

Meet the Panelists

DocSIG Summer AMA 2022 Special Sessions

Prioritizing Mental Health and Work-Life Balance in the Doctoral Program

Tuesday, August 9th at 2:30 PM CT - VIRTUAL



Dr. Bryan Hochstein is an Associate Professor at the University of Alabama. His areas of expertise include buyer-seller frontline interactions, customer success management, salesperson influence, and service-sales interface. His research has been published in journals such as the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, and *Industrial Marketing Management*. His industry experience includes a twenty-year corporate career in the service/sales industry.



Dr. Courtney Azzari is an Assistant Professor at the University of North Florida. Her areas of expertise include transformative consumer research, services marketing, and consumer vulnerability. Her work seeks to better understand how individuals consume services to enhance personal and environmental well-being. Her research has been published in journals such as the *Journal of Services Marketing*, *Journal of Services Research*, and *Journal of Public Policy & Marketing*.



Dr. Colleen Harmeling is an Associate Professor at Florida State University. Her areas of expertise include customer engagement, customer relationship management, and marketing strategy. Her research focuses on engagement marketing theory and strategy with an emphasis in relationship dynamics, transformational events, and customer experience design. Her research has been published in journals such as the *Journal of Marketing*, *Journal of Academy of Marketing Science*, and *Harvard Business Review*.

Dr. Janna Parker is an Associate Professor at James Madison University. Her areas of expertise include digital marketing, social media marketing, advertising, and retailing. Her research has been published in journals such as the *Journal of Marketing Theory and Practice*, *Studies in Higher Education*, and *Journal of Consumer Marketing*. Dr. Parker and coauthors recently published the 3rd edition of *Social Media Marketing: A Strategic Approach*.

