

# Yuping Liu-Thompkins' Curriculum Vitae

---

Professor of Marketing & Director of Loyalty Science Lab  
Strome College of Business  
Old Dominion University  
Norfolk, VA 23529  
Phone: (757) 683-6551  
Email: [YXXLiu@odu.edu](mailto:YXXLiu@odu.edu)  
Website: <https://www.yupingliu.com>

## EDUCATION

Ph.D. in Management (Marketing Concentration), Rutgers University, 2002  
M.B.A., Rutgers University, 2002  
B.A., Marketing, Renmin University of China, 1996

## ACADEMIC POSITIONS

Professor of Marketing and Director of Loyalty Science Lab, Old Dominion University, 2019-present  
Professor of Marketing and Director of Customer Analytics and Strategy Collaboratory, Old Dominion University, 2017-2019  
Professor and Chair of Marketing, Old Dominion University, 2014-2017  
Professor of Marketing, Old Dominion University, 2013-2014  
Associate Professor of Marketing, Old Dominion University, 2008-2013  
Assistant Professor of Marketing, Old Dominion University, 2002-2008

## VISITING/GUEST POSITIONS

Guest Professor, School of Management and School of Electronic Commerce, Wuhan Institute of Bioengineering, May 2016-present  
Visiting Professor, Université de Lorraine (CEREFIGE), France, Summer 2015-2018  
METEOR Visiting Scholar, Department of Marketing and Supply Chain Management, School of Business and Economics, Maastricht University, August 2009  
Visiting Scholar, Department of Logistics, Hong Kong Polytechnic University, Jan & Dec 2008

## HONORS AND AWARDS

AAA Journals (*Journal of Advertising*) 2020 Most Influential Papers  
*Journal of Marketing* 2020 Outstanding Reviewer Award  
E. V. Williams Faculty Fellow (2019-present)  
Strome College of Business 2018 Doctoral Mentoring Award  
*Journal of Interactive Marketing* 2017 Best Reviewer Award  
*Journal of Interactive Marketing* Top 5 Highly Cited Research  
Wharton Customer Analytics Initiative Lincoln Financial Group Research Opportunity Winner  
Emerald 2016 Citations of Excellence Award

Elsevier 2015 Outstanding Reviewer for *Journal of Interactive Marketing*  
Wharton Customer Analytics Initiative BazaarVoice Research Opportunity Winner  
Elsevier 2014 Top 25 Most Downloaded Marketing Articles (#6)  
*Journal of Interactive Marketing* 2014 Best Paper Award Runner-Up  
Wharton Customer Analytics Initiative Predicting Life Changes Opportunity Winner  
*Journal of Advertising Research* 2013 Best Paper Award  
Wharton Customer Analytics Initiative Coalition Loyalty Program Research Opportunity Winner  
Wharton Customer Analytics Initiative SiriusXM Research Opportunity Winner  
Marketing Science Institute Shopper Marketing Research Competition Winner  
Empower MediaMarketing AAA Research Competition Winner  
Society for New Communications Research 2010-2012 Fellow  
Old Dominion University 2009 CBPA Outstanding Faculty Teaching Award  
E. V. Williams Faculty Research Fellow (2008-2014)  
Old Dominion University 2007 CBPA Outstanding Faculty Research Award  
Old Dominion University 2004 CBPA Outstanding Junior Researcher Award  
Rutgers 2001 Business Plan Competition First Prize (\$20,000)  
AMA-Sheth Doctoral Consortium Fellow, June 2001, Coral Gables, FL

### RESEARCH INTERESTS

Consumer Loyalty and Habit, Loyalty Programs, and Digital Marketing

### PUBLICATIONS

#### JOURNAL ARTICLES

Liu-Thompkins, Yuping, Ewa Maslowska, Yuqing Ren, and Hyejin Kim (in press), "Creating, Meta-Voicing, and Propagating: A Road Map for Understanding User Roles in Computational Advertising," *Journal of Advertising*.

Kordrostami, Erika, Yuping Liu-Thompkins, and Vahid Rahmani (in press), "Investigating the Influence of Regulatory Focus on the Efficacy of Online review Volume Versus Valence," *European Journal of Marketing*.

Valeria, Stourm, Scott A. Neslin, Eric T. Bradlow, Els Breugelmans, So Yeon Chun, Pedro Gardete, P. K. Kannan, Praveen Kopalle, Young-Hoon Park, David Restrepo Amariles, Raphael Thomadsen, Yuping Liu-Thompkins, and Rajkumar Venkatesan (in press), "Refocusing Loyalty Programs in the Era of Big Data: A Societal Lens Paradigm," *Marketing Letters*.

Chang, Chingching, Wei-Na Lee, and Yuping Liu-Thompkins (2019), "Advertising in Asia: Theories and Implications for Practice," *Journal of Advertising*, 48 (5), 417-436.

