

BETH L. FOSSEN

Kelley School of Business
Indiana University
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Bloomington, IN 47405

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ACADEMIC EMPLOYMENT

Assistant Professor of Marketing, 2016 – present
Kelley School of Business, Indiana University, Bloomington, IN

EDUCATION

Ph.D., Marketing, 2011 – 2016
Goizueta Business School, Emory University, Atlanta, GA

Bachelor of Business Administration in Business and Studio Art, 2006-2010
Else School of Management, Millsaps College, Jackson, MS

RESEARCH INTERESTS

Advertising, Online Word-of-Mouth, Online Consumer Behavior, Social Media, Political Marketing

JOURNAL PUBLICATIONS

1. **Fossen, Beth L.**, and Alexander Bleier* (2021), “Online Program Engagement and Audience Size during Television Ads.” *Journal of the Academy of Marketing Science*, forthcoming.
*Authors contributed equally.
 - Awarded Marketing Science Institute Research Grant (Grant #4000371)
2. **Fossen, Beth L.**, Girish Mallapragada, and Anwasha De (2021), “Impact of Political Television Advertisements on Viewers’ Response to Subsequent Advertisements.” *Marketing Science*, 40(2), 305-324.
 - Selected coverage: *News at IU Bloomington*, *Indiana University News Podcast*, *EurekAlert!*, *Newswise*
3. **Fossen, Beth L.**, David A. Schweidel, and Michael Lewis (2019), “Examining Brand Strength of Political Candidates: A Performance Premium Approach.” *Customer Needs and Solutions*, 6(December), 63–75.
4. **Fossen, Beth L.**, and David A. Schweidel (2019), “Measuring the Impact of Product Placement with Brand-related Social Media Conversations and Website Traffic.” *Marketing Science*, 38(3), 365-541.
 - Awarded Marketing Science Institute Research Grant (Grant #4-2000)

- Selected coverage: *MSI Working Paper Series, Engadget, Emory Business, MultiBriefs, Mental Daily, INFORMS News Room, The Fashion Law, Market Business News, Ryff, BizCommunity, Science Daily, OnAnalytics*
5. **Fossen, Beth L.**, and David A. Schweidel (2019), “Social TV, Advertising, and Sales: Are Social Shows Good for Advertisers?,” *Marketing Science*, 38(2), 274-295.
 - Part of dissertation which won **ISMS Doctoral Dissertation Proposal Competition Award** and **MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Award**
 - Selected coverage: *GfK Marketing Intelligence Review, MSI Working Paper Series, Adweek, E&T Magazine, The Tribune, Economic Times, Market Business News, The ROI Podcast, INFORMS News Room, Futurity, Millennium Post, News at IU Bloomington, Georgetown News, LatestLY, Hindustan Times, Zee Business, Indiana Daily Student, ScienceDaily*
 6. **Fossen, Beth L.**, Michelle Andrews, and David A. Schweidel (2017), “Sociodemographic versus Geographic Proximity in the Diffusion of Online Conversations,” *Journal of the Association for Consumer Research*, 2(2), 246-266.
 7. **Fossen, Beth L.**, and David A. Schweidel (2017), “Television Advertising and Online Word-of-Mouth: An Empirical Investigation of Social TV Activity,” *Marketing Science*, 36(1), 105-123.
 - Finalist for the **John D. C. Little Award** (awarded annually for the best marketing paper published in an INFORMS journal)
 - Part of dissertation which won **ISMS Doctoral Dissertation Proposal Competition Award** and **MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Award**
 - Selected coverage: *GfK Marketing Intelligence Review, MSI Working Paper, OnAnalytics*

INDUSTRY PUBLICATIONS

1. **Fossen, Beth L.** (2021), “Measuring the Impact of Product Placement,” *OnAnalytics*, forthcoming.
2. **Fossen, Beth L.**, and David A. Schweidel (2018), “Measuring the Impact of Product Placement with Brand-related Social Media Conversations and Website Traffic,” *Marketing Science Institute Working Paper Series*, Report [18-129-10].
3. **Fossen, Beth L.**, and David A. Schweidel (2017), “Social TV: How Social Media Activity Interacts With TV Advertising,” *GfK Marketing Intelligence Review*, 9(2), 31-36.
4. **Fossen, Beth L.** (2017), “Generating Online Word-of-Mouth,” *OnAnalytics*, Fall 2017, 16-17.
5. **Fossen, Beth L.**, and David A. Schweidel (2016), “Social TV, Advertising, and Sales: Are Social Shows Good for Advertisers?,” *Marketing Science Institute Working Paper Series*, Report [16-135].
6. **Fossen, Beth L.**, and David A. Schweidel (2015), “Television Advertising and Online Word-of-Mouth: An Empirical Investigation of Social TV Activity,” *Marketing Science Institute Working Paper Series*, Report [15-106].

