September 2026

BETH L. FOSSEN

Email: bfossen@iu.edu | **Address**: 1309 E 10th Street, Bloomington, IN 47405

ACADEMIC EMPLOYMENT

Indiana University, Kelley School of Business, Bloomington, IN
Associate Professor of Marketing, 2024 – present
Zoher E. Shipchandler Faculty Fellowship, 2026 – present
Eli Lilly and Company Faculty Fellowship, 2023 – 2026
Assistant Professor of Marketing, 2016 – 2024

EDITORIAL POSITIONS

Co-editor, *Journal of Interactive Marketing*, 2024 – 2027

EDUCATION

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

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

RESEARCH INTERESTS

Advertising, Political Marketing, Social Media, Online Consumer Behavior

JOURNAL PUBLICATIONS

1. **Fossen, Beth L.**, Philip Kim, and Inyoung Chae (2026), "The Impact of Ad Length on Ad Effectiveness: Do Micro Ads Work?," *Journal of Marketing*, 90(3), 34-58.
   - Selected coverage: *Fox26*

2. **Fossen, Beth L.**, and David A. Schweidel (2026), "Emotionality in Political Social Media Communications: The Moderating Role of Audience Diversity," *Information Systems Research*, 37(1), 434-453.
   - In the top 25% of all research outputs scored by Altmetric (Altmetric Attention Score: 27)
   - Selected coverage: *EurekAlert*, *PhysOrg*

3. Bleier, Alex, **Beth L. Fossen**, and Michal Shapira (2024), "On the Role of Platforms in the Creator Economy," *International Journal of Research in Marketing*, 41(3), 411-426.
   - Lead research article
   - Selected coverage: *IJRM Newsletter*, *Creator Economy Wikipedia Entry*, *Up Next Podcast*, *Israeli Economy Channel*

4. Verlegh, Peeter W.J., and **Beth L. Fossen** (2024)**,** "This We Promise You," *Journal of Interactive Marketing*, 59(3), 231-233.

5. **Fossen, Beth L.**, Donggwan Kim, David A. Schweidel, and Raphael Thomadsen[+] (2022), "The Role of Slant and Message Consistency in Political Advertising Effectiveness: Evidence from the 2016 Presidential Election," *Quantitative Marketing and Economics*, 20(1), 1-37. [+]All authors contributed equally and are listed in alphabetical order.
    - Lead article
    - Winner of **2022 Kelley School of Business Research Award**
    - In the top 5% of all research outputs scored by Altmetric (Altmetric Attention Score: 158). Top Altmetric Attention Score among all *Quantitative Marketing and Economics* publications.
    - Selected coverage: *The Conversation*, *Yahoo!*, *The Source*, *Newswise*, *CBS 58 (Milwaukee)*, *EurekAlert* *Yes! Magazine*, *Snopes*, *Ohio Capital Journal*, *Portland Press Herald*, *Pennsylvania Capital Star, Arkansas Democrat Gazette, Baptist News Global, India Education Diary*, *Phys.org, FlaglerLive, Honolulu Civil Beat, Pittsburgh Tribune-Review*, *This is Reno, The Bryan Times, Tulsa World, Seattle Post-Intelligencer*, *Providence Business News*

6. Shankar, Venkatesh, Dhruv Grewal, Sarang Sunder, **Beth L. Fossen**, Kay Peters, and Amit Agarwal (2022), "Digital Marketing Communication in Global Marketplaces: A Review of Extant Research, Future Directions, and Potential Approaches," *International Journal of Research in Marketing*, 39(2), 541-565.
    - In the top 25% of all research outputs scored by Altmetric (Altmetric Attention Score: 14)

7. **Fossen, Beth L.**, and Alexander Bleier[+] (2021), "Online Program Engagement and Audience Size during Television Ads," *Journal of the Academy of Marketing Science,* 49, 743-761. [+]All authors contributed equally.
    - Awarded Marketing Science Institute Research Grant (Grant #4000371)
    - In the top 25% of all research outputs scored by Altmetric (Altmetric Attention Score: 7)

8. **Fossen, Beth L.**, Girish Mallapragada, and Anwesha De (2021), "Impact of Political Television Advertisements on Viewers' Response to Subsequent Advertisements," *Marketing Science*, 40(2), 305-324.
    - In the top 5% of all research outputs scored by Altmetric (Altmetric Attention Score: 139)
    - Selected coverage: *The Conversation*, *Yahoo!, News at IU Bloomington*, *Indiana University News Podcast*, *EurekAlert!*, *Newswise, Yes! Magazine*, *Baptist News Global, Ohio Capital Journal, Portland Press Herald, Pennsylvania Capital Star, Arkansas Democrat Gazette, Snopes*, *FlaglerLive, Honolulu Civil Beat, Pittsburgh Tribune-Review*, *This is Reno, The Bryan Times, Tulsa World, Kiowa County Press, Seattle Post-Intelligencer*, *Providence Business News*

9. **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.