\*Non-refereed

Mann, Manveer and Yuping Liu-Thompkins (2019), "Shopping Online? The Role of Imagination and Gender," *European Journal of Marketing*, 53 (12), 2604-2628.

Liu-Thompkins, Yuping (2019), "A Decade of Online Advertising Research: What We Learned and What We Need to Know," *Journal of Advertising*, 48 (1), 1-13.

\*Lead article in issue.

Khoshghadam, Leila, Erika Kordrostami, and Yuping Liu-Thompkins (2019), "Experiencing Nostalgia through the Lens of Life Satisfaction," *European Journal of Marketing*, 53 (3), 524-544.

Guo, Huiling, Hangjun Xu, Chuanyi Tang, Yuping Liu-Thompkins, Zhaoyang Guo, and Baobao Dong (2018), "Comparing the Impact of Different Marketing Capabilities: Empirical Evidence from B2B Firms in China," *Journal of Business Research*, 93, 79-89.

Breugelmans, Els and Yuping Liu-Thompkins (2017), "The Effect of Loyalty Program Expiration Policy on Consumer Behavior," *Marketing Letters*, 28 (4), 537-550

\*The authors contributed to the manuscript equally.

Liu-Thompkins, Yuping and Edward Malthouse (2017), "A Primer on Using Behavioral Data for Testing Theories in Advertising Research," *Journal of Advertising*, 46 (1), 213-225.

Judge, William Q., Yuping Liu-Thompkins, J. Lee Brown, and Chatdanai Pongpatipat (2015), "Differences in Corporate Entrepreneurship across Countries: How National-Level Institutions Affect Entrepreneurial Activity in Multinational Firms," *Entrepreneurship Theory and Practice*, 39 (2), 237-266.

Gensler, Sonja, Franziska Völckner, Yuping Liu-Thompkins, and Caroline Wiertz (2013), "Managing Brands in the Social Media Environment," *Journal of Interactive Marketing*, 27 (4), 242-256.

\*Lead article in issue, winner of Emerald 2016 Citations of Excellence Award, Elsevier 2016 Top 5 Most Downloaded Marketing Articles, and runner-up for *Journal of Interactive Marketing* 2014 Best Paper Award.

Liu-Thompkins, Yuping and Leona Tam (2013), "Not All Repeat Customers Are the Same: Effects of Attitudinal Loyalty and Habit," *Journal of Marketing*, 77 (5), 21-36.

Liu-Thompkins, Yuping (2012), "Seeding Viral Content: Lessons from the Diffusion of Online Videos," *Journal of Advertising Research*, 52 (4), 465-478.

\*Winner of *Journal of Advertising Research* 2013 Best Paper Award

Liu-Thompkins, Yuping (2012), "Engaging Consumers in Online Advertising: The Central Role of Perceived Value," *Journal of New Communications Research*, 5 (2011 Anthology), 77-93.

Pearson, Yvette and Yuping Liu-Thompkins (2012), "Consuming Direct-to-Consumer Genetic Tests: The Role of Genetic Literacy and Knowledge Calibration," *Journal of Public Policy & Marketing*, 31 (1), 42-57.

Liu-Thompkins, Yuping and Michelle Rogerson (2012), "Rising to Stardom: An Empirical Investigation of the Diffusion of User-Generated Content," *Journal of Interactive Marketing*, 26 (2), 71-82.

\*Lead article in issue.

Liu, Yuping and L. J. Shrum (2009), "A Dual-Process Model of Interactivity Effects," *Journal of Advertising*, 38 (2), 53-68.

Liu, Yuping and Rong Yang (2009), "Assessing Loyalty Program Effects in a Competitive Setting: Impact of Market Saturation, Market Share, and Category Expandability," *Journal of Marketing*, 73 (1), 109-121.

Liu, Yuping and Yvette E. Pearson (2008), "Direct-to-Consumer Marketing of Predictive Medical Genetic Tests: Assessment of Current Practices and Policy Recommendations," *Journal of Public Policy & Marketing*, 27 (2), 131-148.

Liu, Yuping (2007), "Online Interaction Readiness: Conceptualization and Measurement," *Journal of Customer Behaviour*, 6 (3), 283-299.

Liu, Yuping (2007), "The Long-Term Impact of Loyalty Programs on Consumer Purchase Behavior and Loyalty," *Journal of Marketing*, 71 (4), 19-35.

Maurer, Steven and Yuping Liu (2007), "Developing Effective E-Recruiting Websites: Insights for Managers from Marketers," *Business Horizons*, 50 (4), 305-314.

Liu, Yuping (2003), "Developing a Scale to Measure the Interactivity of Web Sites," *Journal of Advertising Research*, 43 (2), 207-216.

Liu, Yuping and L. J. Shrum (2002), "What is Interactivity and is it Always Such a Good Thing? Implications of Definition, Person, and Situation for the Influence of Interactivity on Advertising Effectiveness," *Journal of Advertising*, 31 (4), 53-64.

