lilly, Mexico City, Mexico, February 2012.

Speaker, Social Media Marketing for Retailers, Alabama Retail Association's Retail Day, Birmingham, Alabama, September 2011.

Seminar Leader, Social Media Marketing for Direct Marketers, Direct Marketing Association of South Africa, Johannesburg, South Africa, August 2011.

Seminar Leader, Foundations of Online Marketing, Konzepte & Konzeptos, Mexico City, Mexico, January 2011.

Marketing Master in Social Media, Ad: Tech New York, November 2010. I developed the program for three tracks on social media marketing for Ad: Tech New York and made three mini-keynote speeches on the following topics:

“Social Media: The Big Picture,”

“Social Media and Listening to Your Customers,” and

“Social Media ROI”

Speaker for the Direct Marketing Association of Washington, Annual Meeting of the Leadership Circle, “Is the Future of Direct Social?” Washington, DC, July 2010.

Speaker for the Tourism Leadership Conference, “Social Media Marketing for the Tourism Industry,” Sunset Beach, North Carolina, June, 2010.

- Speaker and Workshop Leader, Longwood University Athletics, "Branding Strategies," Farmville, Virginia, May 2010.
- Speaker for the Society for Marketing Professional Services, North Florida Chapter, "Social Media and the Marketing of Professional Services," Jacksonville, Florida, November, 2009.
- Speaker for the Society for Marketing Professional Services' 2009 "Build Business" Conference, "Leveraging Social Media for Client Acquisition and Maintenance;" Las Vegas, Nevada, July 2009.
- Speaker for the Custom Publishing Council's 2009 Conference: The Future of Branded Content on Social Media Marketing, "Measurement and Metrics of Social Media: Monitoring Customer Feedback;" Miami, Florida, March 2009.
- Seminar Leader for Groupe ESC Clermont's International Week on Social Media Marketing; Clermont-Ferrand, France, March 2009.
- Webinar, B2B Magazine Online, "Measure. Manage. Monetize. Simplifying Online Marketing in a Web 2.0 Overwhelmed World," October 2008.
- Seminar Leader for the Interactive Marketing Institute: 1) "Persuasion Principles for Direct Marketers," 2) Qualitative and Quantitative Research Methods for Direct Marketers," Richmond, Virginia, October 2006-2008.
- Seminar Leader for the Universidad Argentina de la Empresa, "Minimizing Non-Response with Web Survey Methods;" Buenos Aires, Argentina, July 2007.
- Seminar Leader for the VCU School of Business, "Using Inquisite for Web Surveys;" Richmond, Virginia, 2004.
- Seminar Leader for the Richmond PRSA on "Web-Survey Methods for PR Practitioners;" Richmond, Virginia, 2003.

## NOTABLE PROFESSIONAL SERVICE ACTIVITIES

- *Journal of Marketing Theory and Practice*, Guest Editor, Special Issue on The Theory and Practice of Social Media Marketing, 2016 to present.
- Direct Selling Educational Foundation, Faculty Fellow, 2016 to present.
- Doctoral Consortium Faculty, Society for Marketing Advances, 2015.
- Doctoral Consortium Faculty, Marketing Management Association, 2013-present.
- Global Marketing Network (GMN), Fellow and Programme Director of Digital Marketing and Social Media, appointed 2011; Active until 2015.
- Instituto Superior para el Desarrollo de Internet ISDI (Superior Institute for the Development of Internet), Scientific Advisory Board, appointed 2011.
- *Marketing Education Review*, Editorial Review Board, 2011-present.
- *Marketing Education Review*, Guest Editor, Special Issue on Teaching Innovations (Spring 2011).
- *Journal of Virtual World Research*, Guest Editor, Special Issue on The Researcher's Toolbox, (2010), Vol. 3 (1).
- *Journal of Marketing Communications*, Editorial Review Board, 2008-present.
- *Gender in Management*, Editorial Review Board, 2007-present.
- *Psychology & Marketing*, Editorial Review Board, 2005-present.
- Judge, Cengage Pride/Ferrell Innovations in Teaching Competition, Society for Marketing Advances, November 2009.
- Co-Director, Survey Team, Second Life Market Research Project, August 2007-2008.
- Team Member, Qualitative Research Team, Second Life Market Research Project, August 2007-2008.
- *Journal of Business Research*, Guest Editor, Special Issue on Brand Personality, 2007.
- Consumer Personality Research Conference, Organizing & Program Committee, 2004-2005.
- *Journal of Official Statistics*, Guest Editor, Special Issue on Web Surveys, 2004-2005.
- American Marketing Association, Summer Educators' Conference, Track Chair, 2002.
- American Association for Public Opinion Research, Session Chair, 2005.

