

MICHAEL BREAZEALE, PhD

Office Address

College of Business
Mississippi State University
Box 9582, McCool 324D
Mississippi State, MS 39762
Office: (662) 325-8261
Fax: (662) 325-7012

Home Address

575 Valley Hills Drive
Starkville, MS 39759
Phone: (601) 316-2134
Email: mbreazeale@business.msstate.edu
Website: www.michael-breazeale.com
Twitter: [@MktgMike](https://twitter.com/MktgMike)

EDUCATION

Ph.D., Marketing
Mississippi State University

May 2010
Starkville, MS

B.B.A., Accounting
Millsaps College

December 1986
Jackson, MS

EXPERIENCE

Mississippi State University
Assistant Professor of Marketing

August 2014 – Present
Omaha, NE

University of Nebraska Omaha
Assistant Professor of Marketing
Marketing Liaison to UNO Center for Innovation, Entrepreneurship, and Franchising

July 2012 – August 2014
Omaha, NE

Indiana University Southeast
Assistant Professor of Marketing

August 2010 – July, 2012
New Albany, IN

Mississippi State University
Lecturer

July 2007 – July 2010
Mississippi State, MS

RESEARCH INTERESTS

Consumer-brand relationships, branding of extremist organizations, retail atmospherics, consumers' affective responses to self-service technology, consumption community dynamics and processes, online consumer socialization, social media marketing, entrepreneurial branding

TEACHING INTERESTS

Consumer behavior, branding, integrated marketing communications, marketing strategy, e-commerce, selling and sales management, entrepreneurship, services, social media marketing

RESEARCH ACCOMPLISHMENTS

Journal Publications

- Davis, Robert, Michael Breazeale, and Inna Piven (2014), "A Conceptual Model of Service Brand Consumption in a Social Media Setting," *Journal of Retailing and Consumer Services*, 21 (4), 468-481.
- Loureiro, Sandra M.C., Francisco J. Miranda, and Michael Breazeale, (2014) "Who Needs Delight? The Greater Impact of Value, Trust, and Satisfaction in Utilitarian, Frequent-Use Retail," *Journal of Service Management*, 25 (1), 101-124.
- Breazeale, Michael and Nicole Ponder (2013), "Get the Picture? The Visual Servicescape and Self-Image Congruity," *Journal of Business Research*, 66 (7), 839-846.
- White, Allyn, Michael Breazeale, and Joel Collier (2012), "The Effects of Perceived Fairness on Customer Responses to Forced SST Migration," *Journal of Retailing*, 88 (2), 250-261.
- Breazeale, Michael and Jason Lueg (2011), "A Retail Shopping Typology of American Teens," *Journal of Business Research*, 64 (6), 565-571.
- Moore, Robert S. Moore and Michael Breazeale (2010), "Electronic Commerce Research: The First Fifteen Years in the Fields of Marketing, Management, and Information Systems," *Marketing Management Journal*, 20 (1), 105-122.
- Breazeale, Michael (2009), "Word of Mouse: An Assessment of Electronic Word-of-Mouth Research," *International Journal of Market Research*, 51 (3), 297-318.

Book Chapters

- Breazeale, Michael, Susan Fournier, and Jill Avery (Forthcoming in 2015), "Strengthening Our Understanding of the Importance of Brands to Consumers, Firms, and Society at Large," in *Strong Brands, Strong Relationships*, Fournier, Breazeale, and Avery, eds., London: Routledge.
- Breazeale, Michael, Susan Fournier, and Jill Avery (Forthcoming in 2015), "Contemplating the Futures of Branding," in *Strong Brands, Strong Relationships*, Fournier, Breazeale, and Avery, eds., London: Routledge.
- Breazeale, Michael, Erin Pleggenkuhle-Miles, Gina S. Ligon, and Mackenzie Harms (Forthcoming in 2015), "Branding Terror: Building Notoriety in Violent Extremist Organizations," in *Strong Brands, Strong Relationships*, Fournier, Breazeale, and Avery, eds., London: Routledge.