### BOOKS AND BOOK CHAPTERS

Liu-Thompkins, Yuping (2012), "Online Advertising: A Cross-Cultural Synthesis," in *Handbook of Research in International Advertising*, ed. Shintaro Okazaki, Cheltenham, UK: Edward Elgar Publishing, p. 303-324.

L. J. Shrum, Tina Lowrey, and Yuping Liu (2009), "Emerging Issues in Advertising Research," in *The SAGE Handbook of Media Processes and Effects*, eds. M. B. Oliver and R. Nabi, Thousand Oaks, CA: Sage Publications, p. 299-312.

Liu, Yuping and L. J. Shrum (2005), "Rethinking Interactivity: What It Means and Why It May Not Always Be Beneficial," in *Advertising, Promotion, and New Media*, eds. Marla Stafford and Ronald Faber, Armonk, NY: M. E. Sharpe, p. 103-124.

### CONFERENCE PROCEEDINGS

Liu, Yuping (2001), "Interactivity and Its Measurement," in *Proceedings of the Experiential E-Commerce Conference*, ed. Frank Biocca [CD-ROM], East Lansing, MI: Michigan State University.

### CONFERENCE PRESENTATIONS

Liu-Thompkins, Yuping, Leila Khoshghadam, Saeed Zal, and Arjang Attar Shoushtari (2020), "Looking Backward to Look Forward: A Meta-Analytic Understanding of Retail Customer Loyalty," 2020 INFORMS Marketing Science Conference, virtual.

Liu-Thompkins, Yuping (2020), "Customer Experience in an Age of Artificial Intelligence," 2020 American Academy of Advertising Annual Conference, virtual.

Dang, Anh and Yuping Liu-Thompkins (2019), "Tradeoff Between Review Valence and Volume: The Role of Numeric Representation," 2019 Association for Consumer Research Annual Conference, Atlanta, GA.

Liu-Thompkins, Yuping, F. Javier Sese, and Mirja Kroschke (2019), "Motivating Purchase Efforts in a Multi-Level Loyalty Program: The Effect of Progress Feedback Framing," American Marketing Association Consumer Behavioral Special Interest Group 2019 Conference, Bern, Switzerland.

Liu-Thompkins, Yuping, F. Javier Sese, and Mirja Kroschke (2019), "Motivating Purchase Efforts in a Multi-Level Loyalty Program: The Effect of Progress Feedback Framing," 2019 INFORMS Marketing Science Conference, Rome, Italy.

Dang, Anh and Yuping Liu-Thompkins (2018), "Does Emotional Arousal Boost or Discount Review Valence Impact? The Role of Purchase Stage," INFORMS 2018 Annual Conference, Phoenix, AZ.

Zhang, Junzhou and Yuping Liu-Thompkins (2018), "The Interplay Between Goal Type and Goal Completion Status on Consumers' Post-Goal Behavior in Multi-Tiered Loyalty Programs," 2018 AMA Summer Academic Conference, Boston, MA.

Zhang, Junzhou and Yuping Liu-Thompkins (2018), "Close but No Cigar: The Joint Impact of Goal Type and Goal Completion Status on Consumer' Post-Goal Completion Behavior," 2018 INFORMS Marketing Science Conference, Philadelphia, PA.

Bruneau, Virginie and Yuping Liu-Thompkins (2018), "Are Loyalty Programs Shams? A Study Assessing How Loyalty Programs Can Enhance Loyalty to the Company Rather

Than to the Program,” 21<sup>st</sup> Academy of Marketing Science World Marketing Congress, Porto, Portugal.

Kordrostami, Elika, Yuping Liu-Thompkins, and Vahid Rahmani (2017), “Investigating Online Reviews: The Moderating Role of Scarcity Appeal”, 2017 Association for Consumer Research Annual Conference, San Diego, CA.

Kordrostami, Elika, Yuping Liu-Thompkins, and Vahid Rahmani (2017), “Examining the Interaction Between Online Review Volume/Valence and Scarcity Appeal.” AMA Summer Educator’s Conference, San Francisco, CA.

Kordrostami, Elika, Yuping Liu-Thompkins, and Vahid Rahmani (2017), “The Effects of Online Reviews on Purchase Intention: Investigating the Moderating Role of Regulatory Focus,” AMA Summer Educator’s Conference, San Francisco, CA.

Xu, Nuo, Yuping Liu-Thompkins, and Yi Zhao (2017), “Success Beyond Self-Performance: Collective Performance Lift from Inter-Agent Effects,” 2017 Annual INFORMS Marketing Science Conference, Los Angeles, CA.

Zou, Yueming and Yuping Liu-Thompkins (2017), “Incentivizing Consumer Sharing in Social Media: The Role of Audience Size,” 2017 Academy of Marketing Science Annual Conference, Coronado, CA.

