

2023 Summer AMA Academic Conference

DocSIG Mentors Breakfast

Saturday August 05th, 2023 | 7:00 AM US Pacific Daylight Time

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Thank You!

Meet our Mentors!



Dr. Sundar Bharadwaj is the Coca Cola Company Chair Professor of Marketing at the Terry College of Business, University of Georgia. His research focuses on the marketing-finance interface, sustainability, societal responsibility and AI's impact on marketing.

Dr. Neeraj Bharadwaj is the Proffitt's Professor in Marketing, Charlie and Carolyn Newcomer Faculty Research Fellow and Neel Corporate Governance Center Research Fellow at the Haslam College of Business, University of Tennessee, Knoxville. Bharadwaj's scholarly pursuits combine academic rigor with practical relevance, and his current research addresses sustainability, innovation, branding and livestream retailing.



Dr. Tonya Bradford is an Associate Professor and Inclusive Excellence Term Chair Professor at the University of California, Irvine (UCI). She earned her PhD at Northwestern University. Her research focuses on rituals and identity across phenomenon including gifting, relationships with money, communities, acculturation, and consumer-brand relationships. She serves as Associate Editor for the *J. of Public Policy & Marketing*, and the *J. of Retailing*, as an area editor for the *J. of the Academy of Marketing Science*, and on the *ERB* of the *J. of Marketing*.

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Dr. Mary Gilly is a Professor Emerita in Marketing at the Paul Merage School of Business at the University of California, Irvine (UCI). Mary is an accomplished scholar, with expertise in consumer behavior, focusing her research on the indirect and often unintended consequences of marketing actions. She is an AMA Fellow and received the Williams-Qualls-Spratlan Multicultural Mentoring Award of Excellence and is a member of the Ph.D. Project Hall of Fame.

Dr. Colleen Harmeling

Colleen Harmeling is the Persis E. Rockwood Associate Professor of Marketing at Florida State University. Colleen's research focuses on stakeholder engagement and customer experience design in marketing theory and strategy with an emphasis on the role of morality in consumption, healthcare decision-making, and understudied stakeholder. Her research appears in *J. of Marketing Research*, *J. of Marketing*, *Harvard Business Review*, *J. of Academy of Marketing Science*, and *J. of International Business Studies*, among others.



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 *J. 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. Thomas Kramer

is a Professor of Marketing and Associate Dean of the Undergraduate Business Programs at the University of California, Riverside (UCR). His research interests focus on examining factors that influence preference construction and subsequent decision-making, including extraordinary consumer beliefs (such as superstitious, magical, fateful, or karmic beliefs), biases, and heuristics. He is also a current Co-Editor of the *J. of Consumer Psychology*.



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Dr. Mathew Joseph

is the Emil C.E. Jurica Distinguished Professor of Marketing at the Greehey School of Business, St. Mary's University. He is the author of several articles in the areas of cross-cultural marketing, service quality, marketing strategy, health care marketing, electronic marketing, service technology, international advertising and promotion, marketing to Asia and Latin American and Marketing Education. He currently serves as the Vice Chair of the AMA Marketing for Higher Education SIG.



Dr. Martin Mende

is the Jim Moran Professor of Business Administration in the Dr. Persis E. Rockwood School of Marketing at Florida State University's College of Business. Mende's research focuses on relationship marketing, transformative service research and consumer-based strategy. He serves as an area editor for *J. of the Academy of Marketing Science* and as associate editor for the *J. of Service Research*, *J. of Marketing Research*, *J. of Consumer Psychology*, *J. of Retailing*, and *J. of Public Policy & Marketing*.



Dr. Dionne Nickerson

is an Assistant Professor of Marketing at the Kelley School of Business, Indiana University. Her research lies at the intersection of marketing and society. Her current work examines the impact of sustainability and corporate social responsibility (CSR) on marketing strategy and firm outcomes. She also explores brands' DEI (diversity, equity, and inclusion) efforts in their marketplace activities.



Dr. Nandini Nim is an Assistant Professor of Marketing at the University of Texas, El Paso. She focuses on real-world marketing problems and uses different data sources and empirical methods to provide solutions. Her research focuses on new technologies, financial technologies, financial inclusion, business models, and customer experience.



Dr. Kay Peters is the SVI-endowed Chair of Dialog Marketing and Professor of Marketing at Hamburg University, Germany. He holds a visiting position at the University of California, Davis since 2010. His research focusses on advanced dynamics in communication, customer centricity, and international marketing. Since 2010, he expands his research covering sustainability, digital transformation, startups, and since 2019 covering the latest AI advances.

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 the *Journal of Consumer Research*.



Dr. Alok Saboo is the Taylor E. Little Jr. Professor of Marketing and Director of the Master of Science in Marketing program at J. Mack Robinson College of Business, Georgia State University. Dr. Saboo is primarily interested in leveraging data and analytics to improve the effectiveness of firms' marketing actions and helping firms increase the returns on their marketing investments. Dr. Saboo is the winner of the 2022 Varadarajan Award for Early Career Contributions to Marketing Strategy Research and was selected as a 2022 Marketing Science Institute (MSI) Scholar.

Dr. Maura L. Scott is the Dr. Persis E. and Dr. Charles E. Rockwood Eminent Scholar in Marketing in the Rockwood School of Marketing at Florida State University. Dr. Scott serves as associate editor for the *J. of Marketing Research* and the *J. of Marketing*, and area editor for the *J. of the Academy of Marketing Science*. Dr. Scott is the immediate past President of the American Marketing Association's Academic Council.



Dr. Jagdish Sheth is the Charles H. Kellstadt Professor of Business, Goizueta Business School, Emory University. He is globally known for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. Over 50 years of experience in teaching and research at University of Southern California, University of Illinois at Urbana-Champaign, Columbia University, MIT, and Emory.

Dr. Kimberly Whitler is the Frank M. Sands Sr. Associate Professor of Business at the University of Virginia's Darden School of Business. Whitler's research focuses on helping boards, CEOs, and CMOs leverage marketing for firm advantage. Her research won the 2023 *J. of Marketing's* Sheth Foundation Award, the 2020 *J. of the Academy of Marketing Science* Sheth Foundation Award, was a finalist for the *J. of Marketing's* 2018 MSI/Paul H. Root Award and won the 2017 Robert D. Buzzell Best Paper for research with most significant impact on marketing practice and thought.