- Breazeale, Michael, Erin Pleggenkuhle-Miles, Gina S. Ligon, and Mackenzie Harms (Forthcoming in 2015), "Brand Relationships and Violent Extremist Organizations," in *The Dark Side of CRM*, Nguyen, Simkin, and Canhoto, eds., London: Routledge.
- Breazeale, Michael, Christopher R. Long, and Daniela Ott (2014), "Public Luxury Representatives," in *The Management of Luxury*, edited by Reinecke, Berghaus, and Muller-Stewens, 101-112.
- Breazeale, Michael and Susan Fournier (2012), "Where Do We Go from Here?" in *Consumer-Brand Relationships: Theory and Practice*, Fournier, Breazeale, and Fetscherin, eds., London: Routledge, 395-414.
- Breazeale, Michael and Nicole Ponder (2012), "This Store Just Gets Me! Customer Chemistry and Its Role in Identity Construction," in *Consumer-Brand Relationships: Theory and Practice*, Fournier, Breazeale, and Fetscherin, eds., London: Routledge, 223-243.
- White, Allyn, Michael Breazeale, and Cynthia Webster (2012), "The Brand Avoidance Relationship: Exploring Consumer Motivations," in *Consumer-Brand Relationships: Theory and Practice*, Fournier, Breazeale, and Fetscherin, eds., London: Routledge, 57-73.
- Susan Fournier, Michael Breazeale, and Marc Fetscherin (2012), "The Why, How, and So What of Consumers' Relationships with their Brands," in *Consumer-Brand Relationships: Theory and Practice*, Fournier, Breazeale, and Fetscherin, eds., London: Routledge, 1-12.

Books

- Susan Fournier, Michael Breazeale, and Jill Avery, Eds. (Forthcoming in 2015), *Strong Brands, Strong Relationships*, London: Routledge.
- Susan Fournier, Michael Breazeale, and Marc Fetscherin, Eds. (2012), *Consumer-Brand Relationships: Theory and Practice*, London: Routledge.

Refereed Conference Proceedings

- Loureiro, Sandra Maria Correia, Dong-Mo Koo and Michael Breazeale (2014), "The Role of Affective Commitment in Driving Environmental Efforts: A Cross-Cultural Study," In Juran Kim (ed.). *Proceedings of the 2014 Global Marketing Conference -Bridging Asia and the World: Globalization of Marketing & Management Theory and Practice* (pp. 66-84). Singapore July 15 - 18, 2014. ISSN: 1976-8699
- Breazeale, Michael, and Nicole Ponder (2013), "I Love That Store: Toward a Theory of Customer Chemistry," *2013 AMA Summer Educators Conference Proceedings. (Winner of Best Paper in Retailing Track Award)*

Barnes, Donald, Mike Breazeale, Allyn White, and Zachary Williams (2007), "Customer Outrage and Delight in a Services Setting: Understanding Key Aspects of the Relationship," *2007 Society for Marketing Advances Conference Proceedings*.

Refereed Presentations

Piven, Inna, Robert Davis, and Michael Breazeale, "Conceptualising Service Brand Consumption in a Social Media Setting," *European Conference on Social Media Consumption 2014*, Brighton, United Kingdom.

Loureiro, Sandra M., Dong Mo-Koo, and Michael Breazeale, "The Role of Affective Commitment in Driving Environmental Efforts: A Cross-Cultural Study," *Global Association of Marketing and Management Associations 2014 Conference*, Singapore.

Ligon, Gina, Michael Breazeale, Erin Pleggenkuhle-Miles, Mackenzie Harms, and Samantha Woracek (2013), "Branding Destruction: Applying a Marketing Framework to the Notoriety of Violent Extremist Organizations," *Consumer-Brand Relationships 2013*, Boston, MA. (*Winner of Best Conference Paper Award*)

Piven, Inna, Robert Davis, and Michael Breazeale, "A Conceptual Model of Service Brand Consumption in a Social Media Setting," *Frontiers in Service 2013*, Taipei, Taiwan.

Hughes, Melanie and Michael Breazeale, "Two Years in the Journey of Female Information Entrepreneurs," *Association of Independent Information Professionals 2013 Conference*, Denver, CO.

Ford, Toni-Rochelle and Michael Breazeale, "When Consumers Become Infected: The Impact of Inconsistent Viral Messages on Brand Relationships," *Consumer-Brand Relationships 2012*, Boston, MA.

Wilder, Kelly, Michael Breazeale, and Nicole Ponder, "Everybody Knows I Love that Brand! Toward an Understanding of Brand Advocacy," *Consumer-Brand Relationships 2012*, Boston, MA.