Kordrostami, Elika, Yuping Liu-Thompkins, and Vahid Rahmani (2017), “Investigating Online Reviews – The Interaction Between Online Review Volume and Valence,” 2017 Academy of Marketing Science Annual Conference, Coronado, CA.

Dang, Anh and Yuping Liu-Thompkins (2017), “% versus Number: How Recommendation Rate Is Framed Influences Consumer Choice,” The Effect of Numerical Markers on Consumer Judgment and Decision Making Conference, University of South Carolina, Columbia, SC.

Zou, Yueming and Yuping Liu-Thompkins (2017), “Incentivizing Consumer Sharing in Social Media: The Role of Brand Personality,” 2017 American Marketing Association Winter Educators Conference, Orlando, FL.

Liu-Thompkins, Yuping and Tim Manoles (2016), “Loyalty Programs and Habit Development: The Effects of Individual and Program Design Factors,” 2016 European Marketing Academy Annual Conference, Oslo, Norway.

Zou, Yueming and Yuping Liu-Thompkins (2015), “Incentivizing Consumer Sharing in Social Media: The Role of Customer Loyalty,” 2015 American Marketing Association Summer Educators Conference, Chicago, IL.

Liu-Thompkins, Yuping, Leona Tam, and Nuo Xu (2015), “Habit Disruption and Consumer Attrition,” 2015 INFORMS Marketing Science Conference, Baltimore, MD.



Hsu, Tommy, John B. Ford, Leona Tam, Yuping Liu-Thompkins, and Edward Markowski (2015), "Is Naming Your Competitor in the Comparative Ad a Good Idea? The Effects of Typicality and Alignability," American Marketing Association 2015 Winter Educators Conference, San Antonio, TX.

Hsu, Tommy, John B. Ford, Leona Tam, Yuping Liu-Thompkins, and Edward Markowski (2015), "Direct vs. Indirect Comparative Advertising: The Role of Valence and Message Claim Type," American Marketing Association 2015 Winter Educators Conference, San Antonio, TX.

Liu-Thompkins, Yuping and Tim Manoles (2014), "Habit Evolution under a Loyalty Program," 2014 INFORMS Marketing Science Conference, Atlanta, GA.

Pongpatipat, Chatdanai and Yuping Liu-Thompkins (2014), "Beyond Information: How Consumers Use Online Reviews to Manage Social Impressions," Academy of Marketing Science 2014 Annual Conference, Indianapolis, IN.

Mann, Manveer K. and Yuping Liu-Thompkins (2014), "Designing Product Presentation Through Augmented Reality: The Role of Consumption Vision," 2014 SCP Advertising and Consumer Psychology Conference, Ann Arbor, MI.

Mann, Manveer K., Yuping Liu-Thompkins, Ginger S. Watson, and Yiannis E. Papelis (2013), "A Multidisciplinary Examination of 3D Virtual Shopping Environments: Effects on Consumer Perceptual and Physiological Responses," Academy of Marketing Science 2013 Annual Conference, Monterey, CA.

Liu-Thompkins, Yuping and Leona Tam (2012), "When Loyalty and Habit Collide," DC Marketing Colloquium, Fairfax, VA.

Tam, Leona and Yuping Liu-Thompkins (2011), "When Loyalty and Habit Collide," the Association for Consumer Research 2011 Annual Conference, St. Louis, MO.

Tung Cu, Yuping Liu-Thompkins, Kiran Karande, and Edward Markowski (2011), "Sense of Community: A Missing Link to Understand Users' Performance in Firm-hosted Online Communities," the Americas Conference on Information Systems (AMCIS), Detroit, MI.

Liu-Thompkins, Yuping and Leona Tam (2011), "Not All Repeat Purchases Are the Same: Attitudinal Loyalty and Habit," the American Marketing Association 2011 Summer Educators' Conference, San Francisco, CA.

Kungpo, Tao and Yuping Liu-Thompkins (2011), "Consumer Reaction to Failure in Time-Sensitive Services: The Role of Coping Strategies," the American Psychological Association 119<sup>th</sup> Convention, Washington, DC.

Judge, William Q., Yuping Liu-Thompkins, J. Lee Brown, and Chatdanai Pongpatipat (2011), "The National Antecedents of Corporate Entrepreneurship: An Empirical Study of Fortune's Global 500 Firms," the Academy of International Business 2011 Annual Meeting, Nagoya, Japan.

Liu-Thompkins, Yuping (2010), "Rising to Stardom: An Empirical Investigation of the Diffusion of User-Generated Content," Society for New Communications Research 5<sup>th</sup> Annual Research Symposium, Stanford, CA.

Breugelmans, Els and Yuping Liu-Thompkins (2010), "The Effects of a Liability-Reducing Loyalty Program Policy Change on Consumer Purchase Behavior," European Marketing Academy 2010 Annual Conference, Copenhagen, Denmark.