PAPERS UNDER REVIEW / WORKING PAPERS

1. **Fossen, Beth L.**, Donggwan Kim, David A. Schweidel, and Raphael Thomadsen*, “The Role of Slant and Message Consistency in Political Advertising Effectiveness: Evidence from the 2016 Presidential Election,” revising for 2nd round review at *Quantitative Marketing and Economics*, *all authors contributed equally and are listed in alphabetical order
2. Shankar, Venkatesh, Dhruv Grewal, Sarang Sunder, **Beth L. Fossen**, Amit Agarwal, and Kay Peters, “Digital Marketing Communication in Global Marketplaces,” under 2nd round review at *International Journal of Research in Marketing*
3. **Fossen, Beth L.**, Michelle Andrews, and Inyoung Chae*, “Public Service Announcements on Television: Understanding What Affects Ad Viewership,” revising for 2nd round review at *Journal of the Academy of Marketing Science* (Major Revision), *all authors contributed equally
4. Schweidel, David A. and **Beth L. Fossen**, “Engaging the Electorate on Social Media: The Impact of Content and Audience Composition on Engagement and Follower Growth,” revising for invited resubmission to *Journal of Marketing* (Reject and Resubmit)
5. **Fossen, Beth L.** and Philip Kim, “Effectiveness of Micro Ads on Television,” under review at *Marketing Science*

SELECTED WORK IN PROGRESS

- “Moral Language and Racial Bias on Social Media: Evidence from Political Communications” with Girish Mallapragada and Vamsi Kanuri
- “Responses to Firm’s CSR Initiatives: Relationship between Consumer and Market Reactions” with Karen Wallach and Dionne Nickerson
- “Effectiveness of Influencer Marketing for Political Campaigns” with Philip Kim
- “Impact of Influencer Fit on Consumer Engagement and Search” with Anwesha De

AWARDS & HONORS

- AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, Indiana University, 2021
- Harry C. Sauvain Undergraduate Teaching Award, Indiana University, Nominee, 2021
- Harry C. Sauvain Undergraduate Teaching Award, Indiana University, Nominee, 2020
- Early-Career Faculty Consortium Fellow, Marketing Strategy Consortium, Indiana University, 2019
- John D. C. Little Award**, Finalist, 2018
Awarded annually for the best marketing paper published in an INFORMS journal
- Kelley School of Business Data Funding Program Grant, Indiana University, 2018
- MSI Research Grant, “Social TV and Viewer Retention during Ads,” Grant #4000371, \$4,000, 2018
- Trustee Teaching Award, Indiana University, Winner, 2018
“This award is bestowed under the auspices of the Indiana University Trustees in recognition of the University’s most distinguished teachers.”
- AMA Winter Marketing Academic Conference Doctoral Symposium, Faculty Representative,

New Orleans, LA, 2018
 Marketing EDGE's Professor's Institute, Faculty Representative, 2018
 Kelley School of Business Data Funding Program Grant, Indiana University, 2017
 Goizueta Fellow, 2016
 MSI Research Grant, "Television Advertising and Product Placement: Investigating Television's Impact on Online Behavior," Grant #4-2000, \$4,500, 2016
 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Award, Winner, 2015
 ISMS Doctoral Dissertation Proposal Competition Award, Winner, 2015
 ISMS Doctoral Consortium Fellow, Johns Hopkins University, 2015
 AMA-Sheth Doctoral Consortium Fellow, Northwestern University, 2014
 ISMS Doctoral Consortium Fellow, Emory University, 2014
 Sheth Fellowship, Emory University, 2014
 Goizueta Business School Doctoral Fellowship, Emory University, 2011-2016
 Else School of Management Scholar, Academic Scholarship, Millsaps College, 2009-2010
 Presidential Scholar, Millsaps College, 2006-2010
ESPN The Magazine All-American Academic Team, NCAA Tennis, Millsaps College, 2008