Martin, William C. and Michael Breazeale, "Fairer Still: Exploring Price Fairness Perceptions for Goods and Services," *Marketing Management Association 2011 Spring Conference*, Chicago, IL.

Breazeale, Michael and Nicole Ponder (2010), "Falling in Love: Customer Chemistry and Identity Construction," *1st International Colloquium on the Consumer-Brand Relationship*, Winter Park, FL.

White, Allyn, Michael Breazeale, and Cynthia Webster (2010), "The Brand Avoidance Relationship: An Exploration of Consumer Motives," *1st International Colloquium on the*

Consumer-Brand Relationship, Winter Park, FL.

Breazeale, Michael and Nicole Ponder (2009), "Get the Picture? The Visual Servicescape and Self-Image Congruity," *12th Annual Retail Strategy and Consumer Decision Research Seminar*, New Orleans, LA.

Breazeale, Michael (2009), "Consuming Fear: Exploring Collector Motivations at a Horror Convention," *Third Annual Southeast Marketing Symposium*, University of Alabama, Tuscaloosa, AL.

Breazeale, Michael and Jason Lueg (2008), "Cool Kids and Geeks: A Retail Shopping Typology of American Teens," *Society for Marketing Advances 11th Annual Retailing Symposium*, St. Petersburg, FL.

White, Allyn, and Michael Breazeale (2008), "Do It Yourself! An Examination of the Perceived Fairness of Traditional Payment Method Sanctions," *Second Annual Southeast Marketing Symposium*, Mississippi State University, Mississippi State, MS.

Breazeale, Michael (2007), "I Love That Store! Creating Customer Chemistry," *Society for Marketing Advances 10th Annual Retailing Symposium*, San Antonio, TX.

Works in Progress

Loureiro, Sandra M. and Michael Breazeale, "Pressing the Buy Button: Online Shopping Orientation and Its Role in Online clothing Purchase," under review at *Journal of Retailing and Consumer Services*.

Collier, Joel E., Michael Breazeale, and Allyn White, "You Do It! Consumer Response to Self-Service Failure Attribution," submitted to *Journal of the Academy of Marketing Science*.

Ligon, Gina, Michael Breazeale, Erin Pleggenkuhle-Miles, Mackenzie Harms, and Samantha Woracek, "Branding Destruction: Applying a Marketing Framework to the Notoriety of Violent Extremist Organizations" writing in progress, targeting submission to *Journal of Consumer Research*.

Breazeale, Michael and Nicole Ponder, "Everything I Want to Be! Customer Chemistry and Identity Construction," revising for submission to *Journal of Consumer Psychology*.

Loureiro, Sandra M. and Michael Breazeale, "What Do YOU Drive? The Importance of Brand Meaning for Luxury Car Consumers," data collected and analyzed, final write-up in progress, targeting *Journal of Business Research*.

Breazeale, Michael and Erin Pleggenkuhle-Miles, "@Terror: Violent Extremists' Use of Social Media to Manage Brand Relationships," final writing in progress, targeting submission to *Journal of Marketing Theory and Practice*.

Pleggenkuhle-Miles, Erin and Michael Breazeale, “Managing Terror: Violent Extremist Leaders as Celebrity CEOs,” data collection in progress, targeting submission to *Organization Science*.

Breazeale, Michael and Christopher R. Long, “Who Comes First – The Designer or the Brand? Exploring Luxury Consumers’ Brand Attachments,” Study One data collected, targeting submission to *Journal of Business Research*.

Breazeale, Michael and Nicole Ponder, “I Love That Store! Toward a Theory of Customer Chemistry,” final editing in progress for submission to *Journal of Retailing*.

Loureiro, Sandra M. and Michael Breazeale, “The Role of Affective Commitment in Driving Environmental Efforts: A Cross-Cultural Study,” final writing in progress, targeting submission to *European Journal of Marketing*.

Ligon, Gina S., Breazeale, Michael, Harms, Mackenzie, & Friedly, Jo, “Implications for the al Qaeda's Brand for Recruiting, Fundraising, and Terrorism,” writing in progress, targeting submission to *Dynamics of Asymmetrical Conflict Journal*.

Breazeale, Michael, Christopher Long, and David Brown “Understanding Engagement: An Analysis of Existing Literature on an Elusive Construct,” data collected and analyzed, writing in progress, targeting submission to *Journal of Business Research*.