Pearson, Yvette and Yuping Liu (2009), "Direct-to-Consumer Marketing of Genetic Testing Services and Consumer Genetic Knowledge Gaps: Implications for Public Policy", 16th International Vincentian Business Ethics conference, Niagara Falls, NY.

Judge, William Q. and Yuping Liu (2009), "Antecedents of Corporate Innovation: The Case of Second Life," Strategic Management Society 2009 Annual International Conference, Washington, DC.

Liu, Yuping and Els Breugelmans (2009), "Loyalty Program Time Horizon: Effects of Policy Change on Consumer Behavior", INFORMS 2009 Marketing Science Conference, Ann Arbor, MI.

Liu, Yuping and Rong Yang (2008), "Loyalty Program Rivalry and Its Impact on Firm and Customer Outcomes," INFORMS 2008 Marketing Science Conference, Vancouver, Canada.

Liu, Yuping and Rong Yang (2008), "Assessing Loyalty Program Effects in a Competitive Setting: Impact of Market Saturation, Market Share, and Category Expandability," American Marketing Association 2007 Winter Educators' Conference, Austin, TX.

Pearson, Yvette and Yuping Liu (2007), "Unique Challenges of Marketing Genetic Testing Services Online: Perspectives from the Fields of Marketing and Bioethics," 14<sup>th</sup> International Vincentian Business Ethics Conference, Chicago, IL.

Liu, Yuping (2006), "Online Interaction Readiness: Measurement, Antecedents, and Consequences," The Academy of Marketing Science 2006 Annual Conference, San Antonio, TX.

Liu, Yuping (2004), "Objective vs. Subjective Interactivity: The Role of Interaction Readiness," American Academy of Advertising 2004 Pre-Conference Session on Interactivity, Baton Rouge, LA.



Liu, Yuping and Steven Maurer (2003), "E-Recruiting Through a Marketing Lens: An Interdisciplinary Approach to a Job Marketing Innovation," Academy of Management 2003 Annual Conference, Seattle, WA.

Liu, Yuping (2003), "Generating Value through Online Interaction: Individual and Situational Differences," Academy of Marketing Science 2003 Annual Conference, Washington, D.C.

Liu, Yuping (2003), "Is Interactivity Always Desirable? Exploring the Effects of Individual Dimensions of Interactivity on Online Persuasion," American Academy of Advertising 2003 Annual Conference, Denver-Broomfield, CO.

### INVITED TALKS

Liu-Thompkins, Yuping (2019), "Leveraging Goal Pursuit in Loyalty Programs," 11<sup>th</sup> Triennial Invitational Choice Symposium, Cambridge, MD.

Liu-Thompkins, Yuping (2018), "How to Build Customer Habits Through Customer Relationship Management," Habit Summit, San Francisco, CA.

Liu-Thompkins, Yuping (2017), "Mobile Apps: Insights from Academic Research," Sentara Healthcare, Norfolk, VA.

Liu-Thompkins, Yuping (2017), "Marketing Analytics: Opportunities and Pitfalls," Rotary Club of Norfolk, Norfolk, VA.

Liu-Thompkins, Yuping (2016), "Embarking on the Journey Towards Making an Impact: Practical Advice on Publication Strategies as a Doctoral Student," Université catholique de Louvain, Louvain-La-Neuve, Belgium.

Liu-Thompkins, Yuping and Leona Tam (2016), "Is Loyalty+Habit Better? Exploring the Interference between Loyalty and Habit," Université catholique de Louvain, Louvain-La-Neuve, Belgium.

Dang, Anh and Yuping Liu-Thompkins (2016), "He Yelled, She Smelled: The Role of Emotions in Consumer Reviews," Wharton Customer Analytics Initiative Bazaarvoice Project Symposium, Philadelphia, PA.

Liu-Thompkins, Yuping (2015), "Do Loyalty Programs Foster Habit Formation? The Moderating Effects of Customer and Program Characteristics," North Carolina State University Marketing Area Research Seminar Series, Raleigh, NC.

Tang, Chuanyi, Yuping Liu-Thompkins, and Lin Guo (2015), "Predicting Significant Life Events through Financial Activities," Wharton Customer Analytics Initiative PLC Project Symposium, Philadelphia, PA.

## Yuping Liu-Thompkins' Curriculum Vitae (Page 10 of 17)

---

Liu-Thompkins, Yuping (2014), "Purchase Evolution under a Loyalty Program," Wharton Customer Analytics Initiative/BonusCard Symposium, Philadelphia, PA.

Liu-Thompkins, Yuping (2014), "Insurance Customer Loyalty: Insights from Academic Research," The Lacek Group Loyalty Workshop, Minneapolis, MN.

Liu-Thompkins, Yuping and Leona Tam (2013), "Habit Dynamics and Customer Defection," Wharton Customer Analytics Initiative/SiriusXM Symposium, Philadelphia, PA.

Liu-Thompkins, Yuping (2012), "Demonstrating Loyalty Program Effects: Challenges and Solutions," The Lacek Group, Minneapolis, MN.

