

# 2023 Winter AMA Academic Conference

## DocSIG's Mentors Breakfast

Saturday February 11<sup>th</sup>, 2023 | 7:00 AM US Central Time

### Meet the mentors!



**Dr. Sharon Beatty** is a Professor Emerita at The University of Alabama. She was Doctoral Coordinator at UA for 27 years (until 2014) and chaired 24 dissertations. She continues her research today, working with many former doctoral students and mentees. Dr. Beatty conducts mostly services and employee-customer interchange research (i.e., frontline focus) and has published or had accepted over 90 articles in refereed journals.

**Dr. Pradeep Bhardwaj** is the Chair of the Department of Marketing and the Carl H. Galloway Professor of Marketing at the University of Central Florida (UCF). Prior to joining UCF, Pradeep served as faculty at UCLA, UNC- Chapel Hill, and UBC Vancouver. At UBC, Pradeep was the BC Innovation Council Chair in Sales and Sales Management. His research interests include sales force management, channel management, customer relationship management, pharmaceutical marketing, and corporate social responsibility.



**Dr. June Cotte** is a Professor of Marketing at the Ivey Business School. She has served as President of the Association for Consumer Research and is currently Co-Editor of the *Journal of Consumer Research*. In addition, she is a Co-founder of the "Designing Your Career in the Marketing Academy" initiative, designed for young female marketing scholars. Professor Cotte's research interests focus on behavioral issues, including why and when people will pay more for ethically produced products, influence on behavior, and more.

**Dr. Jacqueline Eastman** is the Alico Chair, Eminent Scholar and Professor of Marketing at Florida Gulf Coast University. She serves as the Co-Editor of the *Journal of Consumer Behavior*. Her research revolves in the strategic application of consumer behavior topics; specifically, luxury/status consumption, materialism, cognitive age, and generational cohorts such as millennials.



**Dr. Katrijn Gielens** is a Professor of Marketing and Sarah Graham Kenan Scholar at the University of North Carolina at Chapel Hill. Her research focuses on the dynamics in digital and brick-and-mortar retailing and relationships between retailers and brand manufacturers. She currently serves as the Editor-in-Chief of the *Journal of Retailing*. Her work has been published in leading journals such as the *Journal of Marketing*, *Journal of Marketing Research*, *The International Journal of Research in Marketing (IJRM)*, *Journal of Consumer Research* and *Marketing Science*.



**Dr. Kelly Hewett** Dr. Kelly Hewett is the Reagan Professor of Business and Haslam Family Faculty Research Fellow and Associate Professor of Marketing at the University of Tennessee, Knoxville. Dr. Hewett's research has been published in top academic journals in both Marketing and International Business fields. She has received awards and recognition for her research and teaching. Currently, she serves as the Editor-In-Chief of the *Journal of International Marketing*.

**Dr. Mark Houston** is a Marketing Professor, Associate Dean for Faculty and Research, and the Eunice and James L. West Chair in Marketing at Texas Christian University. He also serves as an editor for the *Journal of the Academy of Marketing Science*. Dr. Houston was the recipient of the 2021 AMA DocSIG Mentorship Award. His research interests include Entertainment Product Success, Innovation / Technology Management, Product Development, and Channels / Relationship Marketing.



**Dr. John Hulland** is the Department Head and Emily H. and Charles M. Tanner Jr., Chair in Sales Management at the University of Georgia. His research interests include Scale Development, Conceptual Reviews, Online Communications and Online Social, Interaction, Dark Webs, and Online Personalization vs. Privacy. He serves as the Editor-in-Chief for the *Journal of the Academy of Marketing Science*.

**Dr. Sandy Jap** holds the Sarah Beth Brown Endowed Professorship of Marketing Chair at Emory University. She joined the Emory faculty in 2001 and prior to that was on the faculty at the Sloan School at MIT and the Wharton School at the University of Pennsylvania. She is an editorial board member at *Marketing Letters*. She has published widely on the development of strategic partnering and organizational relationships, go-to-market strategies, and e-procurement. She is an editorial board member at leading marketing journals, and a visible leader in the marketing discipline.



**Dr. P.K. Kannan** is the Dean's Chair in Marketing Science at the Robert H. Smith School of Business at the University of Maryland. He is currently the Associate Dean for Strategic Initiatives at the Smith School. His research expertise is on marketing modeling, applying statistical, econometric, machine learning, and AI methods to marketing data. His current research stream focuses on digital marketing - mobile marketing, attribution modeling, media mix modeling, new product/service development and customer relationship management (CRM).