Breazeale, Michael, “The Brand Relationship Continuum,” data analysis in progress, targeting submission to *Journal of Consumer Research*.

Long, Christopher R., Michael Breazeale, and Susan Fournier, “I Miss My Brand! A Longitudinal Study of Brand Deprivation,” data collection in progress, targeting submission to *Journal of Consumer Research*.

Breazeale, Michael, “Consuming Fear: Exploring Collector Motivations at a Horror Convention,” data collection in progress, targeting submission to *Journal of Consumer Research*.

Breazeale, Michael and Christopher R. Long, “Dopplebanging Brands: Do Consumers Start to Look like Their Favorite Brands?” experimental design in progress, targeting submission to *Journal of Consumer Psychology*.

Invited Presentations

“Creating a Personal Brand in Fashion,” presented to Fashion Design and Merchandising students in HS 4701, September 30, 2014.

“Creating a Personal Brand As a Manager,” presented to incoming MBA students in the Mississippi State University College of Business orientation, August 15, 2014.

- “Creating a Personal Brand As an Academic,” presented to incoming doctoral students in the Mississippi State University College of Business orientation, August 14, 2014.
- “What Do Marketing Students Need to Know If They Are Going to Be Professional Marketers?” Keynote Presentation at the American Marketing Association – Lincoln, Nebraska Chapter Prizm Awards, May 1, 2014.
- “Social Media Marketing for the School Superintendent,” presented to the Midlands Superintendents Academy, April 25, 2014.
- “Use of Technology to Prepare Students for the Digital Age,” presented to the Midlands Superintendents Academy, March 21, 2014.
- “Marketing and Communications for the School Superintendent,” presented to the Midlands Superintendents Academy, February 21, 2014.
- “Marketing Resources and the Creation of Sustainable Competitive Advantage,” presented to Corporate and Business Strategy (MGT 4480) at University of Nebraska Omaha, September 2013.
- “Marketing Resources and the Creation of Sustainable Competitive Advantage,” presented to Corporate and Business Strategy (MGT 4480) at University of Nebraska Omaha, May 2013.
- “Social Media Marketing 101: Using Social Media to Acquire Customers and Build Relationships,” presented at University of Nebraska Omaha, Customer Experience Management (CXM) Summit 2013, April 2013.
- “Maximizing Marketing Resources,” presented to Peter Kiewit Institute Scott Scholars at University of Nebraska Omaha, February 2013.
- “Marketing Fundamentals for Marketers Who Don’t Know They’re Marketers,” presented to Peter Kiewit Institute Scott Scholars at University of Nebraska Omaha, February 2013.
- “Social Media Marketing for Fun and Profit,” presented to Executive MBA Program at University of Nebraska Omaha, December 2012.
- “Internet Bootcamp: Social Media Marketing for Small Business,” presented to Downtown Jeffersonville (IN) Chamber of Commerce, May – July 2012.

MEDIA CONTRIBUTIONS

Omaha World-Herald (July 19, 2014), “Officially Average! Omaha to Be Test City for More Taco Bell Breakfast Items,” Discussed the criteria that marketers use when selecting test markets; Reporter, Janice Posada.

KETV, Omaha ABC affiliate (February 17, 2014), “How to Process All That Advertising” / Discussed with Alex Hoffman the ways that advertising acts on consumers and the precautions that consumers should take when advertisements seem too good to be true.

Omaha World-Herald (February 7, 2014), “Victoria’s Secret Challenges Elkhorn Woman’s ‘Pink Store’ Trademark,” Discussed the value of a brand and the implications of overzealous defense of that brand; Reporter, Janice Posada.

Required Reading, Omaha Public Access (August 2013), Discussed my book, *Consumer-Brand Relationships: Theory and Practice* and the practical application of personal branding practices with host, Erin Owen.

Omaha World-Herald (May 9, 2013), “Dynamic Logo Created for Cancer Center,” Discussed the branding impact of a new logo design for the Fred and Pamela Buffett Cancer Center; Reporter, Steve Jordon.