### MEDIA APPEARANCES

Interview by *WYDaily* on the impact of online retail on brick and mortar stores, May 2020

Interview by WTKR TV Station on shopping smart in COVID-19, April 2020

Interview by *WalletHub* on Citibank's reward credit card, December 2018, October 2019, and May 2020

Interview by *Lift the Bar* podcast on marketing for personal trainers, December 2018

Interview by *MarketScale* podcast on digital marketing and customer loyalty, November 2018

Interview by *Washington Post* on reward programs, October 2018

Interview by NPR's *Marketplace* program on reward programs, September 2018

Interview by *Data2CRM* on customer relationship management, February 2018

Interview by *New York Times* on cultivating brand loyalty, June 2016

Interview by *Colloquy* on loyalty program analytics and personalization, March 2014

Interview by WVEC TV Station on unethical telemarketing practice, June 2012

Interview by *Colloquy* cover story on social media and customer loyalty, February 2011

Interview by *With Good Reason* public radio program on social media marketing, Spring 2010

Invited contribution to the ODU Quest Research Magazine, Spring 2010

Interview by WTKR TV Station on search engine marketing, Fall 2006

### GRANTS

2019      "It Was the Best of Times, It Was the Worst of Times: The Effect of Emotional Uncertainty and Arousal on Healthy Food Choices." Old Dominion University Summer Research Fellowship, \$7,000.

2014      "Consumption Visions: Augmented Reality and Impulse Buying," (with Dr. Manveer Mann). Old Dominion University SEECR Grant, \$17,000.

2010      "When Loyalty and Habit Collide," (with Dr. Leona Tam). Marketing Science Institute Research Grant, \$7,550

- 2010      “Understanding the Viral Diffusion of Brand Messages Online,” American Academy of Advertising Empower MediaMarketing Research Grant, \$5,000.
- 2007      “Interactivity and Online Persuasion: The Moderating Role of Site Content”. ODU CBPA Summer Research Grant, \$7,500.
- 2006      “Direct-to-Consumer Marketing of Genetic Tests & Services: Moral Perils and Practical Solutions” (with Dr. Yvette Pearson). Old Dominion University SEECR Grant, \$17,000.
- 2005      “Marketing Dynamics of Loyalty Programs.” Old Dominion University Summer Research Fellowship, \$8,500
- 2005      “Database Marketing Course Development.” ODU CBPA Small Business Grant, \$2,000
- 2005      “A Study of the Strategic Process Orientation of Firms” (with Anil Nair). College of Business and Public Administration Small Business Grant, \$2,000
- 2004      “Interaction Readiness: The Impact of Individual Differences on Web Browsing Behavior.” College of Business and Public Administration Small Business Grant, \$2,000
- 2003      “One-to-One Interactive Marketing.” Grant from Outsite Networks, \$2,400

## **TEACHING INTERESTS**

Internet/Digital Marketing, Marketing Analytics, Web Analytics, Marketing Research, Advertising, and Consumer Behavior

## **COURSES TAUGHT**

Advanced Research Methodology, Ph.D.  
Consumer Behavior Seminar, Ph.D.  
Current Issues and Topics in Marketing, Ph.D.  
Social Media Marketing, MBA  
Advertising Strategy and Integrated Marketing Communications, MBA  
Evaluation of Information Systems, Master  
Marketing on the Internet, Undergraduate and MBA  
Advanced Marketing on the Internet, Undergraduate  
Web Analytics, Undergraduate  
Advertising Strategy, Undergraduate  
Marketing Research, Undergraduate  
International Marketing, Undergraduate  
Principles of Marketing, Undergraduate

## **REVIEWING ACTIVITIES**

### **EDITORSHIP**

*Journal of Business Research*, Associate Editor (Technology, Interactive and Social Media)

*Journal of Advertising*, Associate Editor (2014-2019)

*Journal of Advertising*, Guest Co-Editor, Special Issue on Advertising in Asia: Theories and Implications for Practice (March 2018-December 2019)

### **EDITORIAL REVIEW BOARD**

*Journal of Marketing*

*Journal of Interactive Marketing*

*Journal of Advertising*

*Journal of Advertising Research*

*Journal of Marketing Communications*

*SageOpen* (2013-2017)

### **AD HOC REVIEWER**

*Journal of Marketing Research*

*International Journal of Research in Marketing*

*Journal of the Academy of Marketing Science*

*Journal of Retailing*

*Journal of Service Research*

*Marketing Letters*

*European Journal of Marketing*

*Service Science*

*Journal of Computer-Mediated Communication*

*Journal of Interactive Advertising*

*Journal of Marketing Management*

*Journal of Retailing and Consumer Services*

*Electronic Commerce Research and Applications*

*Media Psychology*

*Electronic Commerce Research*

*Applied Research in Quality of Life*

*Service Industries Journal*

*Journal of Electronic Commerce Research* (special issue on mobile advertising)