## HONORS & AWARDS

- Textbook Excellence Award (for *Social Media Marketing, 2e*), TAA, 2017.
- Servire Society (recognizes annual volunteer service in excess of 100 hours), East Carolina University, 2017.
- Graduate Faculty Mentorship Award, East Carolina University, 2017.
- MBA Hooder (elected by students), 2017.
- Fellow, Direct Selling Educational Foundation, 2016-present.
- Stansell Research Fellow, East Carolina University, College of Business, 2015-present.
- MBA Marshall (elected by students), 2016.
- Fellow, Chancellor's Leadership Academy, East Carolina University, 2014-present.
- Top Marketing Professors on Twitter, Social Media Marketing magazine, 2014-present.
- ECU Incredible Women, Induction October 2013.
- Best Paper in Track Award, Marketing Education, Direct Marketing Research Summit, 2011.
- Academy of Marketing Science, Emerging Scholars Workshop, Invited to serve as Social Media Senior Scholar, 2011.
- Social Media Master, Ad:Tech, 2010.
- O'Hara Leadership Award in Direct & Interactive Marketing Education, DMAW, 2009.
- Cengage Pride/Ferrell Innovations in Teaching Award, Society for Marketing Advances, 2008.
- Excellence in Scholarship Award, College of Humanities and Sciences, Virginia Commonwealth University, 2006.
- Best Paper in Track Award, International Applied Business Research Conference, 2006.
- Pride/Ferrell Houghton Mifflin Innovations in Teaching Award, Society for Marketing Advances, Finalist, 2006.
- Pride/Ferrell Houghton Mifflin Innovations in Teaching Award, Society for Marketing Advances, Finalist, 2005.
- Sammy G. Amin Teaching Excellence Award, Academy of Business Administration, 2003.
- Junior Faculty Award for Teaching Excellence, Longwood University, 2002.
- Distinguished Teaching Competition, Society for Marketing Advances, Finalist, 2002.
- Faculty of the Month, Longwood University, November 2001 (Zeta Tau Alpha); December 2001 (Alpha Sigma Alpha); December 2001 (Delta Zeta).

- Beta Gamma Sigma, 1996.
- OB/OD/OMT Doctoral Consortium Fellow, Academy of Management, 1995.
- Southern Marketing Association Doctoral Consortium Fellow, 1995.
- Virginia Commonwealth University Graduate Studies Fellowship, 1995-1996.
- Direct Marketing Educational Foundation Fellowship, 1994.

