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## ACADEMIC POSITIONS

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**Kelley School of Business, Indiana University, Bloomington**  
Assistant Professor of Marketing

**July 2019-present**

## EDUCATION

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**Georgia Institute of Technology – Scheller College of Business, Atlanta, GA**  
Ph.D. Marketing, 2019

**Providence College, Providence, RI**  
M.B.A. Marketing

**Brown University, Providence, RI**  
A.B. Engineering

## RESEARCH INTERESTS

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*Substantive:* Sustainability, Corporate Social Responsibility, Diversity, Equity, and Inclusion, Brand Strategy  
*Methodological:* Panel data econometrics, Event studies

## PUBLICATIONS

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- Nickerson, Dionne, Michael Lowe, Adithya Pattabhiramaiah, and Alina Sorescu (2022), “[The Impact of Corporate Social Responsibility on Brand Sales: An Accountability Perspective](#),” *Journal of Marketing*, 86(2), 5-28.
  - Lead article
  - Top 10 most read JM Scholarly Insights from 2021
  - Invited for [webinar](#) by Editor-in-Chief of *Journal of Marketing*
  - Best Paper Award – Sustainability, Social Responsibility, and Ethics Track 2020 Winter AMA Conference
  - Media coverage: [The Conversation](#), [Fast Company](#), [IR Magazine](#), [The Daily Record](#), [Corporate Secretary](#), [National Affairs](#), [Connected World](#)
  - Emerald/EFMD Outstanding Doctoral Research Award
- Horne, Daniel R., Dionne Nickerson, and Mark DeFanti. (2015), “[Improving Supply Chain Efficiency through Electronic Payments: The Case of Microentrepreneurs in Kenya and Tanzania](#),” *Journal of Marketing Channels*, 22(2), 83-92. (Article accepted prior to doctoral program)
  - Media coverage: [Payments Afrika](#)

## INDUSTRY PUBLICATIONS

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- Nickerson, Dionne, “[Corporate Do-gooder Efforts Can Boost Sales as Long as They’re Tied to Corporate Harm](#),” *The Conversation*, April 2022.

## WORKING PAPERS AND RESEARCH IN PROGRESS

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- Nickerson, Dionne, Saeed Janani, and Atanas Nikolov, “Corporate Social Responsibility and Financial Performance: Does the Chief Marketing Officer Matter?” (In preparation for resubmission at *Journal of Marketing*).
- Nickerson, Dionne, Omar Rodriguez-Vila, Sundar Bharadwaj, “Antecedents and Consequences of An Inclusive Brand Marketing Strategy.” (In preparation for journal submission).
- Wallach, Karen, Beth Fossen, Dionne Nickerson, “Consumer versus Investor Responses to Firm’s Diversity Targets and CSR Initiatives.” (In preparation for journal submission).
- Nickerson, Dionne, Omar Rodriguez-Vila, Sundar Bharadwaj, “Societal Benefits: A Brand Equity View on CSR Value.” (In preparation for journal submission).
- Rodriguez-Vila, Omar, Dionne Nickerson, Sundar Bharadwaj “The Effect of Firm Diversity and Inclusion on Marketing Outcomes.” (Data collection stage).

## INVITED SPEAKER

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Indiana University, Kelley School of Business, Hudson Holland Scholars’ Program, September 2022

University of California Riverside, May 2022

Lancaster University, April 2022

Indiana University, Kelley School of Business, Marketing Department Brown Bag Seminar Series, April 2022

Indiana University, Kelley School of Business, Women and Co. Student Chapter, Faculty Panel, April 2022

Michigan State University, Open Minds Doctoral Brown Bag Seminar Series, March 2022

Indiana University, American Marketing Association Student Chapter, February 2022

Indiana University, Kelley Institute for Social Impact, Conversations with KISI, March 2021

ESSEC Business School, October 2018

San Diego State University, Fowler College of Business, September 2018

Indiana University, Kelley School of Business, September 2018

University of Georgia, Terry College of Business, September 2018

University of Notre Dame, Mendoza College of Business, August 2018

## CONFERENCE PRESENTATIONS

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Nickerson, Dionne, Omar Rodriguez-Vila, Sundar Bharadwaj, “Antecedents and Consequences of An Inclusive Brand Marketing Strategy,” Marketing Strategy Meets Wall Street Conference, June 2022.