*International Marketing Review* (special issue on Cross-Cultural Research in Services Marketing)

*Journal of Business Research*

*Academy of Marketing Science Review* (special issue on Culture and Marketing)

*Journal of International Consumer Marketing*

*Electronic Commerce Research Journal*

*Electronic Commerce Research and Applications*  
National Science Foundation grant proposals

### CONFERENCE AND COMPETITION REVIEWER

Global Sales Science Institute 2020 Conference  
Academy of Marketing Science 2020 Conference  
Marketing Science Institute's 2018 Alden G. Clayton Dissertation Proposal Competition  
2017 European Marketing Academy (EMAC) Conference  
Academy of Marketing Science 2016 World Marketing Congress  
American Academy of Advertising 2016 Conference  
American Academy of Advertising 2015 Conference  
Society for Consumer Psychology 2014 Winter Conference  
Academy of Marketing Science 2012 Conference  
2011 Conference on Social Media in Hospitality and Tourism  
Academy of Marketing Science 2011 World Marketing Congress  
Academy of Marketing Science 2011 Annual Conference  
Marketing Science Institute 2010 Alden G. Clayton Doctoral Dissertation Proposal Competition  
Grant proposal review for the Social Sciences and Humanities Research Council of Canada, 2009 and 2010  
Combi 2010 Conference  
Academy of Marketing Science 2010 Conference  
American Marketing Association 2009 Winter Educators' Conference  
Academy of Marketing Science 2006 Annual Conference  
World Marketing Congress 2004 Annual Conference  
Academy of Marketing Science 2004 Annual Conference  
Society for Consumer Psychology 2003 Doctoral Dissertation Proposal Competition  
Academy of Marketing Science 2003 Annual Conference  
Academy of Marketing Science 2003 World Congress  
Society for Marketing Advances 2002 Doctoral Dissertation Proposal Competition  
American Marketing Association 2002 Summer Marketing Educators' Conference

### GRADUATE STUDENT SUPERVISION

#### DOCTORAL DISSERTATION COMMITTEES

Committee member for Saeed Zal  
Committee chair for Leila Khoshghadam (graduated in 2020)  
Committee chair for Junzhou (Jonas) Zhang (graduated in 2019)  
Committee co-chair for Kemal Soylemez (graduated in 2019)  
Committee member for Olga Butenko  
Committee member for Hangjun (Joe) Xu (graduated in 2018)  
Committee member for Virginie Bruneau at Université catholique de Louvain, Louvain-La-Neuve, Belgium (graduated in 2017)  
Committee chair for Anh Dang (graduated in 2018)

Committee chair for Hamid Abbassi (graduated in 2020)  
Committee member for Vahid Rahmani (graduated in 2017)  
Committee chair for Erika Kordrostami (graduated in 2016)  
Committee chair for Yueming Zou (graduated in 2016)  
Committee chair for Chatdanai Pongpatipat (graduated in 2014)  
Committee co-chair for Gulfem Kutlu (graduated in 2015)  
Committee member for Ceren Ekebas-Turedi (graduated in 2015)  
Committee member for Chung-Kai Hsu (graduated in 2014)  
Committee member for Tung Cu (graduated in 2009)  
Committee member for Dung Vu (graduated in 2008)  
Committee member for Han Liu (Urban Education, graduated in 2004)  
Committee member for Ceyhan Kilic (graduated in 2004)

### PROFESSIONAL SERVICES

#### SERVICE TO THE AREA

Director, Loyalty Science Lab, Fall 2019-present  
Marketing Department Website Content Manager, 2013-present  
Marketing Promotion & Tenure Committee, Fall 2008-present, Chair 2019-2020  
Research Mentor to Nuo (Norah) Xu, Fall 2016-2020  
Director, Customer Analytics and Strategy Collaboratory, Fall 2016-Summer 2019  
Creator and Maintainer, Strome Marketers Career Blog, Fall 2015-Summer 2017  
Chair, Marketing Lecturer Recruitment Committee, Spring 2016 and Fall 2014  
Co-Chair, Marketing Recruiting Committee, 2004, 2012, and 2015  
Marketing Department Chair, August 2014-July 2017  
Chair, Marketing Promotion & Tenure Committee, 2008-2009  
Marketing Recruiting Committee, 2005-2007  
Marketing Internship Chief Advisor, Fall 2006  
Ph.D. comprehensive exam (written and oral) committee, 2003-present  
Faculty Marshal, December 2002 and December 2003

#### SERVICE TO THE COLLEGE

College Promotion & Tenure Committee, 2008-2009 and 2019-2020  
College Doctoral Mentoring Award Committee, Spring 2019-present  
College Standards & Procedures Committee, Fall 2017 & Fall 2018-present  
College Executive Advisory Council Guest Speaker, January 2020  
SPS Promotion and Tenure Committee (Wie Yousef promotion), Fall 2018  
College Advisory Council, August 2014-Spring 2017  
College Website Redesign Advisor, 2013  
College Teaching Award Committee, 2010-2015  
College Strategic Planning Committee, 2009 and 2012  
Dean Search Advisory Committee, 2010  
College Undergraduate Curriculum Committee, 2008-2009 & Spring 2010-Spring 2014  
College Research Award Committee, 2007-2013