10. **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), 481-499.

- Awarded Marketing Science Institute Research Grant (Grant #4-2000)
- In the top 5% of all research outputs scored by Altmetric (Altmetric Attention Score: 261). Top 10 Altmetric Attention Score among all publications in *Marketing Science*.
- Selected coverage: *The New York Times*, *Bloomberg*, *Engadget*, *The Conversation*, *Associated Press*, *eMarketer*, *Fast Company*, *AdAge*, *Morning Brew*, *MSI Working Paper Series*, *SiriusXM 143 (BYU Radio)*, *The Food Institute*, *Water Cooler Talk Podcast*, *Brand Narrative Podcast*, *Emory Business*, *Salon*, *The Message*, *MultiBriefs*, *Popular Science*, *Big News Network*, *Mental Daily*, *INFORMS News Room*, *The Fashion Law*, *Crain's Chicago Business*, *Media Play News*, *Market Business News, BizCommunity, Science Daily, Japan Today*, *Atricon 2025*

11. **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.
    - Finalist for **Frank M. Bass Dissertation Paper Award** (awarded annually for best marketing paper derived from a PhD thesis published in an INFORMS journals)
    - Part of dissertation which won **ISMS Doctoral Dissertation Proposal Competition Award** and **MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Award**
    - In the top 5% of all research outputs scored by Altmetric (Altmetric Attention Score: 97)
    - 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*

12. **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.

13. **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: *Market Business News*, *GfK Marketing Intelligence Review*, *MSI Working Paper Series*, *OnAnalytics*

INDUSTRY PUBLICATIONS

1. **Fossen, Beth L.** (2022), "Name-calling in Politics Grabs Headlines, but Voters Don't Like It – and It Could Backfire in the 2022 Midterm Elections," *The Conversation*, September 2022.

2. **Fossen, Beth L.** (2021), "The Science of Product Placements – and Why Some Work Better than Others," *The Conversation*, September 2021.

3. **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].

4. **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.

5. **Fossen, Beth L.** (2017), "Generating Online Word-of-Mouth," *OnAnalytics*, Fall 2017, 16-17.

6. **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].

7. **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].

SELECTED WORKING PAPERS

1. Kim, Philip, and **Beth L. Fossen**, "Effectiveness of Influencer Marketing for Political Campaigns," revising for second round review at the *Journal of Marketing* (Major Revision).

2. Sotgiu, Francesca, Ana Babic Rosario, **Beth L. Fossen**, and Stephan Ludwig, "Rethinking Electronic Word of Mouth in the Age of Artificial Intelligence," revising for second round review at the *Journal of Retailing*.

3. Wight, Kelley Gullo, Der-Wei Huang, Danielle J. Brick, and **Beth L. Fossen**, "Emotionality of Online Reviews Varies by Time of Day," under first round review at *Journal of Marketing Research*.

4. De, Anwesha, and **Beth L. Fossen**, "Disclosure as a Stock: Influencer Disclosure Propensity and Engagement," under first round review at *Production and Operations Management*.
   - Selected coverage: *Via Sarfatti 25 (Bocconi University Magazine)*

5. Alavi, Soogand, Lavinia Wei, and **Beth L. Fossen**, "Vocal Representation in TV Advertising."

SELECTED WORKS IN PROGRESS

1. Suyun Mah, Rebecca J. Slotegraaf, and **Beth L. Fossen**, "Branding and Retail Investing."

2. Arjen van Lin, Kusum Ailawadi, Rafael Becerril, Els Breugelmans, and **Beth L. Fossen**, [+] "Digital and Online Retail Effects of Food Choice" [+]All authors contributed equally.
   - Accepted for *13th Triennial Invitational Choice Symposium*, August 2026, Colorado.

AWARDS & HONORS

Newly Tenured Faculty Mentoring Program, Indiana University, 2026-2027
Elected to Academic Council, Kelley School of Business, Indiana University, 2026
AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, Fordham University, 2026
Harry C. Sauvain Undergraduate Teaching Award, Kelley School of Business, Indiana University, Winner 2025-2026
This award is bestowed annually on one professor to recognize their exceptional undergraduate teaching.