Nickerson, Dionne, Omar Rodriguez-Vila, Sundar Bharadwaj, “Antecedents and Consequences of An Inclusive Brand Marketing Strategy” AMA Marketing and Public Policy Conference, June 2022.

Nickerson, Dionne, Omar Rodriguez-Vila, Sundar Bharadwaj, “Antecedents and Consequences of An Inclusive Brand Marketing Strategy” Theory+Practice in Marketing Conference, May 2022.

Nickerson, Dionne, Omar Rodriguez-Vila, Sundar Bharadwaj, “Societal Benefits: A Brand Equity View on CSR Value,” 2021 AMA Marketing and Public Policy Conference, June 2021.

Nickerson, Dionne, Omar Rodriguez-Vila, Sundar Bharadwaj, “What is an Anti-Racist Brand?,” JACR “Racism and Discrimination in the Marketplace” Boutique Conference, June 2021.

Nickerson, Dionne, Omar Rodriguez-Vila, Sundar Bharadwaj, “What is an Anti-Racist Brand?,” 2021 INFORMS Marketing Science Virtual Conference, June 2021.

Nickerson, Dionne, Omar Rodriguez-Vila, Sundar Bharadwaj, “Societal Benefits: A Brand Equity View on CSR Value,” Marketing Strategy Consortium, Fellow, December 2020.

- Nickerson, Dionne. "Rejecting the Status Quo," ISMS: Reflecting on Equity and Inclusion in Marketing Academia, ISMS Marketing Science Conference, June 2020.
- Nickerson, Dionne, Adithya Pattabhiramaiah and Michael Lowe. "Correct, Compensate, Cultivate: A Framework of Firm Responsibility and Consumer Responsiveness to CSR Initiatives," American Marketing Association, Winter Conference, February 2020.
- Nickerson, Dionne, Adithya Pattabhiramaiah and Michael Lowe. "Correct, Compensate, Cultivate: A Framework of Firm Responsibility and Consumer Responsiveness to CSR Initiatives," PhD Project – Baruch College Research Symposium, May 2019.
- Nickerson, Dionne, Adithya Pattabhiramaiah and Michael Lowe. "Does It Pay to Be Virtuous? Examining Whether and Why Firms Benefit from Their CSR Initiatives" INFORMS Marketing Science Conference Annual Conference, June 2018.
- Nickerson, Dionne and Atanas Nikolov. "Corporate Social Responsibility and Financial Performance: Does the Chief Marketing Officer Matter?" PhD Project – Baruch College Research Symposium, April 2018.
- Nickerson, Dionne and Sara L. Dommer, "Sustainably Chic: How Sustainability Claims Affect Consumer Attitudes toward Luxury Fashion Brands," Marketing Strategy Consortium, Featured Presenter, March 2018.
- Nickerson, Dionne and Omar Rodriguez-Vila, "CSR is Central: The Effect of CSR Claim Centrality on Brand Benefits and Brand Attitude," American Marketing Association, Summer Conference, August 2017.
- Nickerson, Dionne and Sara L. Dommer, "Sustainably Chic: How Sustainability Claims Affect Consumer Attitudes toward Luxury Fashion Brands," Sustainable Fashion Consumption Symposium, Ulm, Germany, June 2017.
- Nickerson, Dionne, Atanas Nikolov, and Phi Cong Hoang. "Corporate Social Responsibility and Financial Performance: Does The Chief Marketing Officer Matter?" INFORMS Marketing Science Conference Annual Conference, June 2017.
- Nickerson, Dionne and Omar Rodriguez-Vila, "Benefitting from Sustainability: How Sustainability Claims Affect Brand Attitude through Product Benefits," American Marketing Association, Winter Conference, February 2017.
- Nickerson, Dionne, "Sustainable Fashion: How Sustainability Claims Affect Consumer Attitudes towards Fashion Brands," Ray C. Anderson Center for Sustainable Business Seminar Series – Scheller College of Business, Atlanta, GA February 2017.
- Nickerson, Dionne, "Luxurious Sustainability: How Sustainability Attributes Affect Consumer Attitudes towards Luxury Brands," LVMH-SMU Luxury Research Conference, Singapore, Singapore, June 2016.

