

Roman B. Welden

Department of Marketing
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Research Interests:

- Leveraging Video Games as a Marketing Channel
- Influencer Marketing
- Charitable Giving Behaviors

Education:

The University of Tennessee, Knoxville TN

Ph.D.: Business Administration, Marketing – completed August 2022

East Tennessee State University, Johnson City, TN

Master of Business Administration – completed December 2016

East Tennessee State University, Johnson City, TN

Bachelor of Business Administration (Major: Economics) – completed May 2015

Published Papers:

Rajan Varadarajan, Roman Welden, S. Arunachalam, Michael Haenlein, and Shaphali Gupta, “Digital Innovations and Marketing Innovations in a Global Marketplace: Evolution of Research and Practice in Innovations for Greater Good, Influencer Marketing and Omnichannel Marketing”

[Published at *International Journal of Research in Marketing*]

Papers Invited for Revision:

Roman Welden, Kelly Hewett, and Michael Haenlein, “Getting in the Game: Video Games as a Dynamic Marketing Communication Channel”

[Invited for 3rd Review at *Journal of Marketing* – First Essay of Dissertation]

Stacie Waites, Adam Farmer, Jonathan Hasford, and Roman Welden, “Teach a Man to Fish: The Use of Sustainable Aid in Eliciting Donations”
[Preparing for 4th Review at *Journal of Marketing Research*]

Papers Submitted for First Revision:

Roman Welden, Garrett Shipley, and Jonathan Hasford, “Understanding Social Influence in High Risk Forums: A Network and Risk Analysis of Sports Betting Influencers”, submitted to *Journal of Consumer Research* in May 2022

Roman Welden, Michael Haenlein, and Kelly Hewett, “A Conceptual Analysis of Video Game Streamers and Esports Athletes”, submitted to *Journal of Consumer Research* in May 2022

Advanced Working Papers:

Roman Welden, Kelly Hewett, Michael Haenlein, and Leah Smith, “Go with the Flow: Dynamically Measuring Flow in Digital Environments,” currently gathering eye-tracking data, expected submission to *Journal of Marketing* in August 2022

Eitan Muller, Michael Haenlein, and Roman Welden, “Stakeholder-based Disruption Theory: How the Behavior of your Stakeholders Tells you if your Industry is at Risk for Disruption”, preparing for expected submission to *California Management Review* in August 2022

Roman Welden, Kelly Hewett, and Michael Haenlein, “The Right Kind of Influence: Understanding the Impact of Platform Structure on Influencer Marketing,” currently designing field experiment with a global consumer product brand, expected submission to *Journal of Marketing* in Spring 2023

Roman Welden, Leah Smith, Kelly Hewett, and Michael Haenlein, “Flow Based Synergistic Advertising in Experiential Marketing Platforms,” currently designing studies, expected submission to the *Journal of Marketing* in Spring 2023

Conference Presentations:

Session Chair for Influencer Marketing IV “A Conceptual Analysis of Video Game Streamers and Esports Athletes”, INFORMS Marketing Science, Chicago, USA, June 2022

Session Chair for New Technologies and CRM: “Getting in the Game: Video Games as a Dynamic Marketing Communication Channel”, EMAC, Budapest, Hungary, May 2022

“Playing the Game: Reimagining Video Games as a Dynamic Marketing Communication Channel” AMA-Sheth Foundation Doctoral Consortium, Indiana University, Bloomington, IN, August 2021

“Playing the Game: Reimagining Video Games as a Dynamic Marketing Communication Channel”, ISMS Marketing Science Conference, University of Rochester, June 2021

“Playing the Game: Reimagining Video Games as a Dynamic Marketing Communication Channel”, European Marketing Academy Conference Doctoral Colloquium, ESIC Business & Marketing School, May 2021

“Playing the Game: Reimagining Video Games as a Dynamic Marketing Communication Channel,” Southern Marketing Symposium, University of Mississippi, Virtual Conference, April 2021

“Digital Innovations and Marketing Innovations in a Global Marketplace: Evolution of Research and Practice in Innovations for Greater Good, Influencer Marketing and Omnichannel Marketing,” Thought Leadership Virtual Conference on Global Marketing Strategy, India School of Business, July 2020

“Fighting for a Good Cause: The Distinct Roles of Competition and Cooperation on Charitable Giving Behavior,” Southern Marketing Symposium, University of Memphis, Memphis, TN, February 2019

Research Awards:

Amazon Advertising Research Award – Unrestricted Gift Recipient for Second Dissertation Essay, “Go with the Flow: Dynamically Measuring Flow in Digital Environments”

Teaching Experience:

The University of Tennessee, Knoxville, TN

**Instructor: Marketing Strategy 460 (Undergraduate Capstone Course),
May 2018 – July 2018; May 2019 – July 2019**

Average student evaluation of instructor: 4.9/5.0

Approximate Class Size: 50

Instructor: Marketing 462 (Product Development and Innovation)
January 2022 – May 2022
Average student evaluation of instructor: 4.7/5.0
Approximate Class Size: 50

East Tennessee State University, Johnson City, TN

Teaching Assistant: MGMT 4347 (Labor Relations, Undergraduate) –
August 2014 – May 2015

Relevant Employment Experience:

SunTrust Bank, Johnson City, Tennessee

Customer-Service Banker, January 2015 – December 2015

- Counseled consumers on financial decisions and orchestrated basic loans
- Selling position for bank assets and products
- Interacted as a front-line employee for basic banking functions

Northwestern Mutual, Johnson City, Tennessee

Financial Planner, March 2014 – October 2014

- Lead generation – financial services

Software Skills:

Advanced – R, SPSS, z-Tree

Intermediate – Python, Stata

Languages:

English (native); Arabic – Darijan Dialect (basic)