INVITED TALKS

Vrije Universiteit Amsterdam, June 2021 (Scheduled)
 Sabio Inc., February 2021
 Saatchi & Saatchi, February 2021
 Bold Minds Mixer, Online Seminar Series, February 2021
 Indeed.com, October 2020
 New Ideas in Marketing (NiM) Online Seminar Series, June 2020
 Indiana University, Kelley School of Business, Marketing Department Virtual Brown Bag Seminar Series, June 2020
 Harvard University, Harvard Business School, March 2020
 University of Notre Dame, Mendoza College of Business, February 2020
 University of Texas at Austin, McCombs School of Business, March 2019
 Indiana University, Kelley School of Business, Marketing DocDay, February 2019
 University of Virginia, Darden School of Business, May 2018
 Indiana University, American Marketing Association Student Chapter, November 2017
 Indiana University, American Marketing Association Student Chapter, February 2017
 Washington University, Olin Business School, November 2016
 University of Georgia, Grady College of Journalism and Mass Communication, March 2016
 University of Oxford, Saïd Business School, October 2015
 University of Maryland, Robert H. Smith School of Business, October 2015
 Clemson University, October 2015
 University of Arizona, Eller College of Management, October 2015
 University of South Carolina, Darla Moore School of Business, October 2015
 Boston College, Carroll School of Management, October 2015
 Tulane University, Freeman School of Business, October 2015
 Indiana University, Kelley School of Business, October 2015
 University of California, Los Angeles, Anderson School of Management, October 2015
 University of Tennessee, Haslam College of Business, September 2015
 University of Massachusetts Amherst, Isenberg School of Management, September 2015
 University of Pittsburgh, September 2015
 University of Washington, Foster School of Business, September 2015

Syracuse University, Whitman School of Management, September 2015
 University of Alberta, Alberta School of Business, September 2015
 Lehigh University, College of Business and Economics, September 2015

CONFERENCE PRESENTATIONS AND PANELS

“Effectiveness of Influencer Marketing for Political Campaigns,” INFORMS Marketing Science Conference, Virtually hosted by University of Miami, June 2021 (Scheduled)

“TV Advertising and Online Sales,” Panelist, Virtual Quant Marketing Seminar (VQMS), December 2020

“Digital Marketing Communication in Global Marketplaces,” co-Presenter, Thought Leadership Conference on Global Marketing Strategy, Virtually hosted by Indian School of Business, August 2020

“Impact of Political Television Advertisements on Viewers’ Response to Subsequent Advertisements,” INFORMS Marketing Science Conference, Virtually hosted by Duke University, June 2020

“The Kaepernick Debate & The Politics of Sports,” Panelist, Indiana University, October 2018

“The Impact of Product Placement on Brand-related Social Media Conversations and Website Traffic,” INFORMS Marketing Science Conference, Temple University, Philadelphia, PA, June 2018

“Impact of Political Television Advertisements on Effectiveness of Subsequent Advertisements,” Theory and Practice in Marketing (TPM) Conference, UCLA, Los Angeles, CA, May 2018

“Impact of Political Television Advertisements on Effectiveness of Subsequent Advertisements,” Data, Dollars, and Votes: The Intersection of Marketing and Politics, Georgetown University, Washington, D.C., May 2018

“The Impact of Product Placement on Brand-related Social Media Conversations and Website Traffic,” 2018 AMA Winter Marketing Academic Conference, New Orleans, February 2018

“Special Panel on Emerging Topics: Connected Consumers and Social Media,” Panel Moderator, 2018 AMA Winter Marketing Academic Conference, New Orleans, February 2018

“Panel on Media and Entertainment,” Panelist, Women in Business 10th Annual Conference, Indiana University, February 2018

“The Impact of Product Placement on Brand-related Social Media Conversations and Website Traffic,” INFORMS Annual Meeting Conference, Houston, TX, October 2017

“Social TV, Advertising, and Sales: Are Social Shows Good for Advertisers?,” INFORMS Marketing Science Conference, University of Southern California, Los Angeles, CA, June 2017

“Social TV and Sales: Are Social Shows Good for Advertisers?,” INFORMS Annual Meeting Conference, Nashville, TN, November 2016