## **AWARDS, HONORS, AND GRANTS**

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- AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, University of Texas Austin, 2022
- Marketing Strategy Consortium Faculty Fellow, 2022
- Best Paper Award – Sustainability, Social Responsibility, and Ethics Track Winter AMA Conference 2020
- Marketing Strategy Consortium Fellow, 2018, 2019, 2020
- Ford Motor Company, "Go Further" Scholarship (\$5,000), 2018
- NBMBAA-Atlanta Doctoral Scholarship (\$2,500), 2017, 2018
- Emerald/EFMD Outstanding Doctoral Research Award in Marketing (€1,000), 2018
- Serve Learn Sustain Course Support Funding (\$1,000), 2018
- ISMS Doctoral Consortium Fellow 2018

Marketing Strategy Consortium Fellow and Selected Presenter, University of Missouri, 2018  
Baruch College PhD Project Doctoral Research Fellow, 2018  
Bentley University Strategies for Success in the College Classrooms, 2018  
AMA-Sheth Doctoral Consortium Fellow, 2017  
Serve Learn Sustain Course Support Funding (\$2,000), 2017  
Georgia Institute of Technology Diversity and Inclusion Fellow (\$1,000), 2017  
American Marketing Association Valuing Diversity Scholarship (\$1,000), 2016  
Ray C. Anderson Center for Sustainable Business Research Grant (\$1,000), 2016  
Beta Gamma Sigma, National Business Collegiate Honor Society  
Outstanding Graduate 2013 and Highest GPA – Providence College School of Business MBA Program

## **SERVICE & COMMUNITY INVOLVEMENT**

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### **Conference Service**

- Co-Chair “Diversity, Equity, & Inclusion and Underrepresented Consumers” Track Winter AMA 2023

### **Ad-hoc Reviewer**

- Journal of Marketing, 2022-present
- Journal of the Academy of Marketing Science, 2022-present
- International Journal of Research in Marketing, 2022-present

### **University Service**

- Marketing Department Tenure-track Recruiting, Kelley School of Business, Indiana University Tenure-track Faculty Recruiting Committee, 2020-present
- PhD Project Conference Faculty Representation for Indiana University, 2019, 2021
- Big10 DEI Doctoral Education Initiative, Panelist, February 2021
- Judge Social Enterprise and Engagement at Kelley Case Competition 2019
- Diversity and Inclusion Council, Georgia Institute of Technology (2017-2018)
- MBA Student Council, Providence College (2012-2013)

### **Other Service**

- Inaugural AMA Diversity Leadership Institute, Facilitator, Summer 2022
- Vice Chair of Membership Insights, Doctoral Student SIG, American Marketing Association (2017-2018)
- Math and Science Tutor, Cristo Rey Atlanta Jesuit High School (2015-2016)

## **TEACHING EXPERIENCE**

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Instructor, Indiana University, Marketing Strategy (3 sections), Spring 2020 – Present

- Instructor Rating – 6.3/7 (Spring 2022)
- Instructor Rating – 6.5/7 (Spring 2021)

Instructor, Georgia Institute of Technology, Fall 2017, Fall 2018

- Sustainable Marketing (self-developed; first time offered, adopted as a Marketing elective and still ongoing)
- Course Overall effectiveness – 5/5 (Fall 2017)

Tech to Teaching Certification, Georgia Institute of Technology, 2017-2018

- Certificate program designed to develop graduate students’ teaching skills through teaching experience and evaluation

Adjunct Instructor, Providence College, Principles of Marketing (8 sections), 2013-2014

- Course Overall effectiveness – 3.8/5

## **SELECTED PROFESSIONAL EXPERIENCE**

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Foresight Science & Technology, Providence, RI, Team Leader & Commercialization Analyst, 2009 – 2013

- Prepared market research reports for clean energy start-ups funded by the EPA and DOE
- Provided training and on-going support to junior analysts and experienced professionals

French Ministry of Education, Troyes, France, Language Assistant, 2005 – 2008

- Provided English language instruction to elementary school students and education professionals

## **SKILLS**

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- Software Packages: Stata, SAS, SPSS, R
- French: Professional proficiency – Diplôme Approfondi de Langue Française (DALF) C1

## **REFERENCES**

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Available upon request.