College Information Technology Committee, 2002-2009  
College Internet Marketing Project, 2003

### SERVICE TO THE UNIVERSITY

University Promotion and Tenure Committee, 2019-2020  
ODU Leadership Learning Series Speaker, March 2020  
ODU Science Pub Speaker, December 2019  
Panelist for Student Engagement & Enrollment Services Communications Committee Meeting on Engaging Students Through Social Media, November 2017  
Presentation on Engaging Students Through Experiential Learning as part of the Provost's Conversation Series on Teaching, Spring 2017  
Panelist for New Chairs' Orientation Budget Session, June 2016  
Panelist for the Movin' On Up to Full Professor Workshop by Women's Caucus, Spring 2016  
Vice President for Research Search Committee, 2013-2014  
Presentation on the Role of Social Media in Learning at the Prepare Future Faculty event, Fall 2011  
Presentation on Using Social Media in Teaching as part of the Provost's Conversation on Teaching Series, Spring 2011  
Invited contribution to the ODU Quest Research Magazine, Spring 2010  
University Outstanding Graduate Teaching Assistant Award Selection Committee, 2010  
University Strategic Planning Committee Research Subcommittee, 2009  
Commonwealth of Virginia Community Campaign Committee, 2004-2008  
University Web Site Ad Hoc Committee, 2004

### SERVICE TO THE COMMUNITY

WHRO Web Analytics Project, Fall 2020  
Corbett Technology Solutions, Inc. (CTSI) Web Analytics Project, Fall 2020  
Norfolk Botanical Garden Web Analytics Project, August-December 2019  
Strategic Marketing Panelist, Healthcare Administrators of Tidewater, November 2018  
Chartway Federal Credit Union Web Analytics Project, August-December 2018  
Advisory Board Member, Dewber.com, September 2018-August 2020  
Guest speaker, Sentara Healthcare, October 2017  
Copa Airlines Loyalty Marketing Project (CASC), 2017-2018  
Guest speaker, Rotary Club of Norfolk, May 2017  
Port of Virginia Marketing Research Project (CASC), 2017-2018  
Plow & Hearth Web Analytics Project, Fall 2017  
xTuple Web Analytics Project, Fall 2017  
Dominion Enterprises Web Analytics Project, Fall 2016  
Invited doctoral student mentoring session on publication strategy at Université Catholique de Louvain, Louvain-La-Neuve, Belgium.  
Interview for Colloquy story on loyalty program analytics, March 2014  
Interview on unethical telemarketing practice with WVEC, June 2012  
Interview for *Colloquy* cover story on social media and customer loyalty, February 2011

Girl Scouts of Colonial Coast Integrated Marketing Communications Project, Fall 2010  
Young Audiences of Virginia Integrated Marketing Communications Project, Fall 2010  
Interview on social media marketing with *With Good Reason* public radio program, Spring 2010  
Optima Health Internet Marketing Project, Spring 2009  
Skin, the Medical Spa IMC Project, Fall 2008  
Fleet Family & Support Center Marketing Research and IMC Project, Fall 2008  
Sentara Healthcare Internet Marketing Project, Fall 2007  
American Red Cross Marketing Research Project, Fall 2006  
Interview on search engine marketing with WTKR, Fall 2006  
Azar's Advertising Project, Spring 2006  
Norfolk Florist Internet Marketing Project, 2004-2005  
Watters and Martin Inc. Internet Marketing Project, 2003  
Action Habit Internet Marketing Project, 2003  
William E. Wood Company Internet Marketing Project, 2002

### SERVICE TO PROFESSIONAL ASSOCIATIONS

Social Media Track Co-Chair, Academy of Marketing Science World Marketing Congress, July 2016.

Program committee, 21st Annual Advertising and Consumer Psychology Conference, New York, NY, May 2002

Session chair, "The Impacts of Personality," Association for Consumer Research Annual Conference, Salt Lake City, UT, October 2000

### PROFESSIONAL MEMBERSHIP

Institute for Operations Research and the Management Sciences  
American Academy of Advertising  
Association for Consumer Research  
Society for New Communications Research

### OTHER RELEVANT WORK EXPERIENCE

1999-2001	<b>Adjunct Instructor</b> Department of Marketing, Rutgers University
1998-1999	<b>Data Analyst</b> Virtual Classroom Project, Department of Computer and Information Science, New Jersey Institute of Technology
1997-1999	<b>Teaching Assistant</b> Department of Marketing, Rutgers University

1996-1997     **Assistant Editor**  
China Price Publishing, Beijing, China