Kaiser The Sage (Blog) “Digital Marketing Tips from 12 Marketing Professors” (March 5, 2013), Interviewed for story on the differences between digital and traditional marketing strategies (<http://kaisersagesage.com/digital-marketing-tips/>)

KOIL, Omaha AM radio station (February 1, 2013), Super Bowl advertising trends and the impact they have on the advertisers / Discussed live on the air with Tom Becka during a 30-minute interview conducted at a live remote from Saints Sports Bar

WOWT, Omaha NBC affiliate (December 20, 2012), Holiday returns, best times to return unwanted gifts, and what to do with unwanted gift cards / Discussed live on air with Brian Mastre during the 4pm broadcast, rerun during the 6pm broadcast.

WOWT, Omaha NBC affiliate (December 10, 2012), Gift cards and their impact on consumers and retailers; trends in gift cards for the holiday season / Interviewed by Jodi Baker for broadcast during News at Daybreak.

Omaha World-Herald (November 15, 2012), “Black Friday Creeps into Turkey Day,” Discussed the phenomenon of Black Friday beginning earlier each year, its impact on retailers, and the cultural significance of the event; Reporter, Janice Posada.

WOWT, Omaha NBC affiliate (November 23, 2012), Black Friday sales and their impact on retailers' bottom lines / Discussed live on air with Brian Mastre during the 4pm broadcast, rerun during the 6pm broadcast.

TEACHING ACCOMPLISHMENTS

Mississippi State University Courses Taught

- Personal Selling
- Strategic Branding (In development)
- Independent Study in Brand Strategy (MBA and undergraduate level)

University of Nebraska Omaha Courses Taught

- Marketing Management (Mktg capstone, SET Instructor score 4.92/5.0)
- Consumer Behavior (Online)
- Social Media Marketing (SET Instructor score 4.97/5.0)

Supervised UNO Independent Studies:

- Elise Pelto / *Assigned readings on social commerce and assisted in the preparation of a literature review on the topic* (Spring 2013 / 3 credit hours)

Indiana University Southeast Courses Taught

- Advertising and Promotion Management (SET Instructor score 4.87/5.0)
- Consumer Behavior (Undergraduate and graduate level, SET Instructor score 4.91/5.0)
- Business Policy and Strategy (MBA Capstone, SET Instructor score 4.86/5.0)

Supervised IUS Student Internships / Independent Studies:

- Mark Begley / Southeast Indiana Small Business Development Center – *Prepared business plans for local entrepreneurs and developed promotional materials for entrepreneur seminars (2010)*
- Richard Ferree / Kentucky Air National Guard – *Worked on volunteer recruitment campaign (2011)*
- Meagan Hassenger / US Bank – *Designed in-bank promotional materials and direct mail campaign for local bank (2011)*
- Chadwick Ballard / Event Production & Logistics – *Designed brand identity, logo, and promotional campaign for start-up regional event production company (2011)*
- Michael Hooper / Kavanaugh Insurance – *Developed promotional campaign for local insurance company to build stronger local presence and increase commercial business (2011)*
- Natalie Payton / Scorpio Salon and Spa – *Designed promotional events and mailings to promote local salon chain (2011)*
- Lindsey Grether / Habitat for Humanity – *Developed a media campaign to effectively target and communicate with potential volunteers (2011)*
- Heather Martin / Healthcare Recoveries – *Developed employee training manual for large workforce tasked with customer service (2011)*

- Kimberly Johnson / New Albany YMCA – *Developed resume template for use in applying for marketing creative jobs (2011)*
- Mark Begley / The New Albanian – *Prepared business and marketing plan for local restaurateur planning to begin retailing branded merchandise in-store and online (2011)*
- Tyler Wilson / Russell’s Group – *Developed SEO techniques for clients that includes GE and other large national corporations (2011-2012)*
- Antonio Zeppa / Zeppa’s Lawn Service – *Prepared marketing plan for the expansion of a successful landscaping business to grow reach and reputation (2012)*
- Melanie Hughes / *Independent study on Women Entrepreneurs: The Challenges and Successes, a longitudinal study of female entrepreneurs in the Information industry (Spring 2012 / 3 credit hours)*
- David Brown / *Independent study on Consumer Engagement (Spring2012 / 6 credit hours)*

Mississippi State University Courses Taught

- Principles of Marketing (grand mean SET score 4.85/5.0)
- Advertising (grand mean SET score 4.85/5.0)
- Personal Selling (grand mean SET score 4.89/5.0)
- Quantitative Analysis and Business Research (MBA, Online, grand mean SET score 4.70/5.0)
- Marketing Management (Capstone MKT course, taught twice, grand mean SET score 4.89/5.0)