Trustee Teaching Award, Indiana University, Winner, 2026

This award is bestowed under the auspices of the Indiana University Trustees in recognition of the University's most distinguished teachers.

Alpha Kappa Psi Most Engaging Award, Certificate of Recognition, Indiana University, 2026

Poet&Quant's Best Undergraduate Business Professors, Winner, 2025

AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, The Ohio State University, 2025

Rosann L. Spiro Teaching Achievement Award, Marketing Department, Kelley School of Business, Indiana University, 2025

Alpha Kappa Psi Dick Canada Legacy Award, Certificate of Recognition, Indiana University, 2025

This award honors a lasting commitment to shaping students' lives through years of dedication and impact.

Elected to Academic Council, Kelley School of Business, Indiana University, 2024

Early Career Research Impact Award, Kelley School of Business, Indiana University, Nominee, 2024

Poet&Quant's Best Undergraduate Business Professors, Nominee, Nominated by the Kelly School of Business, 2024

Eli Lilly and Company Faculty Fellow, Kelley School of Business, Indiana University, 2023 – present

Outstanding Editorial Review Board Member, *International Journal of Research in Marketing,* 2023

2022 Kelley School of Business Research Award, Marketing Department, Indiana University, Winner, 2023

This award recognizes the contribution of an individual research paper accepted for publication in a given calendar year.

KSB Doctoral Student Association Exceptional Inspiration and Guidance Award, Indiana University, Nominee, 2023

KSB Doctoral Student Association Faculty Distinguished Teaching Award, Indiana University, Nominee, 2023

The award recognizes someone who has been most instrumental in doctoral student learning in coursework, exemplary in delivering course content and serving as a model for faculty-doctoral student relationships.

Outstanding Junior Faculty Award, Indiana University, Nominee, 2023

ISMS Early Career Scholars Camp Fellow, Duke University, 2022

Early Career Research Impact Award, Kelley School of Business, Indiana University, Nominee, 2022

AMA V. Seenu Srinivasan Young Scholar Award in Quantitative Marketing, Winner, 2022

This award recognizes important contributions by a young scholar to quantitative marketing.

Outstanding Reviewer Award, *Journal of Marketing*, 2022

Trustee Teaching Award, Indiana University, Winner, 2022

This award is bestowed under the auspices of the Indiana University Trustees in recognition of the University's most distinguished teachers.

Harry C. Sauvain Undergraduate Teaching Award, Indiana University, Nominee, 2022

AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, Indiana University, 2021

Frank M. Bass Dissertation Paper Award, Finalist, 2021

Awarded annually for best marketing paper derived from a PhD thesis published in an INFORMS journals

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

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
Goizueta Fellow, 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

GRANTS

Kelley School of Business Data Funding Program Grant, "YouGov's BrandIndex," Indiana University, 2026 ($9,500)
Kelley School of Business Data Funding Program Grant, "Time of Day and the Emotionality of Online Reviews," Indiana University, 2024 ($4,199)
Kelley School of Business Data Funding Program Grant, "Comscore TV Essentials: ODT and Marketing," Indiana University, 2020 ($9,295)
Kelley School of Business Data Funding Program Grant, "Comscore TV Essentials: Marketing," Indiana University, 2018 ($12,500)
MSI Research Grant, "Social TV and Viewer Retention during Ads," Grant #4000371, 2018 ($4,000)
Kelley School of Business Data Funding Program Grant, "Crimson Hexagon: Marketing," Indiana University, 2017 ($15,900)
MSI Research Grant, "Television Advertising and Product Placement: Investigating Television's Impact on Online Behavior," Grant #4-2000, 2016 ($4,500)

INVITED RESEARCH TALKS

University of Central Florida, College of Business, April 2026
Colorado State University, College of Business, February 2026
Bloomington High School South, Women's Empowerment Club, Bloomington, IN, February 2026
Southern Methodist University, Cox School of Business, January 2026
Northeastern University, D'Amore-McKim School of Business, March 2025
Columbia University, Columbia Business School, February 2025
University of Alabama, Culverhouse College of Business, April 2024
Indiana University, Kelley School of Business, Marketing Department Brown Bag Seminar Series, February 2024
University of Delaware, Alfred Lerner College of Business & Economics, July 2023
University of Arizona, Eller College of Management, Payne Research Symposium, December 2022
Temple University, Fox School of Business, January 2022
Deep Placement: AI Product Placement Integration Start-Up, October 2021
Vrije Universiteit Amsterdam, June 2021
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 + PANELS