## INTERVIEWS & APPEARANCES

1. October 14, 2016 – Featured in story about constitutional rights on college campuses, **Fox & Friends**.
2. September 27, 2016 – Featured in story about social media during and after presidential debates and potential influence on voter attitudes, **WNCT-TV**.
3. July 12, 2016 – Featured in story on the influence of violent videos from citizen reporters posted on Facebook, **WNCT-TV**.
4. November 16, 2015 – Featured in story about social media brand reputation training I provided at area high schools, **WNCT-TV**.
5. August 5, 2015 – Featured in video series of marketing experts from **Sage** on Social Media Marketing.
6. October 2, 2014 – Quoted in story about potential suit against Google, **E-Commerce Times**.
7. March 2014, 2014 - Interview with Paul Hammond on **UCB UK Radio** on Friendvertising.
8. February 3, 2014 - Interviewed for and quoted in How Super Bowl Ads Move the Market for **WSJ's Market Watch** which was picked up by more than 500 online news outlets.
9. March, 2014 - Interview with **Polymers & Tyre Asia** magazine resulting in the story, "Facing New Challenges in Social Media Marketing."
10. February, 2014 - A Different Way of Understanding the Landscape of Social Media Marketing with South Africa's **Biz Radio**.
11. August 20, 2012 – Interview for story by David Crary on GLBT perceptions of political marketing for the **Associated Press**, picked up in hundreds of outlets including NPR, Business Week online, and Washington Post.
12. August 14, 2012 – Story on *Advertisers at Work* in **MediaBistro** and FishbowlLA, online magazines.



13. July 9, 2012 – Story on **CityBookReview.com** by Jamais Jochim about *Advertisers at Work*.
14. March 15, 2012 - Story on **WNCT** about small business use of Facebook for marketing.
15. February 22, 2012 - Story on **WNCT** about student use of social media for job hunting.
16. November 10, 2011 – Story on Consumer’s Guide to Downloadable Gifts for the **Associated Press**, picked up in close to 5000 outlets.
17. September 22, 2011 – Interview on Birmingham’s **CBS** affiliate on social media for retailers.
18. September 22, 2011 – Interview on Fox’s **Good Morning Alabama** on social shopping.
19. January 25, 2011 – Interview on Pirate Radio’s **It’s A Pirate’s Life for Me**.
20. December 13, 2010 – Story about Christmas gifts for pets for the **New York Daily News**.
21. December 7, 2010 – Story about teen views of gift cards for the **Associated Press**, picked up in 577 outlets between December 7-15, 2010.
22. August 30, 2010 – Story about the release of Enterprise 2.0 in **Daily Reflector**.
23. July 30, 2010 – Story about the release of Enterprise 2.0 in **Washington Daily News**.
24. May, 2010 – Invited article response in **Playboy** magazine on social advertising.
25. January 4, 2010 – Quoted in an article in **DM News** on Pepsi’s decision to forego the Super Bowl in order to promote its Refresh project.
26. December 9, 2009 – Quoted in an article on gift giving to pets in the **Virginia Pilot**.
27. September, 2009 – Interviewed for a story on alternate reality games (ARGs) for book promotion by **The Future of the Book**.
28. April, 2009 – Quoted in a story on shopping with a love interest in **Redbook** magazine.
29. March 31, 2009 – Quoted in an article on the shift in online advertising expenditures for the **Ecommerce Times**.
30. March 25, 2009 – Quoted in a feature on the *The Future of Branded Content* conference (for which I was a speaker) in the **Miami Herald**.
31. March, 2009 – Interviewed for a story on interactive personalized videos for advertising campaigns for **CRM** magazine (March issue).
32. February, 2009 – Featured in a story on dark marketing for **Dentsu Ho** magazine (Japan’s Advertising Age).
33. February, 2009 – Quoted in a story on financial decision making for **Redbook** magazine.