ACADEMIC SERVICE

Professional Organizations

American Marketing Association, member, 2006-present
 Academy of Marketing Science, member, 2007-present
 Association for Consumer Research, member, 2007-present
 Society for Marketing Advances, member, 2007-present
 American Anthropological Association, member, 2008-present
 Society for Cultural Anthropology, member, 2008-present
 Design and Emotion Society, member, 2008-present
 Society for Consumer Psychology, member, 2009-present
 Marketing Management Association, 2010-present

University Committees

MSU Safe Zone Faculty Mentor, 2014-present

UNO Academic Program Council, 2013-2014
UNO Graduate Research and Creative Activity (GRACA) Reviewer, 2013-2014
UNO Fund for Undergraduate Student Experience (FUSE) Review Panel, 2013-2014
UNO Enrollment Management Working Group, 2013
IU Southeast Safe Zone Committee, 2010 – 2012

College Committees

UNO Commerce and Applied Behavior Lab Feasibility Committee, 2013
UNO College of Business Administration Welcome Week Committee, 2013
UNO College of Business Administration Management Faculty Search Committee, 2013
UNO College of Business Administration External Relations Council, 2012 – 2015
UNO E-Team, 2012 – present
IU Southeast School of Business Strategic Planning Committee, 2011 – 2012
IU Southeast School of Business Website Re-design Committee, 2011
IU Southeast Search Committee for Economics Lecturer, Summer 2011
IU Southeast Search Committee for tenure-track Marketing Faculty, Fall 2010
IU Southeast Committee to Develop Student Code of Ethics, Fall 2010 – Spring, 2011

Research and Teaching Circles

UNO Entrepreneurship Collaboration Teaching Circle
UNO Distance Education Teaching Circle
UNO Tenure-Track Faculty Teaching Circle
UNO Case Writing Research Triangle

Dissertation/Thesis Committees

Anaïs Gretry, 2013, HEC Management School of the University of Liège, *The Brand Human Voice – Eliciting Brand Anthropomorphization through the Use of Human Verbal Cues on Online Brand Communities*
Kalyaney Nou, 2013, UNITEC Institute of Technology, *Conceptualization of Consumer-Brand Relationships: The Motivation Behind the Formation and Maintenance of Consumer-Brand Relationships and Their Consequences*
Inna Piven, 2012, UNITEC Institute of Technology, *Exploring Consumers' Service Brand Consumption in a Social Media Community*
Kelly Wilder, 2011-2014, Mississippi State University, *Brand Advocacy: Conceptualization and Measurement*

Student Organizations

Faculty sponsor, MSU *Reflector* advertising sales force, 2014-present
Faculty sponsor, UNO Student Marketing Association, 2012-2014
Faculty sponsor, inaugural Indiana University Southeast Marketing Club, 2010-2012
Faculty mentor, Indiana University Southeast Safe Zone Student Committee, 2011-2012
President of MSU College of Business Doctoral Student Association, 2007-2008

SERVICE TO THE DISCIPLINE

Journal of Product and Brand Management, Editorial Review Board
Journal of Business Disciplines, Editorial Review Board
Journal of Consumer Research, Reviewer
Journal of Marketing Theory and Practice, Reviewer
Journal of Brand Management, Reviewer
Journal of Customer Behaviour, Reviewer
International Journal of Research in Marketing, Ad hoc reviewer
The CASE Journal, Ad hoc reviewer
Marketing Education Review, Ad hoc reviewer
BBR 2014, Session Chair, The Utility of Brand Relationships, 2014.
Conference Co-chair, Brands and Brand Relationships 2014, Boston, MA.
Conference Co-chair, Consumer-Brand Relationships 2013, Boston, MA.
CBR 2013, Session Chair, The Role of the Relationship, 2013
Conference Co-chair, Consumer-Brand Relationships 2012, Boston, MA.
CBR 2012, Session Chair, Cognitive Psychology Perspectives on Brand Relationships, 2012.
Conference Co-chair, 2nd International Colloquium on Consumer-Brand Relationships, 2011.
2nd International Colloquium on Consumer-Brand Relationships 2011, Session Chair, The Role of the Relationship, 2011.
Conference Co-chair, 1st International Colloquium on Consumer-Brand Relationships, 2010.
Academy of Marketing Science Annual Conference, Reviewer for “I See Myself in this Brand, Literally” Track, 2014
American Marketing Association Summer Educators Conference, Reviewer for Branding Track, 2011, 2012, 2013.
Society for Marketing Advances Annual Conference, Reviewer for Brand and Product Management Track, 2010, 2011.
Conference Creator and Co-chair, 1st International Colloquium on Consumer-Brand Relationships, 2010.
Society for Marketing Advances Annual Conference, Session Chair, Can You Trust Your Respondents? 2009.
Society for Marketing Advances Annual Conference, Reviewer for Research Track, 2009.
Southeast Marketing Symposium, Consumer Behavior Track, Discussant, 2008.
Marketing Management Association Conference, Reviewer for Marketing Education and Pedagogy Track, 2008.
Atlantic Marketing Association Fall Conference, Reviewer for Consumer Behavior Track, 2006.