"Meet the Editors Session," Panelist, 2026 Summer Academic Conference, Denver, July 2026

"Meet the Editors," Panel chair and panelist, AMA-Sheth Foundation Doctoral Consortium, Fordham University, New York City, June 2026

"Meet the Editors Session," Panelist, 2025 Summer Academic Conference, Chicago, August 2025

"Meet the Editors," Panelist, AMA-Sheth Foundation Doctoral Consortium, The Ohio State University, Columbus, June 2025

"Meet the Editors," Panelist, INFORMS Marketing Science Conference, Washington DC, June 2025

"Meet the Editors | AMA Journals," Panelist, 2024 Summer Academic Conference, Boston, August 2024

"Effectiveness of Influencer Marketing for Political Campaigns," 2023 AMA Winter Marketing Academic Conference, Nashville, February 2023

"Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets," 2023 AMA Winter Marketing Academic Conference, Nashville, February 2023

"Speaking Out to Strengthen U.S. Democracy," Panelist, The Ohio State University, October 2022

"Effectiveness of Micro Ads on Television," INFORMS Marketing Science Conference, Virtually hosted by University of Chicago, June 2022

"Effectiveness of Micro Ads on Television," Theory and Practice in Marketing (TPM) Conference, Emory University, May 2022

"Generating Broader Perspectives of Substantive Areas in Marketing: Social Media/Digital Marketing/AI," 2021 AMA Sheth Foundation Doctoral Consortium, Indiana University, Bloomington, IN, August 2021

"Enhancing Your Teaching Skills: Incorporating DEI in Courses," 2021 AMA Sheth Foundation Doctoral Consortium, Indiana University, Bloomington, IN, August 2021

"Effectiveness of Influencer Marketing for Political Campaigns," INFORMS Marketing Science Conference, Virtually hosted by University of Rochester, June 2021

"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

S E R V I C E

PhD Dissertation Committees

Sewon Eom, Advisor, Marketing, Kelley School of Business, Indiana University, Expected graduation: 2031

Philip Kim, Advisor, Marketing, Kelley School of Business, Indiana University, 2025, Placement: Texas Christian University.

Sohum Mehrotra, Committee Member, Marketing, Kelley School of Business, Indiana University.

Anwesha De, Committee Member, Marketing, Kelley School of Business, Indiana University, 2021, Placement: Bocconi University

Editorial Positions

Journal of Interactive Marketing, Co-editor*,* 2024 – 2027

Associate Editor Positions

Journal of Marketing Research, Associate Editor, 2026 – 2029
Marketing Science, Associate Editor, 2024 – 2027
International Journal of Research in Marketing, Guest Area Editor, 2024-2025

Editorial Review Boards

Journal of Marketing Research, 2022 – 2024
Journal of Interactive Marketing, 2022 – 2024
Marketing Science, 2021 – 2024
International Journal of Research in Marketing, 2021 – present
- Outstanding Editorial Review Board Member, 2023

Journal of Marketing, 2020 – present
- Outstanding Reviewer Award, 2022

Ad-hoc Reviewing

Journal of Retailing, 2026 – present
Production and Operations Management, 2025 – present
Management Science, 2022 – present
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
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

Faculty Development Panel & Workshop Committee, **Committee Chair**, Kelley School of Business, Indiana University, 2026-2027
PhD Thesis, External Reviewer, Arvin Moazemi, Bocconi University, 2025
Search committee for the new Dean of the Indiana University Kelley School of Business, 2024-2025
Kelley Faculty Advisory Committee (KFAC), Kelley School of Business, Indiana University, 2024-2026
Academic Council, Tenure Track Faculty Representative, Kelley School of Business, Indiana University, 2024-2026 and 2026-2028
Undergraduate Program Marketing Curriculum Review Committee, Marketing Department, Kelley School of Business, Indiana University, 2024 – present
I-Core Honors Committee, Marketing Department, Kelley School of Business, Indiana University, 2024 – present
I-Core Working Group Committee, Kelley School of Business, Indiana University, 2023 – present
Honors Program Committee, Kelley School of Business, Indiana University, 2023 – present
Research Policy Committee, Kelley School of Business, Indiana University, 2022 – 2023
Undergraduate Program Committee, Marketing Department, Kelley School of Business, Indiana University, 2022 – 2023
DEIB Committee, Marketing Department, Kelley School of Business, Indiana University, 2022 – 2023
M-Core Committee, Marketing Department, Kelley School of Business, Indiana University, 2022 – 2023
Kelley Brand Committee, Marketing Department, Kelley School of Business, Indiana University, 2022 – 2023
M450 Marketing Strategy Assessment Committee, **Committee Chair,** Marketing Department, Kelley School of Business, Indiana University, 2022 – 2023
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 – 2022
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
Tenure-track Faculty Recruiting Committee, 2020 – 2023 and 2025
Participant, 2016 – present
Marketing Department Doctoral Recruiting, Kelley School of Business, Indiana University
Doctoral Program Recruiting Committee, 2021 – 2022, 2026
Participant, 2016 – present