34. December, 2008 – Interviewed for a story on the psychology of gift giving for **Outdoor** magazine.
35. October 9, 2008 – Interviewed for **Written Voices** on *Advertising 2.0*.
36. October 9, 2008 – Participation in a panel for a webinar on social media marketing held by **B2B**.
37. October 10, 2008 – Interviewed for **That Marketing Show** on dark marketing.
38. August 4, 2008 – Quoted in a story in **Brandweek** on the use of dark marketing as a bright idea for 2008.
39. June, 2008 – Interviewed for **Better Homes & Gardens** for a story on giving gifts to pets.
40. May, 2008 – Work on social media marketing featured in **Spectrum** magazine.
41. April 14, 2008 – quoted in the lead story in **Advertising Age** on behavioral targeting online.
42. April 12, 2008 – Quoted in an article on McDonald's use of dark marketing in the **Wall Street Journal's** site, [www.livemint.com](http://www.livemint.com).
43. April 2, 2008 – Quoted in an article about dark marketing in *Marketing News*.
44. January 21, 2008 – Quoted in the lead story in **Brandweek** on microtargeting.
45. January 5, 2008 – Quoted in an article on web targeting in the **Richmond Times Dispatch**.
46. December 20, 2007 – Quoted in an article on gift giving in the **Richmond Times Dispatch**.
47. December 20, 2007 – Quoted in an article on celebrity influence on teens in **Richmond Times Dispatch**.
48. December 11, 2007 – Quoted in an article on gift giving rituals in the **New York Times**.
49. December 10, 2007 – Study on gifts for pets featured in a story in the **Dallas Morning News**.
50. December 1-2, 2007 – Quoted in an **Associated Press** article on behavioral online targeting. This story appeared in over 200 outlets including the **Washington Post, Business Week, USA Today, Houston Chronicle, Phil Inquirer, Miami Herald, Forbes, San Francisco Chronicle, CNN, CNN International, Yahoo, AOL, Fox News, Sydney Morning Herald, Boston Globe, NY Post, CNBC.com, MSNBC.com, Google News, Newsweek, and MSN Money!**
51. November 17, 2007 – Quoted in an article featuring results of a recent study I conducted on the psychology of gift cards in the **Chicago Tribune**.
52. November 9, 2007 – Quoted in an article on internet advertising in the **Ottawa Citizen**.
53. September, 2007 – Quoted in an article on the use of social networking sites for employee recruitment and advertising in **Work** magazine.

54. September 10, 2007 – Quoted in an article on the use of humor appeals in the marketing of menopause-related products in the **Richmond Times Dispatch**.
55. August 24, 2007 – Quoted in an article about persuasion and celebrity endorsements in the **Ottawa Citizen**.
56. August 23, 2007 – Quoted in an article on **CNET News.com** about branding in Second Life.
57. August 20, 2007 – Quoted in an article in the **Washington Post** about the use of webisodes and other online engagement tactics by national retailers.
58. March 26, 2007- Quoted in article on product reviews in **The Columbus Dispatch**.
59. January 4, 2007 – Quoted in an article in the **New York Times** about the use of brand ambassadors. The story also appeared in the **International Herald Tribune**.
60. January 24, 2007 - Quoted in an article in the **Tampa Tribune** about how companies decide to spend their marketing budgets.
61. February 1, 2007 – Quoted in an article for **Reuters** about the dangers of guerrilla marketing in light of a campaign for a new cartoon that set off a terrorism scare in Boston. The article also ran on such web sites as **Yahoo! News**, **MSNBC**, the **London Mirror**, the **Scotsman**, **USA Radio Network** and **Public Radio International**.
62. February 2, 2007 – Quoted in an article in the **Richmond Times-Dispatch** about the association of alcohol with the Super Bowl.
63. February 4, 2007 – Quoted in an article in the **Tampa Tribune** about the brand value of corporations sponsoring kids' business education programs.
64. December 22, 2006 – Quoted in article on **Hotel Interactive** about the increasing popularity of gift cards.
65. December 19, 2006 – Appeared on “Virginia This Morning” on **WTVR-TV Channel 6** for segment about the increasing popularity of gift cards.
66. December 9, 2006 – Quoted in an article in the **Richmond Times-Dispatch** about customer service. The article also ran in the **Daily Progress**.
67. November 23, 2006 – Quoted in an article in the **Houston Chronicle** about the lack of commercialization of Thanksgiving in relation to other holidays.
68. October 29, 2006 – Quoted in article in **Philadelphia Inquirer** about use of microtargeting in political campaigns; also appeared in **Houston Chronicle**, **Arizona Republic**, **Philadelphia Daily News**, and **Bradenton Herald**.
69. October 18, 2006 – Quoted in article for **Philadelphia Daily News** on companies' use of the color pink to market their products during breast cancer awareness month.