GRANTS

Mississippi State University, \$3000 for data collection related to development of Customer Chemistry concept, 2014.

University of Nebraska Omaha, Student Tech Fee Grant, \$36,000 for eye trackers in Commerce and Applied Behavior (CAB) Lab, 2014.
Lilly Foundation, HelpNet Program, \$4000 for development of a B2B social media campaign for 3k Machinery, 2012.
Lilly Foundation, HelpNet Program, \$1500 for development of a marketing plan focused on the creation of brick-and-mortar and online retail stores for New Albanian Brewing Company that would market and sell branded merchandise, 2012.
Lilly Foundation, HelpNet Program, \$6500 for development and delivery of five-workshop Internet Marketing Boot Camp for delivery to Jeffersonville Main Street, Inc., 2012.
Mississippi State University College of Business Graduate Studies Program, \$1000 for implementation of a study on consumer retail behaviors, 2010.

HONORS and AWARDS

AMA 2013 Summer Educator's Conference Best Paper in Retailing Track Award, "I Love That Store: Toward a Theory of Customer Chemistry"
CBR 2013 Best Paper Award, "Branding Destruction: Applying a Marketing Framework to the Notoriety of Violent Extremist Organizations"
Delta Sigma Pi, 2013-present
2013 Hormel Meritorious Teaching Award, presented by Marketing Management Association
Top 100 Web Savvy Professors of 2012 – Awarded by BestOnlineUniversities.com, 2012
Social Media Marketing Magazine's Top 100 Marketing Professors on Twitter, 2012-present
Beta Gamma Sigma, 2011-present
Donald Zacharias Student Teacher of the Year – Doctoral Level (University-wide), 2010
MSU College of Business Doctoral Student Research Award, 2010
MSU College of Business Doctoral Student Teaching Award, 2010
American Marketing Association Doctoral Consortium Fellow, 2010
Society for Marketing Advances Doctoral Consortium Fellow, 2008
Phi Kappa Phi Honor Society, 2007-present
Graduate Research Assistantship, Mississippi State University, 2006-present

BOARD MEMBERSHIPS

Institute for Brands and Brand Relationships, Secretary and Clerk, Boston, MA, 2013-present
Aksarben Marketing Solutions, Chief Marketing Officer, Omaha, NE, 2013-present

SERVICE TO THE COMMUNITY

Nebraska AIDS Project, 2012 – 2014
Weekly volunteer

IUS Internet Marketing Bootcamp, Summer 2012

Developed and delivered five-week workshop on social media marketing for small business to Downtown Jeffersonville (IN) Chamber of Commerce members

IUS Fall Entrepreneurship Workshop, Fall 2010

Designed and delivered eight-week workshop with grant from the Lily Foundation

IUS Entrepreneurs, 2010 – 2012

Sponsor local group of entrepreneurs and facilitate meetings

Major Mentors, Fall 2010 ongoing

Provide career advice to current Millsaps College students and recent graduates

CONSULTING

NeMO (Nebraska Multiples Organization), 2013

Omaha, NE

Helped prepare business plan and developed brand identity for non-profit startup dedicated to serving Nebraska parents of multiples

3k Machinery, 2012

New Albany, IN

Prepared a B2B social media campaign for local-based international seller of refurbished machines and machine parts

Johari Window, 2012

Louisville, KY

Prepared a social media promotion plan for up-and-coming heavy metal band in advance of their first CD release