Marketing Department Doctoral Student Paper Reviewer, Kelley School of Business, Indiana University, 2016 – 2018, 2021 – 2022, and 2025
Donald R. Keough Award Selection Committee, Goizueta School of Business, Emory University, 2016

Other Service

Kelley Honors Admissions Interviews, Spring 2026
JLLC Virtus Council, Euchre Night Event, co-Host, March 2026
Flash Presentation Judge, Marketing Science Conference, Washington DC, 2025
2025 Workshop on Platform Analytics (WoPA), Program Committee, 2024-2025
Direct Admit Day, Welcome Receptions, Marketing Faculty Representative, Indiana University, March 2024
Direct Admit Day, Classroom Experience Teaching, Marketing Faculty Representative, Indiana University, 2024-2025
Direct Admit Day, Welcome Receptions, Marketing Faculty Representative, Indiana University, Spring 2023
Associate Editor/Track Co-Chair for the AMA Winter Marketing Academic Conference, Advertising, Promotions, and IMC Track, St. Pete Beach, FL, February 2024
Presenter/Panelist for Kelley Research Week, Kelley School of Business, Indiana University, November 2022
Initiated and organized the Kelley School Junior Female-identifying Writing Group, 2022 – present
Initiated and organized the Marketing Junior Faculty Writing Group, Kelley School of Business, Indiana University, Fall 2021
Associate Editor/Track Co-Chair for the AMA Summer Academic Conference, Social Media & Marketing Track, August 2021
Direct Admit Day Zoom Mini-Lecture, Indiana University, February 2021
Initiated and organized Kelley School of Business Marketing Department Brown Bag Seminar Series, Summer 2020
Associate Editor/Track Co-Chair 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/Track Co-Chair 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

T E A C H I N G

Kelley School of Business, Indiana University

1. *Honors I-Core Marketing*, M304 (BBA), Professor, Fall 2023 – present
   - **Winner, 2026 Harry C. Sauvain Undergraduate Teaching Award**
   - Winner, 2026 Trustee Teaching Award
   - Certificate of Recognition, 2026 Alpha Kappa Psi's Most Engaging Award
   - **Winner, 2025 Poets&Quant's Best Undergraduate Business Professors**
   - Winner, 2025 Rosann L. Spiro Teaching Achievement Award
   - Certificate of Recognition, 2025 Alpha Kappa Psi's Dick Canada Legacy Award
   - Nominee, 2024 Poets&Quant's Best Undergraduate Business Professors

2. *Special Topics in Marketing: Research on Diversity, Equity, and Inclusion*, M798 (PhD), Professor, Fall 2022
   - Nominee, 2023 KSB Doctoral Student Association Faculty Distinguished Teaching Award
3. *Proseminar: Social Media in Marketing*, M798 (PhD), Professor, Fall 2021
4. *Marketing Strategy*, M450 (BBA), Professor, Spring 2017-Spring 2023
   - Nominee, 2022 Sauvain Undergraduate Teaching Award
   - Winner, 2022 Trustee Teaching Award
   - Nominee, 2021 Sauvain Undergraduate Teaching Award
   - Nominee, 2020 Sauvain Undergraduate Teaching Award
   - Winner, 2018 Trustee Teaching Award

Goizueta Business School, Emory University

1. *Marketing Analytics Consultancy* (MBA), Teaching Assistant, Spring 2015
2. *Predictive Sports Analytics* (MBA and BBA), Teaching Assistant, Fall 2014
3. *Digital and Social Media Strategy* (MBA and BBA), Guest Lecturer and Teaching Assistant, Fall 2013-Fall 2015
4. *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 Zata|3 Consulting), Jackson, MS, and Washington, D.C.