“The Role of Online Word-of-Mouth in Brand Strategy,” ISMS Doctoral Dissertation Proposal Competition Award Winners Special Section, INFORMS Marketing Science Conference, Fudan University, Shanghai, June 2016

“Television Advertising and Online Word-of-Mouth: An Empirical Investigation of Social TV Activity,” INFORMS Marketing Science Conference, Johns Hopkins University, Baltimore, MD, June 2015

“Reputational Spillover in Social Media: Collateral Damage or Construction?,” INFORMS Marketing Science Conference, Emory University, Atlanta, GA, June 2014

SERVICE

PhD Dissertation Committees

Philip Kim, Advisor, Marketing, Kelley School of Business, Indiana University, Expected 2025
Anwasha De, Committee Member, Marketing, Kelley School of Business, Indiana University, Expected 2021, Placement: Bocconi University

Editorial Review Boards

Journal of Marketing, 2020-present

Ad-hoc Reviewing

Journal of the Academy of Marketing Science, 2020-present

Journal of Marketing Research, 2020-present

Information Systems Research, 2018-present

Journal of Consumer Research, 2018-present

Journal of Interactive Marketing, 2018-present

Journal of Marketing, 2018-present

Marketing Letters, 2018-present

Information Economics and Policy, 2017-present

International Journal of Research in Marketing, 2017-present

Marketing Science, 2017-present

MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition, 2016-present

Other Committees

Undergraduate Task Force on DEI for the Diversity, Equity and Inclusion Committee, Marketing Department, Kelley School of Business, Indiana University, 2021

Teaching and Service Excellence Committee, Kelley School of Business, Indiana University, 2020-2021

PhD Dissertation Proposal Examination Committee, Yu-Hsin Liu, Business Economics and Public Policy, Kelley School of Business, Indiana University, 2017

Marketing Department Tenure-track Recruiting, Kelley School of Business, Indiana University

- Recruiting Committee, 2020-2021

- Participant, 2016-present

Marketing Department Doctoral Program Recruiting, Participant, Kelley School of Business, Indiana University, 2016-present

Marketing Department Doctoral Student Paper Reviewer, Kelley School of Business, Indiana University, 2016-2018
 Donald R. Keough Award Selection Committee, Goizueta School of Business, Emory University, 2016

Other Service

Associate Editor for the AMA Summer Academic Conference, Social Media & Marketing Track, August 2021 (Scheduled)
 Direct Admit Day Zoom Mini-Lecture, Kelley School of Business, Indiana University, February 2021
 Initiated and organized Kelley School of Business Marketing Department Brown Bag Seminar Series, Summer 2020
 Associate Editor for the AMA Summer Academic Conference, Marketing-Technology Interface: Beyond Digital and Social Marketing, San Francisco, CA, August 2020
 Faculty Advisor for 1st Place Team at Kelley School of Business Macy's Case Competition, Indiana University, November 2018
 Associate Editor for the AMA Winter Marketing Academic Conference, Connected Consumers and Social Media Track, New Orleans, LA, February 2018
 MBA Faculty Advisor for Consulting Projects, Kelley School of Business, Indiana University, February 2018

TEACHING

Kelley School of Business, Indiana University

Special Topics in Marketing M798 (PhD), Guest Lecturer on Social Media, Spring 2020
 Marketing Strategy M450 (BBA), Professor, Spring 2017-present

- Nominee, 2021 Harry C. Sauvain Undergraduate Teaching Award, Indiana University
- Nominee, 2020 Harry C. Sauvain Undergraduate Teaching Award, Indiana University
- Winner, 2018 Trustee Teaching Award, Indiana University

Goizueta Business School, Emory University

Digital and Social Media Strategy (MBA and BBA), Guest Lecturer, Fall 2013-Fall 2015
 Marketing Analytics Consultancy (MBA), Teaching Assistant, Spring 2015
 Predictive Sports Analytics (MBA and BBA), Teaching Assistant, Fall 2014
 Marketing Strategy and Customer Relationship Management (MBA and BBA), Teaching Assistant, Fall 2012

INDUSTRY EXPERIENCE

Senior Political Consulting Associate and New Media Director, 2009-2011
 Chism Strategies (formerly Zata3 Consulting), Jackson, MS, and Washington, D.C.