CoreDesign, 2012

Louisville, KY

Developed marketing materials to promote multi-media artist to the interior design and builder community in the Louisville, KY area

Jeffersonville Main Street, Inc., 2012

Jeffersonville, IN

Developed and delivered Internet Marketing Boot Camp (5 workshops) for small business owners

Marcar Branding, 2012

Sao Paulo, Brazil

Ongoing consulting on relationship building for B2B and B2C clients

New Albanian Brewing Company, 2012

New Albany, IN

Consulted on brand image construction for restaurateur/micro brewer and oversaw implementation of campaign to expand client's reach to a regional target audience

Millward Brown Optimor, 2011

New York, NY

Consulted on global brand relationship project, providing insights on relationship-building

Fright Night Productions, 2011

Louisville, KY

Oversaw development of revised marketing and promotions plan for largest genre film festival in the US

Birkat Adonai Farm, 2011-2012

Louisville, KY

Oversaw development of promotional plan for company that makes and markets goats' milk lotions, soaps, and oils / Designed new logo and website

Celebrate Memphis, 2011

Memphis, IN

Oversaw development of marketing campaign to recruit vendors and customers for community fundraising festival

Event Production and Logistics, 2011

Elizabeth, KY

Oversaw development of a branding promotion for start-up entertainment company

American Red Cross, 2011

Jeffersonville, IN

Oversaw development of marketing campaign to recruit volunteers for aid-to-deployed-service-members projects and for recruitment of service members' families

Indiana Chamber Executives Association, 2011

Madison, IN

Oversaw development of market research designed to increase utilization of association resources and development of a revamped promotional strategy

Upper Cases, 2011

Jeffersonville, IN

Assisted owners in the development of a new target marketing and promotional strategy

Clarksville Sister Cities Association, 2010

Clarksville, IN

Oversaw development of market research designed to increase member involvement in organization and development of a revamped promotional strategy

Health Services Data Warehouse, 2010

Washington, DC

Oversaw development of a marketing plan designed to increase awareness and utilization of this government resource

Bagley College of Electrical & Computer Engineering, 2010

Mississippi State University

Developed new promotional campaign and process innovation to increase overall enrollment

Omnova Solutions, Inc., 2009

Columbus, MS

Designed and delivered 3-day customer-service workshop for inside sales force

WORK EXPERIENCE

Assistant Professor of Marketing (2014-present)

Mississippi State University, Mississippi State, Mississippi

Assistant Professor of Marketing (2012-2014)
University of Nebraska at Omaha, Omaha, Nebraska

Assistant Professor of Marketing (2010-2012)
Indiana University Southeast, New Albany, Indiana

Lecturer (2007-2010)
Mississippi State University, Starkville, Mississippi

Research Assistant (2006-2010)
Mississippi State University, Starkville, Mississippi

Real Estate Broker and Owner (2001-2007)
Homestar Real Estate Services, Jackson, Mississippi
Hired, trained, and managed ten residential and commercial real estate agents

Corporate Trainer for Franchisee Real Estate Agents (1999-2001)
ERA Franchise Systems, Parsippany, New Jersey
Delivered week-long sales and career development training for Realtors operating within ERA franchises across the United States

Newspaper Editor (1991-1998)
Mississippi Voice, Jackson, Mississippi
Edited, contributed regular columns, and oversaw operations of state-wide newspaper

Business Owner (1990-1997)
Deville Cinema, Jackson, Mississippi
Re-opened local landmark single-screen theater as art house cinema and developed popular independent filmmaker series (Average annual revenue \$250,000)

Business Owner (1983-2007)
Video Library, Jackson, Mississippi
Opened and operated large independent 25,000-volume video rental store (Average annual revenue \$800,000) and satellite locations

REFERENCES

Dr. Susan Fournier
Professor of Marketing
Boston University
School of Management
595 Commonwealth Avenue
Boston, MA 02215

Michael Breazeale
Revised 22 December 2014

(617) 353-2773
fournism@bu.edu

Dr. Jill Avery
Senior Lecturer
Harvard Business School
Morgan Hall T-69 Soldiers Field Road
Boston, MA 02163
(617) 495-8084
javery@hbs.edu

Dr. Uric Dufrene
Executive Vice Chancellor of Academic Affairs
Indiana University Southeast
4201 Grant Line Road
University Center South
New Albany, IN 47150
(812) 941-2208
udufrene@ius.edu