**Dr. Donald Lehmann** is the George E. Warren Professor of Business Professor at Columbia Business School. A Fellow of the American Marketing Association, he is known for his work on choice and decision making, innovation, new product development, and the management and valuation of marketing assets (brands, customers). He has published more than 100 articles and books, serves on the editorial boards of several journals and is the founding editor of *Marketing Letters*. He has also chaired over 30 doctoral committees and served on over 50 others.



**Dr. Kelly Martin** is Professor of Marketing and Tinberg "Business for a Better World" University Professor at Colorado State University. Her research interests involve the marketing ethics-firm strategy interface, particularly on topics such as customer data privacy, political marketing strategy, and firm approaches to creating customer well-being. She is joint Editor-in-Chief of the *Journal of Public Policy & Marketing* and serves on the EBs of the *Journal of Marketing*, the *Journal of the Academy of Marketing Science*, the *Journal of Retailing*, and *Business Ethics Quarterly*.

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**Dr. Linda Price** is Professor and Dick and Maggie Scarlett Chair of Business Administration at the University of Wyoming where her research combines qualitative and quantitative methodologies to examine identity, adaptation, practices, and networks with services, brand, and customer experience applications. In 2021 Linda completed a 3-year term as Editor of *Journal of Consumer Research*.



**Dr. Anne Roggeveen** is the Charles Clarke Reynolds Professor of Retailing & Marketing at Babson College. She is the former joint Editor-in-Chief of *Journal of Retailing*. She serves as area editor for the *Journal of the Academy of Marketing Science*. Her work focuses on retailing, particularly related to consumer behavior in retailing, and has been widely published including in the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Retailing*, and *Journal of the Academy of Marketing Science*.

**Dr. Maura L. Scott** is the Dr. Persis E. and Dr. Charles E. Rockwood Eminent Scholar in Marketing in the Dr. Persis E. Rockwood School of Marketing at Florida State University's College of Business. Dr. Scott is joint Editor-in-Chief of the *Journal of Public Policy & Marketing (JPP&M)*. She also serves as associate editor for the *Journal of Consumer Research* and the *Journal of Marketing Research*, and area editor for the *Journal of the Academy of Marketing Science*. Dr. Scott is the President of the American Marketing Association's Academic Council.



**Dr. Shrihari Sridhar** is Professor of Marketing, holder of the Joe Foster '56 Chair in Business Leadership, Presidential Impact Fellow and Chancellor's EDGES Fellow at Texas A&M University. Dr. Sridhar's research expertise focuses on how companies can use marketing to deliver profits and improve societal outcomes. Dr. Sridhar is currently serving as the Editor-in-Chief of the *Journal of Marketing* and has served as Associate Editor and Area Editor at leading journals including *Journal of Marketing* and the *Journal of Marketing Research*.

**Dr. David Stewart** is the President's Professor Emeritus of Marketing and Law at the College of Business Administration at Loyola Marymount University. From marketing strategy to marketing communications and addressing public policy concepts that relate to marketing, Dr. Stewart's research highlights just how critical marketing is to the functioning of our society – especially when it comes to government.



A special thank you to our DocSIG officers for their hard work and dedication to serving doctoral students.

Kevin Giang Barrera - Georgia State University (Chair)  
 Stella Tavellaei - Florida Intl. University (VC of Online Engagement)  
 Melanie Koskie - Louisiana Tech University (VC of Content Management)  
 Kiwoong Yoo - Univ. of Tennessee, Knox. (VC of Communications)  
 Brandon Holle - Michigan State University (VC of Scholarly Insights)  
 Donovan Gordon - Univ. of Mississippi (VC of SP&P)  
 Md Fourkan - Kent State University (VC of WWW)  
 Arpit Agrawal - Univ. of Houston (VC of Productivity Research)  
 Hesam Teymouri - Oklahoma State University (VC of Intl. Relationships)

Brittany Beck - Louisiana Tech University (Chair-Elect)  
 Julia Van de Sandt - Univ. of South Carolina (AVC of Online Engagement)  
 Allison Crick-Smith - Univ. of South Florida (AVC of Content Management)  
 Ishita Nagpal - Georgia State University (AVC of Communications)  
 Narek Grigorian - City Univ. of London (AVC of Scholarly Insights)  
 Ritesh Adhyapak - Georgia State University (AVC of SP&P)  
 Reza Pedarpour - Kent State University (AVC of WWW)  
 Praveen - Univ. of Houston (AVC of Productivity Research)  
 Serkan Saka - Univ. of Illinois, Chicago (AVC of Intl. Relationships)